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# Friends of the Carson City Library

Annual Reporting for 2022 Marketing Activities



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# What We Provide

- ✓ **Three to four customized posts per week on your three social media platforms – Facebook, Twitter and Instagram**
- ✓ **Website technical updates as well as requested site news and blog posts, calendar events and uploading board meeting materials**
- ✓ **Messaging as requested**
- ✓ **Social media interaction and customer-relationship building**

# Board Notice and Special Newsletters



Public Meeting Notice | January 2022 | [friendsscclibrary.org](https://friendsscclibrary.org)

## Notice of Public Meeting of the Friends of the Carson City Library

### Board Meeting

**Date:** Saturday, January 22, 2022

**Time:** 10 a.m.

**Location:** Adams Hub for Innovation Studio, 177 W. Proctor Street, Carson City, NV 89703

In-person attendees must wear a face-covering regardless of vaccination status.

You may provide public comment at least 24 hours in advance of this meeting by written submission to the following email address: [librariansena@gmail.com](mailto:librariansena@gmail.com).

Reasonable efforts will be made to assist and accommodate physically disabled persons attending the meeting. Please notify the Friends of the Carson City Library in advance so that arrangements may be made. Requests may be made in writing and addressed to the Friends of the Carson City Library at 711 E. Washington St., Carson City, NV 89701, or by emailing [librariansena@gmail.com](mailto:librariansena@gmail.com).

[View the Agenda Here](#)



Public Meeting Notice | May 2022 | [friendsscclibrary.org](https://friendsscclibrary.org)

## Notice of Public Meeting of the Friends of the Carson City Library

### Board Meeting

**Date:** Monday, May 16, 2022

**Time:** 5 p.m.

**Location:** Friends of the Carson City Library Browser's Corner Bookstore, 711 E. Washington Street, Carson City, Nevada 89703

You may provide public comment at least 24 hours in advance of this meeting by written submission to the following email address: [librariansena@gmail.com](mailto:librariansena@gmail.com).

Reasonable efforts will be made to assist and accommodate physically disabled persons attending the meeting. Please notify the Friends of the Carson City Library in advance so that arrangements may be made. Requests may be made in writing and addressed to the Friends of the Carson City Library at 711 E. Washington St., Carson City, NV 89701, or by emailing [librariansena@gmail.com](mailto:librariansena@gmail.com).

[View the Agenda Here](#)



Public Meeting Notice | July 2022 | [friendsscclibrary.org](https://friendsscclibrary.org)

## Notice of Public Meeting for The Friends of the Carson City Library

### Board Meeting

**Date:** Monday, July 11, 2022

**Time:** 5 p.m.

**Location:** Carson City Library - Digitarium Room, 900 North Roop St., Carson City, NV 89701

You may provide public comment at least 24 hours in advance of this meeting by written submission to the following email address: [friendsinfo@friendsscclibrary.org](mailto:friendsinfo@friendsscclibrary.org)

Reasonable efforts will be made to assist and accommodate physically disabled persons attending the meeting. Please notify the Friends of the Carson City Library in advance so that arrangements may be made.

Requests may be made in writing and addressed to the Friends of the Carson City Library at 711 E. Washington St., Carson City, NV 89701, or by emailing [friendsinfo@friendsscclibrary.org](mailto:friendsinfo@friendsscclibrary.org)

[View the Agenda Here](#)



NOVEMBER 2022 | [friendsscclibrary.org](https://friendsscclibrary.org)

### Celebrate the holiday season with us!

The Holiday Bazaar is back at Browsers Corner Book Store **Tuesday, November 15 through Saturday, December 17**. Shop handcrafted items generously donated by community members including one-of-a-kind collectables, Christmas decor, dishes, books, cards, movies, music and more. These beautiful items make for great holiday gifts.

Funds from the Holiday Bazaar support Friends of the Carson City Library, which helps support the Carson City Library.

The Holiday Bazaar is available to customers during regular business hours at Browsers Corner Book Store. Browsers is open Tuesday through Saturday from 9:30 a.m. to 5 p.m. and located at 711 E. Washington St.

