

Working Group Report

Report To: The FOPL Board
Report Name: Marketing & Communication Working Group –AGM 2023
Prepared by: Dr. Sabrina Saunders, Working Group Chair

Working Group:

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

Staff Resource: Dina Stevens, FOPL ED

Location: Via MS Teams

Recommendation

THAT the FOPL Marketing & Communication Working Group Report be received as information.

Purpose

The FOPL Board recognizes that the importance of Marketing on the work and impacts of the organization. Marketing is completed by paid staff and consultants, as well as volunteers. This Working Group is unique among the FOPL Committees as it is comprised of two separate and distinct components, the Board volunteers who focus on overview needs and large scale changed to marketing and communication, and the volunteer staffer complement who are “voluntold” by their libraries to support the FOPL marketing and communications initiative. These secondary members are under the direction of the Executive Director and bring significant expertise in marketing to FOPL.

Activities of the Working Group 2022

Board Members: The Board Member component of this Working Group met to review communications and marketing needs of FOPL.

- The website was a key focus and saw tremendous changes and improvement in 2022. Library member access was added so staff of FOPL libraries could also have a generic access to resources. This login changes annually and is provided following membership renewal.

- Member libraries received the updated info graphics based on the Ministry 2021 statistics. These are available on the website, available as a download bundle, available in French, and/or available when a library follows FOPL on Instagram.
- A communication package was developed for release to CEOs on the Importance of PL, the impact of FOPL, and the Importance of keeping PL Board Independent.
- A primer video of PLs was developed as a PPT video. Numerous libraries responded showing this video as part of their 2023 library board or Council orientations.
- Members participated in Caucus meetings to share recruitment needs for members to the Board in vacant areas.

Operational Members: The operational members of the group, comprised of member volunteers, support the vision of the Board Members.

- The operational members of the group are comprised of member library volunteers with a knowledge of social media practices and applications.
- The group met occasionally during 2022 and had been posting to FOPL's social accounts on a rotating schedule for the majority of this year. The group also created infographics for member libraries to utilize on their own websites and social media.
- Due to the group's tremendous efforts FOPL's social media accounts flourished and gained followers.
- Since the fall of 2022, the group has been on hiatus due to the high volume of staff turnover in member libraries and therefore lack of volunteers.

Requests for Support

This Working Group is made up of Board members as well as an operational team. This operational team has dropped from 12 down to 3 due to non-renewal, job switches, retirements, etc. We are looking for new members who can take on the 2 weeks a year of social media. Any libraries who have communication staffers or people who are good in this area are asked to volunteer their staff for this task. The FOPL presence was significantly enhanced through this Working Group, but without the operational member volunteers, we will not have the same social impacts in 2023.