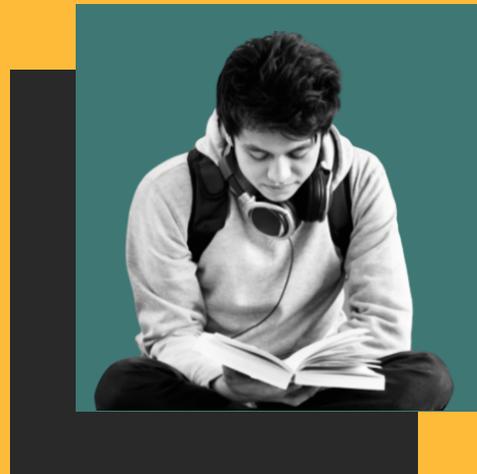


Teen Reading Club ✨

2022

✨ Social Media Marketing Plan



Claire Hubble, Marketing Coordinator
Middletown Public Library



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Teen Reading Club Background

After a historically low participation rate of teens in the 2022 Summer Reading Program, MPL's Communications Team has created a social media marketing plan to better promote the Teen Reading Club in Fall 2022. The main goal of the club is to get every teen to read at least 1 book a month. Teens must register for the program during the registration period so MPL staff can obtain proper resources to fully host the book club.

The marketing team will use social media to promote the TRC before, during, and after its run, as well as engage with and receive feedback from teens

Target Audience



Teens

Because this program is designed for teens, the target audience of the social media campaign is Middletowners aged 13-17. We will create messaging specific to their age, and promote the reading club through social medias, in person, and within their schools. Specific strategies as well as examples of strategic communication social media posts are included in this brochure.

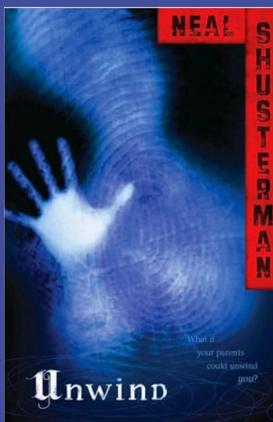
Parents, teachers, and businesses



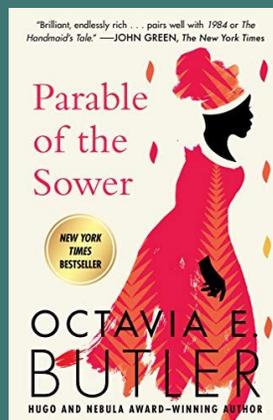
Although our primary audience is our teen users, we will also be making a point to connect with and "sell" the idea of the reading club to parents, local middle and high school teachers, as well as business owners. We understand parents are interested in their child's reading journey so we hope they are as excited as we are to support their student in the program. School faculty, specifically school librarians, will be helpful in promoting the program outside of the library walls. We also hope to use the local high school libraries as meeting areas. Finally, we want to have donations from local businesses as some of the prizes for participating in the program. Using social media to promote the relationships built between MPL and local business benefits us and the business.

Required Reading

The 2022 Teen Reading Club theme is dystopia. These books might also fall into the sci-fi and/or fantasy genres. The required readings we will be read and discussed at the TRC meetings, but teens are not bound to only these:



Unwind
by Neal Shusterman (2007)
Sept. 15 - Oct. 15



Parable of the Sower
by Octavia E. Butler (1993)
Oct. 15 - Nov. 15



We Set the Dark on Fire
by Tehlor Kay Mejia (2019)
Nov. 15 - Dec. 15

Other dystopian titles:

- *Hunger Games* by Suzanne Collins
- *Divergent* by Veronica Roth
- *Legend* by Marie Lu
- *The Island* by Natasha Preston
- *The Giver* by Lois Lowry
- *War Girls* by Tochi Oneybouchi
- *The Selection* by Kiera Cass
- *Shatter Me* by Tahereh Mafi
- *Feed* by M. T. Anderson
- *Matched* by Ally Condie
- *The 5th Wave* by Rick Yancey
- *The Testing* by Joelle Charbonneau

