

Peace Library System
Fall 2017 Marketing Campaign

#GetGoing

AT YOUR LOCAL LIBRARY

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BORROW BOOKS, EBOOKS, MAGAZINES, MUSIC & MOVIES
ACCESS ONLINE LEARNING • STUDY • MEET • LEARN • WORK
COLLABORATE • TAKE A CLASS • EXPLORE • RELAX • **ENJOY**



Summary

Even though the calendar says a new year begins January 1, we really know that new beginnings start in September. Back to school, back to work, back to 'real life' are what autumn is all about. The Get Going fall marketing campaign is intended to educate the public on the virtues of local libraries while capitalizing on those autumn motivations.

Full Campaign Tagline: Get Going at Your Local Library

Social Media Hashtag: #GetGoing

Please use the hashtag in social media posts and ads where appropriate. You may choose to use other hashtags as well; see the Facebook Ads section of this document for examples.

[CLICK HERE FOR AN EDUCATIONAL ARTICLE ON HOW TO USE HASHTAGS](#)

A note about links: Main Facebook ads created and run by Peace Library System link to the [public library directory page on the Peace Library System website](#). Individual libraries may choose to link their social media posts, website banners, e-newsletter graphics, or email signature graphics to the location of their choosing.

CLICK HERE TO VISIT THE ONLINE GRAPHICS LIBRARY

**You can download campaign graphics
and marketing materials for your own use.**

Available Graphics for Use

Facebook

Profile Image

- Use for both Facebook and Twitter Profile Images
- Three available to choose from
- Adjust so the whole image is in the square

[CLICK HERE FOR INSTRUCTIONS ON HOW TO CHANGE OR ADD A PROFILE IMAGE ON FACEBOOK](#)

Cover Photo

- Three available to choose from
- Do not adjust when loaded; the graphic is set to show properly on both desktop and mobile

[CLICK HERE FOR INSTRUCTIONS ON HOW TO ADD OR CHANGE A COVER PHOTO ON FACEBOOK](#)

Facebook Profile Examples



Facebook Post Graphics

Ad-Friendly, 10 to Choose From

- Can be used for either a regular post, boosted post or paid ad
- If you are linking to your website, place the link first and let the image & link load on the post. Then, swap out the images to one of the ones provided.

[CLICK FOR INSTRUCTIONS ON HOW TO CREATE AND BOOST FACEBOOK POSTS](#)

[CLICK FOR VIDEO ON HOW TO CREATE A FACEBOOK POST](#)

(slightly outdated, but still usable; some things will be marginally different when posting compared to the video)

[CLICK FOR HOW TO CREATE FACEBOOK ADS IN FACEBOOK ADS MANAGER](#)

[CLICK FOR FACEBOOK ADS GUIDE](#)

Facebook Carousel Ad Graphics

10 to Choose From

- Perfect for Facebook Carousel Ads or Instagram posts

Facebook Posts and Ads Examples

These examples show ads that have been linked to the Peace Library System Public Library Directory Page. The text used are good examples of what you can do while creating your own posts, boosted posts, and ads.

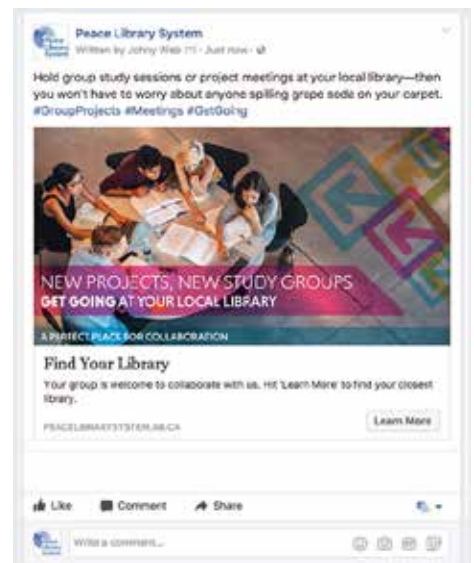
If you wish to create a post that links to a location of your choosing, it's best to write the post and add the link. Once the link is added, an image (sometimes there is no image, sometimes there are a few images) with some text below will automatically be generated.

Once you see the information below your post, you can delete the link out of the text of the post. This will not remove the information below.

You can then replace the image that popped up with one of the images provided if you choose. You can also edit the text that is automatically generated. When you mouseover the text, it will turn yellow. Click the yellow text and replace with your own. Then feel free to post or schedule.

If you wish to simply use the image along with some text, add the image to your post and write your content. Don't forget the hashtags.

See more graphic examples along with suggested messaging on the next page.



Peace Library System
Written by Johnny Webb 111 · Just now · 📍

Your local library provides the perfect getaway for some serious study time. #Study #NewMotivation #GetGoing



**NEW SEASON, NEW MOTIVATION
GET GOING AT YOUR LOCAL LIBRARY**

Find Your Library
Study and work without distractions. Hit 'Learn More' to find your closest library.

