

## Marketing Working Group AGM Report

**Report To:** FOPL Members and Board  
**Report Name:** AGM Marketing Working Group Report  
**Prepared by:** Dr. Sabrina Saunders, Chair of the Marketing Working Group

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### Working Group:

*Board Members:* Paul Ainslie, Toronto Public Library  
Jennifer LaChapelle, Clearview Public Library  
Catherina Rouse, Bibliothèque publique de Clarence, Rockland Public Lib.  
Sabrina Saunders, The Town of the Blue Mountains Public Library

*Operational Members:* Mikayla Gora, Grimsby Public Library  
Mark Pagliaroli, Vaughn Public Libraries  
Kiley Percy, Ajax Public Library  
Hannah Saunders, The Town of the Blue Mountains Public Library

*Staff Resource:* Dina Stevens, FOPL ED

### A. Recommendation

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**THAT the FOPL members receive the Marketing Working Group Report as information.**

### B. Background

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In 2021 we found that the communication of FOPL was lacking and stagnant. A Project Team was developed to do immediate work on the website which soon completed the task and became the Marketing Working Group. To best achieve the broader work of the Board (governance) and that of the operations, a two teamed approach was developed with a large group who would divide and conquer. Volunteers were requested from member libraries and this became the operational members.

### C. Discussion of Needs, Issues and Work Completed

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As a member driven budget, we realized there were many needs but also felt we could handle much of the work in house. The website was totally revamped, and continues to have updates in house by volunteers and paid admin. Likewise, the socials were inactive. As a result our outreach and presence was minimal.

Following the Project Team and Working Group activities we have been able to reactivate our socials as well as expand our channels. Regular posts go out for member information and general community interest. Members are encouraged to follow FOPL channels and also to repost those which would be of interest to their local communities. For example, several libraries reposted the party platform posts which occurred prior to the election.



The Blog was also updated with a general communication approach taken, while website appropriate content was moved out of the blog and placed on the member pages. In many cases the blog is now used to promote said content, but a divide between member access and free to non-members has occurred to better share of the impacts of FOPL for members.

#### **D. Next Steps**

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- The Marketing Group will continue to work on enhancing our communication with members;
- We are looking to produce a Communications Plan;
- We will place another call for volunteers for social content creation from our members;
- We are planning additional changes to our website, including our landing page being given a facelift;
- We look forward to your feedback and comments on how our overall communication and presence of FOPL is being received.