Social Media Platforms



Youtube

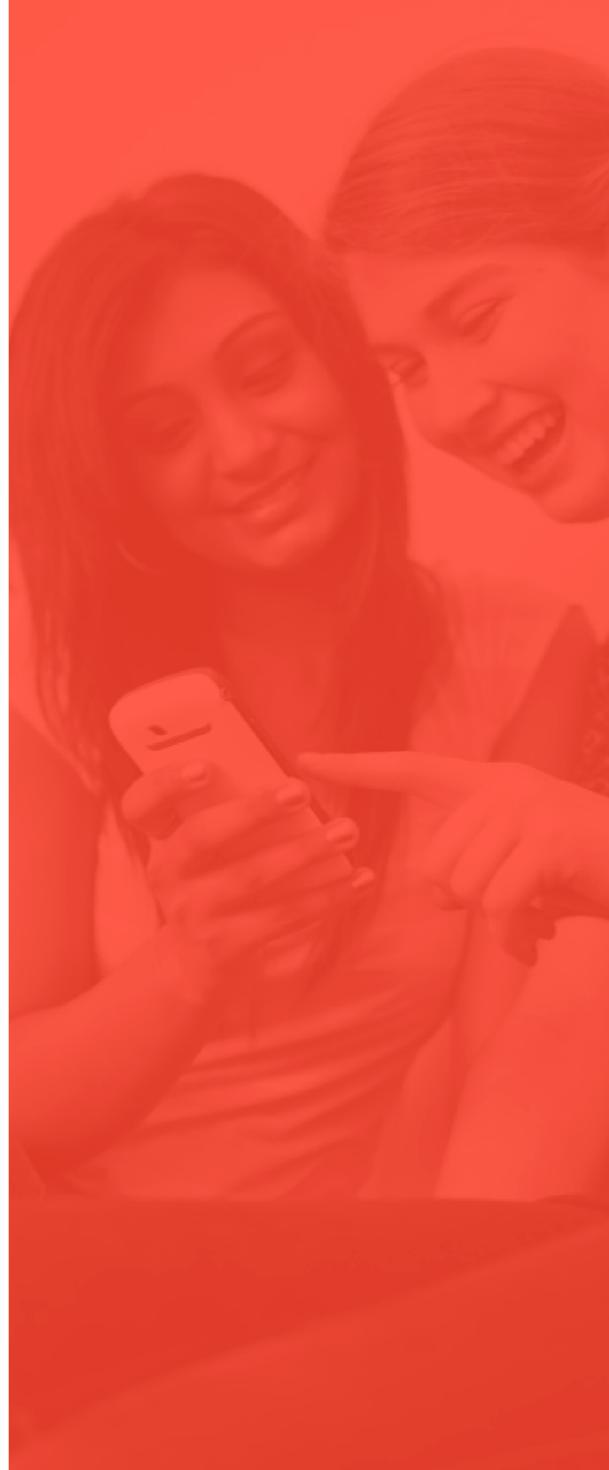


Instagram



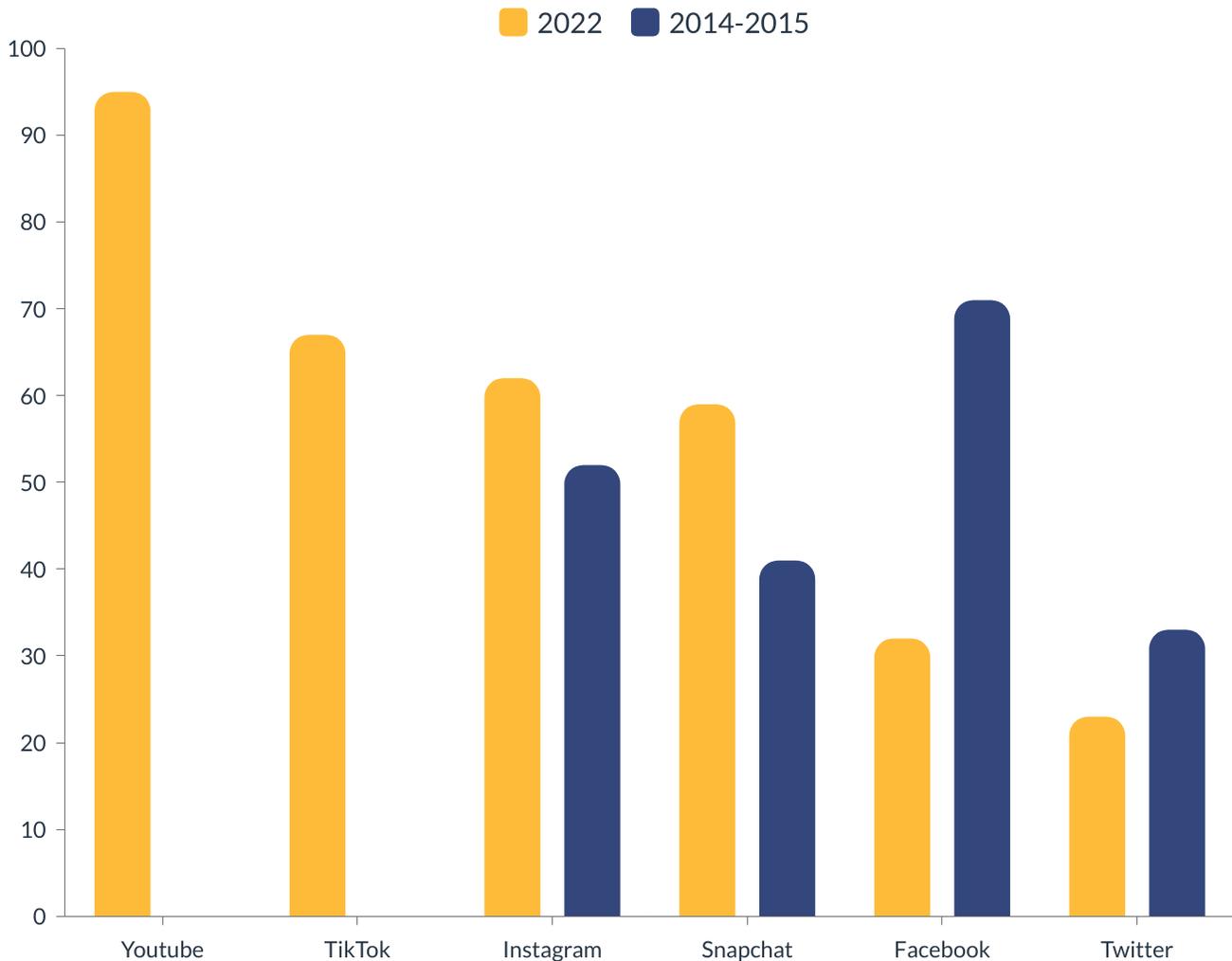
TikTok

Due to their popularity, these three platforms--Youtube, Instagram, and TikTok--will be utilized most throughout this programming. Beginning with promotion of registration throughout the club meetings, and for final metrics and feedback. Because of each of their capabilities to livestream, this is also where we will host the online meetings of the TRC. Examples of videos, posts, and engagement is on the following pages.



Social Media Trends

Social Media Usage by Teens



Data taken from Pew Research Center. The 2014-2015 survey did not mention Youtube, and TikTok released 2018.

Although Facebook and Twitter were popular among teens roughly 5-7 years ago, teens today are gravitating toward apps where visual posts are mainly present. We will still use Facebook and Twitter throughout this social media plan, but those campaigns will be focused toward our secondary audiences of adults.

Basic Social Media Policies for TRC 2022



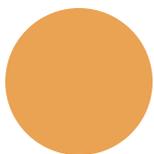
In order to keep our posts coordinated, beautiful, and consistent, we will use these basic rules. They will apply to all social media platforms, regardless of how we can post.

1. Our hashtag throughout the programming will be **#TRC22**. This hashtag will go on every, single post on any platform until the program is over. Not only a cute phrase, the tag will also help us archive photos, posts, and comments for future use.
2. All posts will come from the MPL's existing social media accounts. All accounts have been updated to reflect current library policies and procedures and all accounts have the ability to live stream.
3. All posts made must be shareable by our followers. MPL accounts will automatically do this because none of our accounts are in private mode.
4. There should be at least one post about TRC on any platform every two days. No platform should go longer than four days without mentioning the TRC from when registration begins through December 15.
5. To encourage interaction on social media posts, it is a goal to reply to every comment that pops up onto any TRC post. Because this program focuses on teens, it is extra important to reply to our known teen users and younger children who will have the opportunity to be a part of TRC one day.

Visual Guidelines for Posting

Color Palette

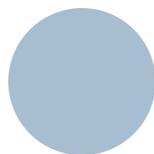
When creating original content that is not a photograph, we have selected 4 colors (and black and white) to use when promoting and posting about TRC22. This way the posts will stand out as connected among the other posts the library has and creates on its accounts.



#EAA253



#D65746



#A7BED0



#322D32



Black and
white

Fonts

These two fonts will be used when creating content with text. Visme and Canva can support these fonts. We can download them if needed for another content-making website/program.

