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I would like to comment on the need for staff training in and/or support from the DOL staff for marketing, publicity and graphic design.

Library services require that staff prepare materials that are put out into the community on paper, by email, on web pages and through social media, in addition to the constant 1:1 conversations that we have with the public. The need for consistent, easy to read, attractive posts, pages and flyers can make the difference between a program or service that is well used and one that is not. While sending staff a template for a press release makes that job fairly simple, including a good photo with it is not.

Creating good graphic materials requires attention to ADA requirements, an ability to take good photographs or find clear, free graphics and get the required permissions to use them, an eye for keeping information concise. Different rules apply to social media posts, and others to newsletters.

Having a state resource to work with library staff on a marketing and publicity plan and to help with basic design would greatly enhance the role of public libraries in the community.

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