

# **Report of the Librarian Marketing Department November 2017**

I am presenting at the ILF annual conference in November. I have a pre-conference session on Monday, November 13. It's Video Marketing: A DIY Experience. In this four-hour session, I'll be guiding participants through the creation of a simple marketing video, start to finish. They'll create the concept, shoot the footage, and edit it together. The only issue is that the software I'm teaching them on is a big step down from what I'm using (it's affordable for newbies), so I have to learn how to use it!

I'm also doing a double-session on Tuesday, simply called Video Marketing. This session will be exactly like the webinar I did earlier this year, but live. They've given me 90 minutes to present (my webinar took the full 60 minutes, and our Q & A got cut off!), so I should have the time to complete the presentation. It begins with explaining why video marketing is beneficial, and the types of videos that can be created. It wraps up with the technical aspects of video marketing, including equipment, software, editing tips and where to post videos.

I'm planning some social media updates after the first of the year. I'm going to identify the channels we want to use, and guidelines for using each channel. For instance, I'm planning to add Instagram, but I'd like to use that as a "getting to know your library" kind of platform. SnapChat is a possibility, but I'd have to investigate the best use of that, as well. This initiative is going to take some staff assistance, by responding to questions or providing more behind-the-scenes photos.

I've completed my service plan for 2018. It includes some new equipment, and some new goals as we head into next year.