PEACELIBRARYSYSTEM.ORG/CA [Learn More](#)

Like Comment Share

Write a comment...

Peace Library System
Written by Johnny Webb 111 · Just now · 📍

Make computers, the Internet, and mobile devices your friends. Ask your local library about training opportunities and get online. #AllAgesLearning #GetGoing



**NEW AGE, NEW TECHNOLOGY
GET GOING AT YOUR LOCAL LIBRARY**

Find Your Library
The library is where you can learn new-to-you technology. Hit 'Learn More' to find your closest library.


PEACELIBRARYSYSTEM.ORG/CA [Learn More](#)

Like Comment Share

Write a comment...

Peace Library System
Written by Johnny Webb 111 · Just now · 📍

Look to your local library for classes, seminars and workshops. Want something specific? Let us know! #GroupLearning #Advantages #GetGoing



**NEW LEARNING, NEW ADVANTAGES
GET GOING AT YOUR LOCAL LIBRARY**

Find Your Library
Is a can't-miss seminar coming to a library near you? Find out—Hit 'Learn More' to find your closest library.

PEACELIBRARYSYSTEM.ORG/CA [Learn More](#)

Like Comment Share

Write a comment...

Peace Library System
Written by Johnny Webb 111 · 12 mins · 📍

Get a library card and borrow virtually any digital media you can think of. Ebooks, audiobooks, DVDs, CDs, streaming movies & TV shows, magazines, newspapers... well, you get the picture. #SmartBorrowing #GetGoing



**NEW ACCESS, NEW OPTIONS
GET GOING AT YOUR LOCAL LIBRARY**

Find Your Library
Get a library card at your own. Hit 'Learn More' to find your closest library.

PEACELIBRARYSYSTEM.ORG/CA [Learn More](#)

Like Comment Share

Write a comment...

Peace Library System
Written by Johnny Webb 111 · 17 mins · 📍

Your local library is a great place to meet with friends. We say don't knock it till you try it. #GatheringPlace #Relax #GetGoing



**NEW YEAR, NEW FRIENDS
GET GOING AT YOUR LOCAL LIBRARY**

Find Your Library
Not far from you is a place you can get together, study, work, or relax and unwind. Hit 'Learn More' to find your closest library.

PEACELIBRARYSYSTEM.ORG/CA [Learn More](#)

Like Comment Share

Write a comment...

Peace Library System
Written by Johnny Webb 111 · 23 mins · 📍

Find true delight in the aisles of your local library. Don't forget to bring a friend. #Familiar #YouChoose #GetGoing



**NEW DELIGHTS, NEW GROWTH
GET GOING AT YOUR LOCAL LIBRARY**

Find Your Library
Hit 'Learn More' to find your closest library and discover all your new library card will have to offer you.


PEACELIBRARYSYSTEM.ORG/CA [Learn More](#)

Like Comment Share

Write a comment...

Peace Library System
Written by Johnny Webb 111 · 7 mins · 📍

Your local library provides a world of knowledge where you choose your own adventure. #YourChoice #GrowGrowGrow #GetGoing



**NEW ABILITIES, NEW DISCOVERIES
GET GOING AT YOUR LOCAL LIBRARY**

Find Your Library
Hit 'Learn More' to find your closest library and grab library cards for the whole family.

PEACELIBRARYSYSTEM.ORG/CA [Learn More](#)

Like Comment Share

Write a comment...

Peace Library System
Written by Johnny Webb 111 · 4 mins · 📍

Did you do too much 'adulting' today? Your local library has a cure for that. #WorkAndPlay #FindBalance #GetGoing



**NEW COMMITMENT, NEW BALANCE
GET GOING AT YOUR LOCAL LIBRARY**

Find Your Library
Take some time for yourself - get a library card. Hit 'Learn More' to find your closest library.


PEACELIBRARYSYSTEM.ORG/CA [Learn More](#)

Like Comment Share

Write a comment...

Peace Library System
Written by Johnny Webb 111 · Just now · 📍

Tackle the world—and that research assignment—at your local library. #NewGoals #Motivation #GetGoing



**NEW GOALS, NEW HABITS
GET GOING AT YOUR LOCAL LIBRARY**

Find Your Library
Even if you don't use our books, you can use our WiFi. Hit 'Learn More' to find your closest library.

PEACELIBRARYSYSTEM.ORG/CA [Learn More](#)

Like Comment Share

Write a comment...