For questions, please call 775-884-4043.

Happy holidays from Friends of the Carson City Library!

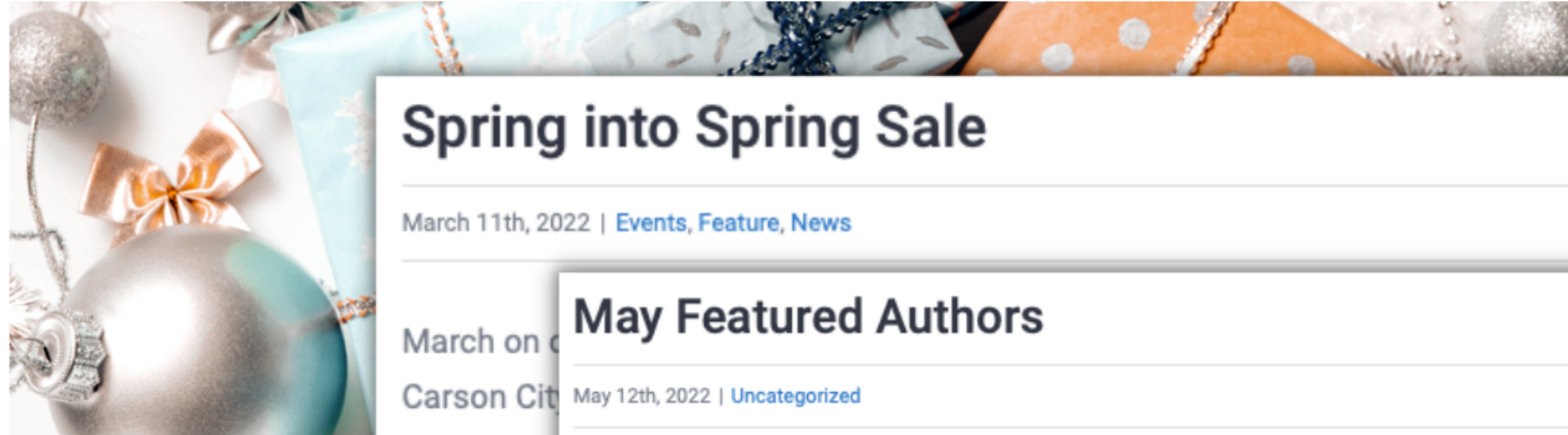


# Website updates

- ✓ Announcements
- ✓ Featured Authors of The Month
- ✓ Hours of operation updates
- ✓ Store closure/opening updates
- ✓ Donation promotions
- ✓ Gift card and e-gift card
- ✓ Events
- ✓ Sale promotions

## Holiday Bazaar is Back

November 12th, 2022 | [Feature](#), [News](#), [Uncategorized](#)



That's right! Thanks to members of

**All Holiday Bazaar items are 50% off!**

Shop handcrafted items generously  
movies, music and more. These be

Funds from the Holiday Bazaar sup

**The Holiday Bazaar is available to  
9:30 a.m. to 5 p.m. and is located at 711 E. Washing**

Questions? Call Browsers Corner Book Store at 775-8

## Spring into Spring Sale

March 11th, 2022 | [Events](#), [Feature](#), [News](#)

March on c

Carson Cit

Browsers C

## May Featured Authors

May 12th, 2022 | [Uncategorized](#)

Treat yourself to new books by incredible authors! With so many talented authors to choose from, roundi  
no easy task

- Robert
- Tami H
- John L
- Elizabeth

Head over to

\*Room 2 only

About Robert

Robert Ludlu

and they hav

## School Supply Drive for Local Children

July 18th, 2022 | [Feature](#), [News](#), [Uncategorized](#)

Browsers Corner Book Store is now collecting school supplies to assist school children that need assistance.

