NJLA Public Relations Committee meeting (DRAFT)

11/16/11

10:00am-12:00pm

In attendance: Heather Andolsen, Lina Belkewitch, Megan McCarthy, Nicole Politi, Nadine Sergejeff, Pat Tumulty, Megan Wianecki

***2012 NJLA Conference***

Location to be announced on 11/18. Conference dates: June 4, 5, & 6th

Conference program topics may include:

* Using QR codes in marketing
* Public relations. Megan M. to contact a marketing professional at the Nonprofit Center at La Salle University.

***PR Impact***

Heather finished the PR impact statements for the remainder of the year. These are available on the wiki: <http://njla.pbworks.com/w/page/12189900/Public%20Relations>

***e-Newsletter***

Megan M. created a template based on the ILoveLibraries newsletter. Before the e-newsletter is finalized, we must have a logo. Heather will provide a logo for review at the next meeting.

Recipients of the e-newsletter will be the NJ Library Champions. Megan M. to confer with the Publications Committee and with James Keehbler regarding subscriptions, and Constant Contact. A separate subscription list will not be created for the media. Megan M. will reach out to other committees, such as Public Policy, for story ideas.

Goal: First e-newsletter to be completed in time for Love Your Library Month (February). E-Newsletter will be published five times a year. Heather noted we should combine Election Day & Veterans Day for the November issue. Recipients will be informed why they are receiving the newsletter. It will be important to brand ILoveNJLibraries and to reach out to libraries to encourage them to submit stories.

Nadine will eventually add a subscribe button on the ILoveNJLibraries website, a link to the e-newsletter, and a note about what types of topics will be of interest.

***Twitter***

Nicole provided an in-depth tutorial on using Twitter. She covered the newsfeed, mentions, retweets, following, etc. Nicole noted that she has created two Twitter accounts, @LoveNJLibraries and @NJLAPR. Since these minutes will be available publicly on the wiki, if a member of the committee would like the passwords, please contact either Nicole or [Nadine](mailto:nsergejeff@npl.org) for this information.

Guidelines for posting: Share NJ library-related news, new apps, positive stories. The @LoveNJLibraries feed is intended for the public, so all committee members should feel free to post positive information about libraries.

Lina asked whether libraries can link to our Twitter feed. This will be possible once the logo is finalized. Pat will then share this information with other libraries which may not have their own Twitter account.

***Ilovenjlibraries Web site***

Website should be promoted at the NJLA Conference and once the logo is completed, we can encourage libraries to link to our website.

***Survey***

The committee reviewed the PR Survey and additional changes will be made. Heather will edit the document and email it to the committee members for review. The questionnaire will be created with Heather’s SurveyMonkey account.

***Other***

Heather discussed “Chapter of Health at Your Library” initiative at OCL.

Heather and Lina will submit stories for the website for Nadine to post.

Next meeting will take place on December 13. Focus will be: e-newsletter and branding.

Minutes Submitted by Nadine Sergejeff 11-16-11