Publicity Audit

a) Basics:

• 1a. Has your library board engaged in a **community-based** long-range planning within the past two years?
  □ Yes  □ No

• 2a. Mark all the ways in which your library has **solicited community input** within the past two years:
  □ Print Survey distributed in the library
  □ Print Survey mailed to patrons
  □ Print Survey mailed to the whole community
  □ Online Survey
  □ Suggestion box (physical)
  □ Suggestion box (on the library’s web site)
  □ Focus Groups run at the library
  □ Attend meetings other groups/organizations in town
  □ Other (please specify): ______________________________

• 3a. Does the library director or a library representative regularly attend: (check all that apply) Town board meetings
  □ Town Board meetings
  □ Chamber of Commerce meetings
  □ Rotary meetings
  □ School board meetings
  □ Parent/Teacher Association (PTA)
  □ Other networking meetings (please list them here):

• 4a. Do you track **patron complaints**?
  □ Yes  □ No

• 5a. Do you track each time staff has to say to a patron “**no, we don’t do that**” or “**no, we don’t have that**”?
  □ Yes  □ No  If yes, how? ________________________________________________________________

• 6a. Who is attending your programs?
  □ Same loyal patrons
  □ Combination of current patrons and new people
● 7a. Do you regularly ask program attendees how they found out about the library program they attended?
   □ Yes  □ No

● 8a. What is the most frequent way program attendees report learning about your programs?
   □ word-of-mouth from staff
   □ word-of-mouth from friend/acquaintance
   □ flyers in the library
   □ flyers posted around the community
   □ calendar on library’s web site
   □ other community calendars
   □ press releases
   □ library newsletter
   □ library enewsletter
   □ radio
   □ TV
   □ Other (please specify): ________________________________

● 9a. Do you use programming to reach out to segments of your non-user population in the community?
   □ Yes  □ No
   o If yes, have you targeted any of the following groups:
     □ New residents
     □ Elected officials
     □ Retirees
     □ Firefighters
     □ Homeschooling families
     □ Commuters
     □ Small business owners
     Other: ____________________________________________
b. Print & Online Communication:

- 1b. Do you have a standard design for publicity pieces that uses a consistent graphic/logo, typeface and regular placement of the library’s contact information?
  - Yes  No

- 2b. Does your library have a professionally designed logo?
  - Yes  No

- 3b. Does your library have a basic brochure that details the services you have to offer and how to access them?
  - Yes  No

- 4b. Does your library produce a written annual report to the community?
  - Yes  No

  4b.1. If yes, is it:
  - available in the library
  - available on the library’s web site
  - mailed to all library patrons
  - mailed to all VIPs (mayor, police chief, fire chief, school principals, newspaper editors, head of the Chamber of Commerce and Rotary, etc.)
  - mailed to all residents in the library’s service area

- 5b. Does your library produce a print newsletter two times a year or more?
  - Yes  No

  5b.1. If yes, how is this distributed? (please check all that apply):
  - It is available in the library
  - It is available on the library’s web site
  - It is mailed to all library patrons
  - It is mailed to all VIPs (mayor, police chief, fire chief, school principals, newspaper editors, head of the Chamber of Commerce and Rotary, etc.)
  - It is mailed to all residents in the library’s service area

- 6b. How many press releases or proactive communications do you send to local media outlets (newspapers, radio stations, community publications) in a year?
7b. Does your library produce an enewsletter?
☐ Yes  ☐ No
   a. 7b.1. If yes, is it distributed through a newsletter service? (i.e. Constant Contact, MailChimp, etc.):
      ☐ Yes  ☐ No
   b. 7b.1. If yes, is the current issue available on your web site?
      ☐ Yes  ☐ No

8b. Is your library’s web site updated with fresh content at least once week?
☐ Yes  ☐ No

9b. Does your library have a Facebook page?
☐ Yes  ☐ No
   a. 9b.1. If yes, are there postings to the library’s Facebook page at least once a week by staff?
      ☐ Yes  ☐ No
   b. 9b.2. If yes, how many fans or friends does your library’s Facebook page have?
      ______________________

10b. Does your library have a Twitter account?
☐ Yes  ☐ No
   a. 10b.1. If yes, does the library post to the account at least once a week?
      ☐ Yes  ☐ No
   b. 10b.2. If yes, how many followers does the library’s Twitter account have? ________________
   c. 10b.3. Do you follow other organizations and residents in your community through Twitter?
      ☐ Yes  ☐ No
c. Facility:

- 1c. Have you ever conducted an **inventory of all the signage** in your library with the goal of reducing visual clutter?
  - Yes  No

- 2c. Have you ever asked a **new resident** to find their way around the library and report back as to any confusion over signage?
  - Yes  No

- 3c. Who on the staff is allowed to **post signs** in the library?

- 4c. Do you use signage **in front** of the library to advertise programming, etc.?
  - Yes  No

- 5c. Has your **collection been weeded** within the past two years?
  - Yes  No

- 6c. Do you **merchandise your collection** in any of the following ways:
  - turn book covers face out
  - use slatboard to market books on the ends of your shelving
  - create themed displays of books, DVDs and other items on a rotating basis
  - assign a staff person, in their job description, the job of merchandizing the collection
  - Other: _________________________

- 7c. Do you allow **food and/or beverages** in the library?
  - Yes  No

- 8c. Do you allow patrons to talk on their **cell phones** in the library?
  - Yes  No
d. Staff Education & Staff Roles:

- 1d. Do you have regular staff meetings to bring everyone up-to-date and share the important things for the staff to be promoting to the patrons?
  - [ ] Yes  [ ] No

- 2d. Does your staff receive an orientation to the library’s web site annually?
  - [ ] Yes  [ ] No

- 3d. Does the staff in your library receive customer service related training at least once a year?
  - [ ] Yes  [ ] No

- 4d. Does your staff wear name tags?
  - [ ] Yes  [ ] No

- 5d. Is a person at the library tasked with scanning the local newspapers, blogs and web sites for what is going on in town, topics of high interest, hot button issues?
  - [ ] Yes  [ ] No

- 6d. Do you have an employee, other than the director, who is tasked with keeping the library’s web site up-to-date?
  - [ ] Yes  [ ] No

- 7d. Do you have an employee, other than the director, who is tasked with coordinating press releases?
  - [ ] Yes  [ ] No

- 8d. Do you have an employee or volunteer who serves as a greeter?
  - [ ] Yes  [ ] No

- 9d. Do you plan programming at the library that is related to hot button issues in your community?
  - [ ] Yes  [ ] No

- 10d. Do you, as the director, or a staff person welcome program attendees to the library and provide an update or “commercial” on library services and programs before a program starts?
  - [ ] Yes  [ ] No
e. Trustee & Friends:

- 1e. Does your library have a designated spokesperson to deal with media inquiries?
  □ Yes  □ No

- 2e. Do you have a board approved media relations or public relations policy?
  □ Yes  □ No

- 3e. Do you, as the director, attend all Friends Group meetings? Or assign a staff person to attend all meetings?
  □ Yes  □ No  □ No Friends Group

- 4e. Do you routinely provide your trustees with talking points about new services or important issues facing the library (like a budget vote or building project)?
  □ Yes  □ No

- 5e. Do you routinely provide your Friends Group Board with talking points about new services or important issues facing the library (like a budget vote or building project)?
  □ Yes  □ No