There are children in the Carson City area that receive service from the Court Appointed Special Advocate (CASA) and they are in need of supplies for the upcoming school year, 2022-2023. Examples of needed school supplies include:

- Pencils
- Colored pencils
- Binder paper
- Three-ring binders
- Essay books
- Folders
- Little containers of hand sanitizers

The donated supplies benefit children of all school ages, kindergarten through high school.







Donations for this worthy cause can be dropped off at Browsers Corner Book Store during normal business hours of 9:30 a.m. to 5 p.m., Tuesday through Saturday, from now through August 12, 2022. Browsers Corner Book Store is located at 711 E. Washington St. in Carson City.

The Friends of The Carson City Library thanks you in advance for assisting with the educational needs of the community's school children!





# 2022 Eblast Campaigns

 <b>Notice of Board Meeting December 2022 (copy 01)</b> Regular · Friends of the Carson City Library Sent Wed, December 14th, 2022 10:00 AM to 241 recipients by you	Sent	57.1% Opens	10.1% Clicks
 <b>Notice of Board Meeting July 2022</b> Regular · Friends of the Carson City Library Sent Tue, July 5th, 2022 9:00 AM to 245 recipients by you	Sent	57.2% Opens	11.0% Clicks
 <b>Notice of Board Meeting July 2022 (copy 01)</b> Regular · Friends of the Carson City Library Sent Wed, December 7th, 2022 9:30 AM to 244 recipients by you	Sent	56.5% Opens	0.0% Clicks
 <b>Notice of Board Meeting May 2022</b> Regular · Friends of the Carson City Library Sent Wed, May 11th, 2022 8:37 AM to 244 recipients by you	Sent	54.7% Opens	15.8% Clicks
 <b>Holiday Bazaar</b> Regular · Friends of the Carson City Library Sent Mon, November 14th, 2022 2:01 PM to 247 recipients by you	Sent	58.3% Opens	0.4% Clicks
 <b>Notice of Public Meeting Dec 2021 (copy 01)</b> Regular · Friends of the Carson City Library Sent Wed, January 19th, 2022 9:00 AM to 228 recipients by you	Sent	54.5% Opens	14.1% Clicks

*The average open rate for non-profits is 25.96%. All email campaigns sent in 2022 exceeded the average open rate by nearly **double the percentage**.*