Twitter

Profile Image

- Three available to choose from
- Same as Facebook Profile Images

Cover Photo

- Three to choose from

Tweet Graphics

- Same as any Facebook graphic for posts or carousel ads

[CLICK FOR HOW TO CUSTOMIZE TWITTER PROFILES](#)

[CLICK FOR HOW TO POST AN IMAGE TO TWITTER](#)

Twitter Profile Examples

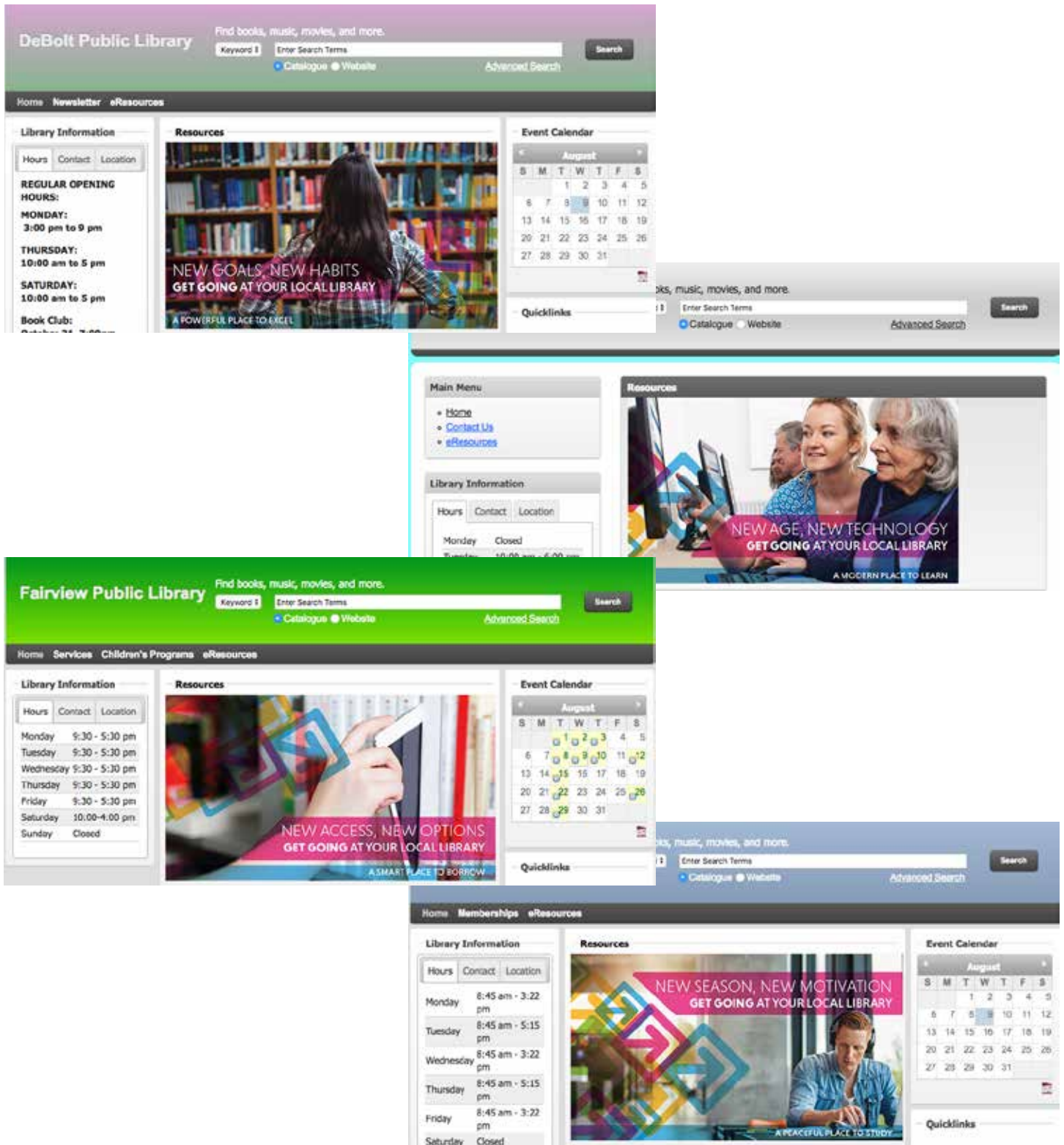


Website

Banner Graphics

- Sized especially for Library websites

Website Banner Examples



Email Newsletter Header

Banner / Header Graphic

- Great for use in Mailchimp, Constant Contact, etc.
- Could use in Email signature
- Link to location of your choosing

Email Newsletter / Signature Graphics



Print-Ready Files

Letter-Sized Poster (2 Designs)

- Can easily be printed in-house; no need to trim
- Fillable PDF; can add library information before printing

Tabloid-Sized Poster (2 Designs)

- Can be printed in-house if using a printer capable of printing 11 x 17
- Fillable PDF; can add library information before printing

Two-Sided Rack Card (1 Up)

- For use by professional printers

Two-Sided Rack Card (3 Up)

- For use internally; prints double-sided on a letter-sized sheet of paper and can then be trimmed along the dotted lines

