

# Summer Displays and Messaging

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To: DL-Lib-ACL <DL-Lib-ACL@co.anoka.mn.us>;

ACL Team,

Based on requests from staff for more direction around county/library messaging priorities, we will be sending regular communications throughout the year with direction for topics & themes for public communications in the branches as well as our other channels such as social media. As a county department, our overarching goals and messaging first and foremost have to be in line with the direction and support the mission of the county. As we work with the county to get more information from them related to approved topics and what their priorities are for wider messaging each month, these communications will be more frequent with the plan that after one year, a calendar will have been developed that can be used for reference for more long term planning. In general, we don't anticipate that this will change much about how you plan displays in the buildings or contribute to communications such as writing reader's advisory articles and submitting social media suggestions, but it will provide more transparency about the themes that are not county approved for displays, programs, and public messaging in a proactive way rather than a reactive approach.

To make sure everyone is on the same page, here is a quick overview of some procedures in place related to public communications/messaging:

- Displays: Staff should discuss display topics and plans with their branch manager before moving forward with a display
- Social Media Suggestions: Please submit suggestions for posts on social media through the [Sharepoint form](#). These will be reviewed and posted as time and space allows. In addition to promoting programs, pictures, videos, articles, and collection highlights are greatly appreciated.
- Media: All media communications (such as reader's advisory and other print articles, news interviews, etc.) must be coordinated through Erin S. who will have them reviewed by County Communications before moving forward.

## **Summer Themes:**

Summer Reading is our biggest priority for summer, including highlighting the library's contribution to literacy and all of the amazing resources the library has to meet residents' educational and entertainment needs. There are a number of monthly holiday celebrations that fit well alongside our Summer Adventures theme as well as other library services.

## **Some Highlights for June:**

- Great Outdoors Month
- National Camping Month
- Audiobook Appreciation Month (Goes especially well with our transition to Libby this June)
- County guidance is that we will not have public messaging around Pride month or Black Lives Matter month. If you would like to do a display celebrating diversity in our community in honor of one or both of these themes, you may do so through a lens celebrating diversity on a broader spectrum. The "Diversity if Beautiful" display at JOH shared on staff share a couple months back is a great example of this.

## **Some Highlights for July:**

- Anti-Boredom Month
- Purposeful Parenting Month

### **Some Highlights for August:**

- Back to School Month
- Family Fun Month
- Get Ready for Kindergarten Month
- American Artists Appreciation Month (more info to come soon about an art show we will have across a couple of our branches this summer of local artists)

There are lots of other themes you may choose for displays or post suggestions for summer in addition to those listed here, but these are a good place to start that tie directly into current initiatives at the library. Thank you for all that you do to connect the community with ideas, information, and inspiration by shedding light on different parts of the collection and highlighting the myriad of services available at the library.

#### **ERIN STRASZEWSKI**

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