# Social Media Snapshot

## January – December 2022

### Facebook Growth – 9.4% increase

Likes increased from 625 to 684  
and 814 followers

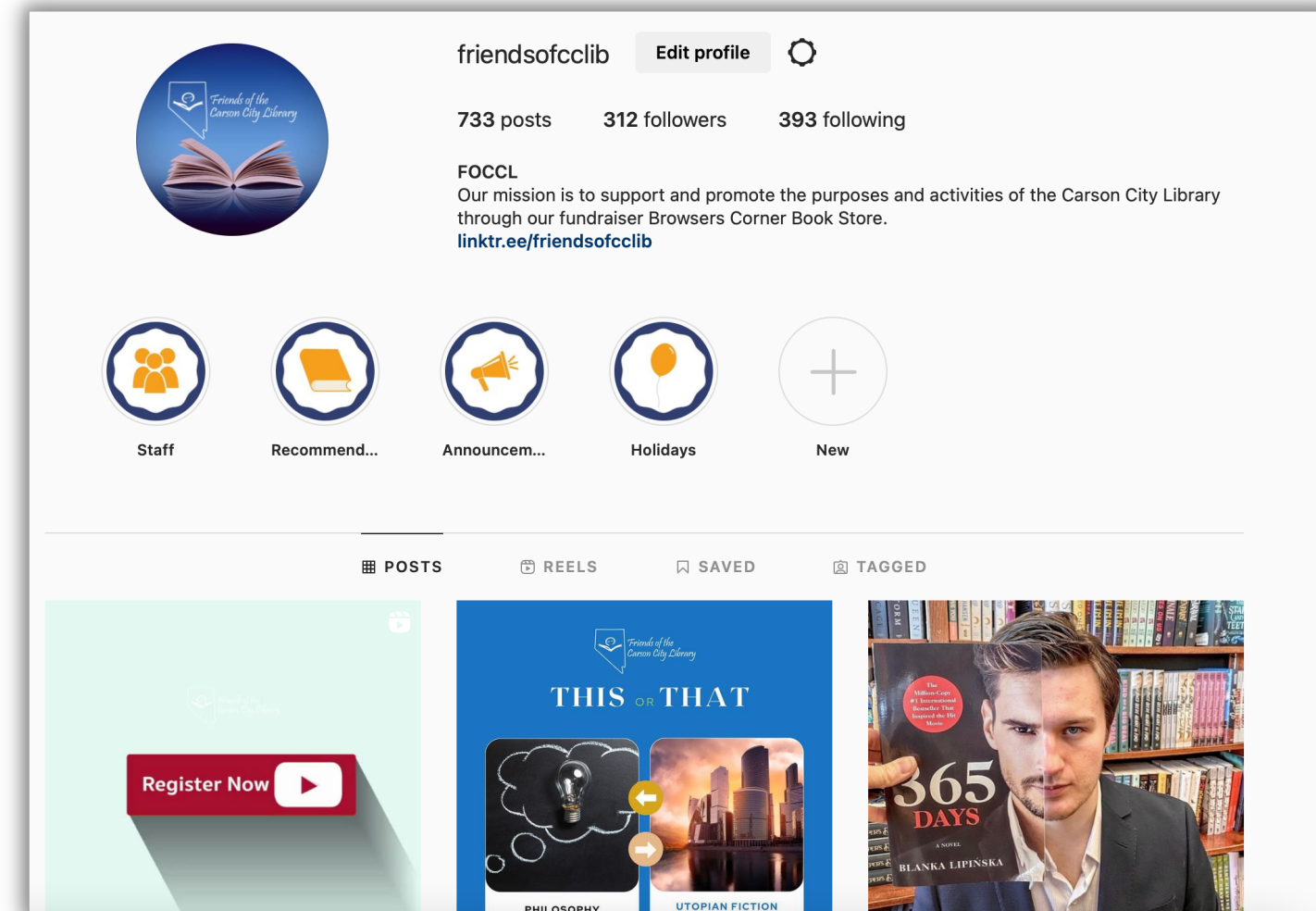
### Instagram Growth – 6.84% increase

Followers increased from 292 to 312

### Twitter Average

Monthly Impressions\* – 1,200

\*Tweet views



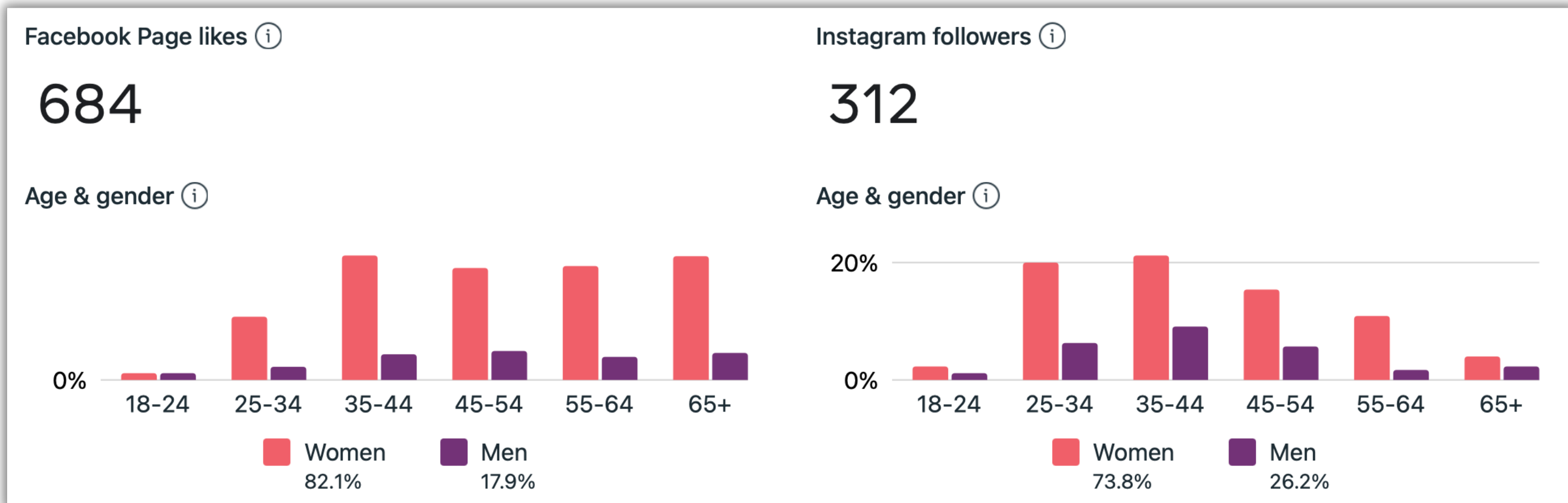
684 people like this



814 people follow this

# Facebook and Instagram Insights

The age and gender for your Facebook and Instagram pages.





# Top-Performing Posts

Reach

214

100

96

56

50

46

46

35

35

34

30

29

Friends of the Carson City Library

Published by Loomly [?] · December 10, 2022 ·

We're heading into the final week of the Holiday Bazaar, ending December 17! Starting today, all items are 50% off.

Shop the Holiday Bazaar featuring items generously donated by community members including one-of-a-kind collectibles, Christmas decor, dishes, books, cards, movies, music, and more. These beautiful items make for great holiday gifts.

Browsers is open from Tuesday to Saturday from 9:30 a.m. to 5 p.m....

[See more](#)

Friends of the Carson City Library

Published by Later [?] · October 11, 2022 ·

Happy customers that couldn't wait until they got home to start reading their new books! 📖

Browsers Corner is open Tuesday through Saturday from 9:30 a.m. to 5 p.m. Visit us to find your next favorite book! [#FOCCL](#) [#CarsonCity](#)

Get more likes, comments and shares

When you boost this post, you'll show it to more people.

146

People reached

18

Engagements

Boost post

10



# Social Media Recommendations

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The best-performing posts (highest reach, engagements and reactions) included:

- **Book Face Fridays**

- Our recommendation: Continue sharing Book Face Fridays and ask volunteers to send in one in-house Book Face Friday per month and to encourage visitors to participate in the trend by tagging us on Instagram (possibly offer an incentive such as 10% or \$1 off when you participate).