Two-Sided Bookmark (5 Designs)

- For use by professional printers

Posters



Rack Cards

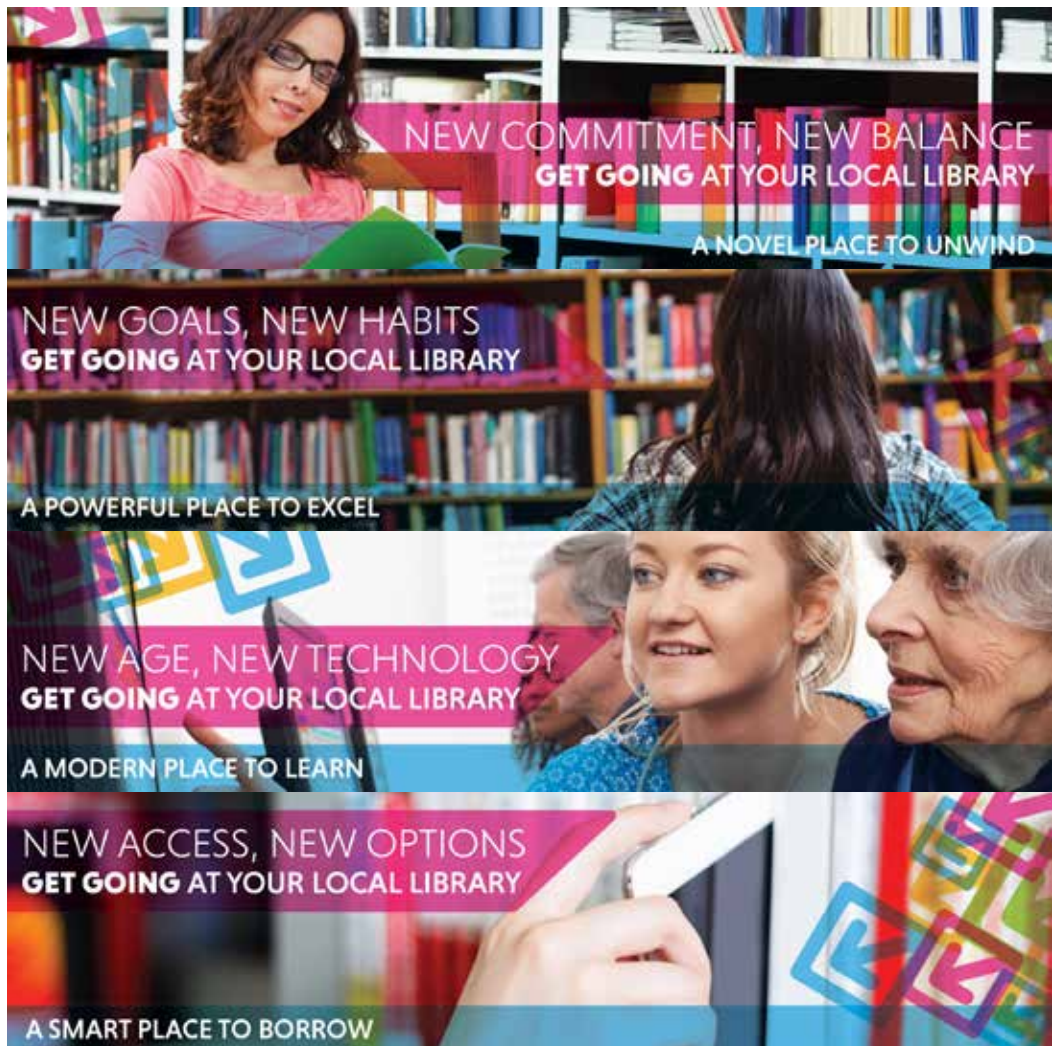


Bookmark #1



BORROW BOOKS, EBOOKS, MAGAZINES, MUSIC & MOVIES
ACCESS ONLINE LEARNING • STUDY • MEET • LEARN • WORK
COLLABORATE • TAKE A CLASS • EXPLORE • RELAX • **ENJOY**

Bookmarks #2-5



BORROW BOOKS, EBOOKS, MAGAZINES, MUSIC & MOVIES
ACCESS ONLINE LEARNING • STUDY • MEET • LEARN • WORK
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Radio Ads

Audio File

- Audio file will be uploaded to share on Social Media or media of your choosing

Paid Media

Specific paid media is being supplied by Peace Library System for this campaign.

Radio Ads

- Run Dates: August 21 - September 25
- Stations: KIX FM, Lake FM, 2Day FM

Print Materials

- Bookmarks & Rack Cards will be supplied

Facebook Ads

- Running through the Peace Library Systems Facebook page
- Ads run August 14 - September 30
- Individual Libraries may wish to create their own ads using their own budget

For questions and comments, please contact:

Peace Library System

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