




Engagement Panel

SWAN Expo 2022

- Our panel will share their experiences with patron engagement platforms
 - The discussion will include balancing targeted communication and outreach with managing patron privacy and personal information
 - Panelists will share cost/benefit of patron engagement platform and share valuable lessons learned and effective strategies
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- A teal-colored triangle is located in the bottom right corner of the slide, pointing towards the top right.

What is library engagement?

Patron Point

Campaign builder & “Your Next Skill” Email



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OrangeBoy

You are receiving this email because of your interest in the Oak Park Public Library.



Your library is here for you.

Your library experience is as unique as you are. So wherever you are—in the community, at home, or on the go—know your library provides free services and resources supported by a welcoming and professional staff.

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Oak Park Public Library, 834 Lake St., Oak Park, IL 60301



Panelists

Sarah Schroeder

Assistant Director,
Tinley Park Public
Library

Zach Musil

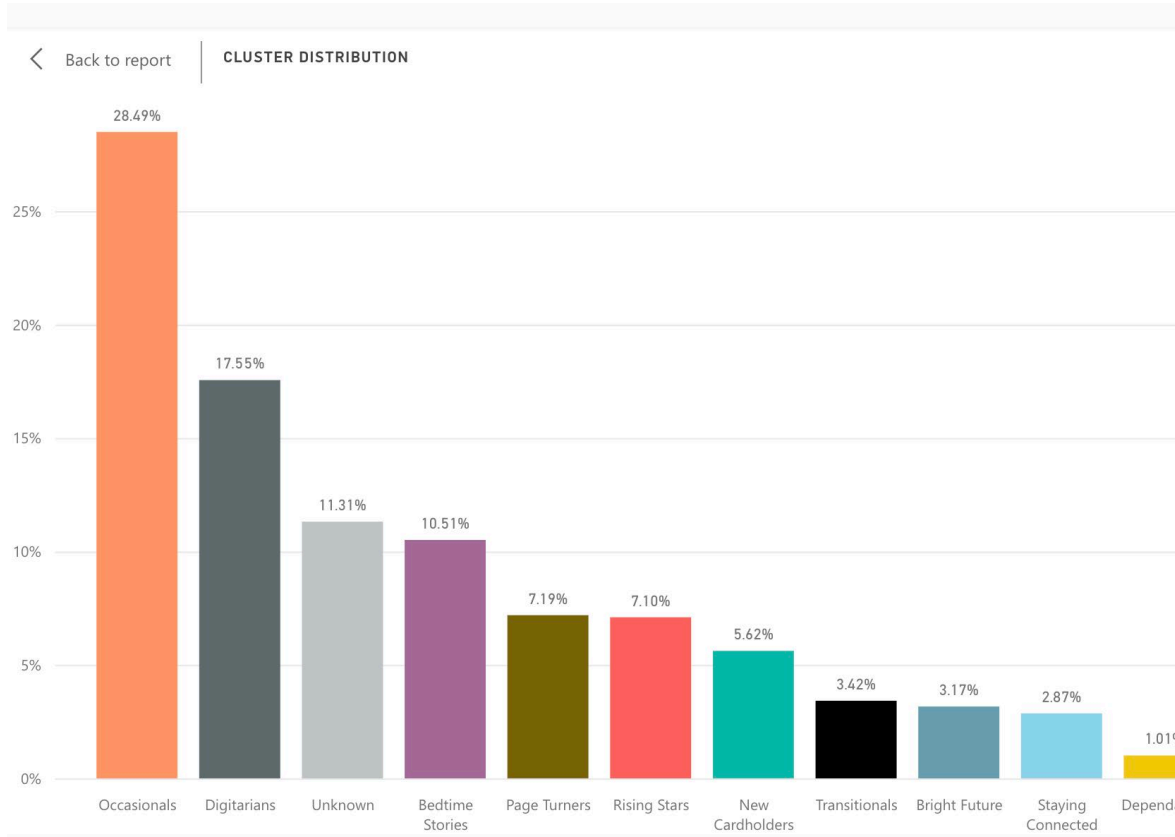
Library
Director, Tinley
Park Public
Library

Ashley Boyer

Digital
Engagement
Coordinator,
Oak Park Public
Library

Web interfaces of OrangeBoy & Patron Point

Savannah Clusters



Patron Point Email Builder

The screenshot displays the Patron Point Email Builder interface. On the left, there are two panels: 'Components' and 'Layout'. The 'Components' panel includes icons for Text, Image, Button, Divider, Social, Spacer, Code, and Video. The 'Layout' panel shows options for 1 Column, 2 Columns, and 3 Columns. The main preview area on the right shows an email template for 'TINLEY PARK public library'. The template features the library's logo, an illustration of people reading, and a section titled 'Summer Reading Ends Tomorrow!'. Below the illustration, there is a paragraph of text: 'All good things must come to an end—including Summer Reading. Our Reading Challenge, which ends tomorrow, was a huge success this year! over 500 adults participate, and we are excited to offer exciting prizes for those who completed the challenge by logging more than 20 hours. Thank you for joining us for the challenge this summer. Please remember to submit any virtual drawing tickets you have earned by 10.' A blue button is visible at the bottom of the preview area.

Panel Discussion

- What reasons did you have for deciding to select the vendor? / What lead your library to adopt the engagement platform?
- Describe your library implementation process for the platform with the vendor and SWAN
- What are some of the engagement campaigns your library has worked on?
- Describe how the engagement platform helped the library with engagement during the pandemic
- Amount of time required of library staff to design & support ongoing engagement
- Have library users noticed something is different? Are they aware of being part of some engagement campaign? (Is the “Big Brother” aspect of this an issue?)
- Would you agree with SWAN observations & recommendations? [See next slide]

Observations & Recommendations

- Engagement systems means monitoring a patron's usage of library services
- We recommend that libraries follow a “walk, don't run” approach; consider the following as the initial focus and features these platforms provide:
 - Implement a patron registration using an online card sign-up, with some GIS parameters for complex library service areas
 - Design marketing and promotion campaign for new library cardholders
 - Create interest-based marketing on patron's selected reading subjects, authors
 - Build segmented and targeted email newsletter marketing for library services and events
- Look at subscription services as duplicative and could be eliminated such as newsletters
- Key and critical to a successful implementation is involving SWAN during the service selection process
- Don't focus on “prettier” notices with HTML and library branding

Birds of a Feather

SWAN Community Forums

SWAN Birds of a Feather is a place for members to share their experiences, seek advice, and share tips/tricks using important complementary services.

Birds of a Feather | all | all tags | Top | Latest

Collection HQ
We have over 10 libraries in SWAN using Collection HQ to assist in analysis for collection development. Since we rely o...

Patron Point
Libraries are very interested in patron engagement platforms. Patron Point has been gaining in popularity and interest among...

Beanstack
With over half of our SWAN public libraries using Beanstack for summer and year-round reading challenges and tracki...

Niche Academy
We have over 20 SWAN libraries providing Niche Academy as a learning and training resources for patrons..

A place for members to share expertise and help colleagues using common 3rd party services