- **Photos of book store**

- Our recommendation: Provide more photos or video of inventory each week or month. RAD will create "This Week at Browsers Corner Book Store/This Month at Browsers Corner" posts

- **Holiday-related posts**

- Our recommendation: On top of photos, send RAD videos of the decorated book store to promote sales throughout the year

# Website Traffic

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## January – December 2022

Number of Unique Visitors – 22,728

Number of Pageviews – 107,253

- Unique visitors represented a slight decrease compared to 2021 but an overall increase compared to 2019
- Pageviews represent an increase of 4%





# 2023 Marketing Suggestions

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**On top of the marketing services RAD provides, we suggest the following marketing tactics and activities to increase the reach and awareness building within the community:**

- Partner with local authors to host book signings or children's book readings in the book store
- Send RAD short videos of the book store, volunteers and customers via text or email
- Invest in a marketing video, possibly in collaboration with the library
- Host a book fair at an elementary school in which FOCCL sells secondhand books and provides information about the local library
- Partner with local schools or colleges to organize opportunities to provide books to the community
- Create punch cards (ex. purchase 10 books and the 11th one is free)
- Partner with a local coffee shop for displays of books for sale
  - For example, ask a local coffee shop to organize a table in their shop with Browsers books for sale in exchange for helping promote their coffee via social media and newsletters
- Set a weekly or monthly budget to boost social posts and reach more people
- Manage and/or setup reviews on Google, Yelp, etc. and ask patrons for store reviews



# Thank You

On behalf of the team at **RAD Strategies**

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