JOSEFIN SANS

**ANSLEY
DISPLAY**

Sample Instagram Post



Music added to post to encourage engagement

Mention of link from instagram to TRC sign up in bio

Announcement of theme and required reading

Emphasis on "free" books, prizes, meetings

#TRC22 used at the end of the post

TikToks and YouTube Shorts

Memes

Because our focused audience is teens, it is important to use social media they love in a tone they can relate to. The importance of tone, and *authentic tone*, cannot be understated. For many teens, this is through the use of memes and memed sounds on TikTok. The Milwaukee Public Library has a TikTok account with 93.9K followers because of their use of memes when promoting the library and programs. Check out their TikToks here:

[https://www.tiktok.com/@milwaukeepubliclibrary?
_t=8bA31vp9SgA&_r=1](https://www.tiktok.com/@milwaukeepubliclibrary?_t=8bA31vp9SgA&_r=1)



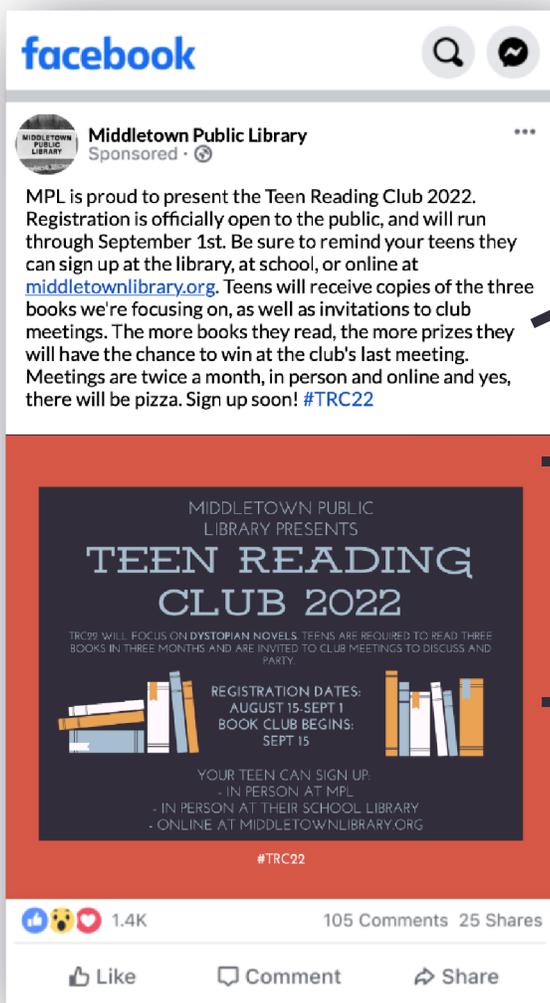
Cross-Posting

Thanks to TikTok, there are MANY platforms that now work with the same basic structure of vertical, short videos a user can scroll through. Snapchat, Youtube, and Instagram all have this feature, named different things, such as Youtube Shorts. Because these posts function the same, it would be smart to post the same video on all platforms that allow us this formatting.

Filming videos to edit then post on our TikTok and YoutubeShort pages will be the job of the Communications Intern, [Intern's Name]. We also hope to get help and participation from the teens in the TRC program!

Sample Facebook Post

As previously stated, our secondary audiences are adults. Here is a sample Facebook post directed at parents of teens to promote registration for TRC22.



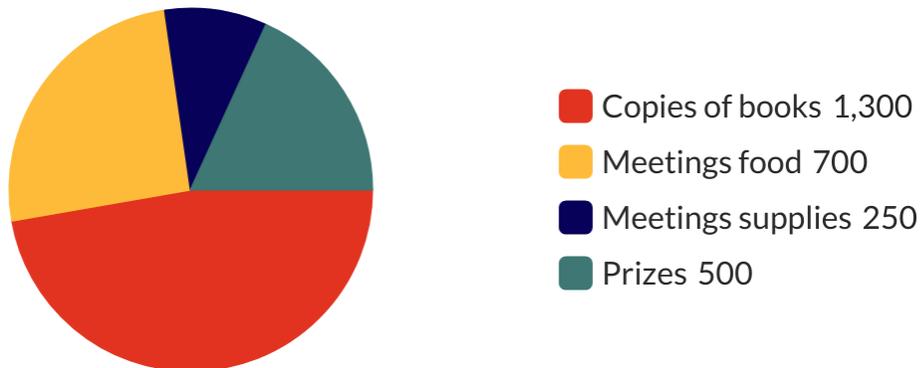
Hyperlinks and hashtags show up as blue for emphasis.

Even though the post is for parents, it still reflects our color palette and fonts, creating unification.

Information from the post text is restated in the photo uploaded. This way, parents can save and send the photo part of the post to their child or keep it as a reminder.

Budget

Total Budget: \$2,750



We estimated about \$1,300 for new copies of the three required reading books. We shot high and went with 50 copies of each. After comparing bulk book buying sites, the exact numbers are: Unwind for \$389.00; Parable of the Sower for \$509.50; and We Set the Dark on Fire for \$407.50.



\$700 of our budget is reserved for food and drink at the events. This includes candy, pizza, sodas, and a small number of alternatives for those with restrictive diets.



Meeting supplies include crafting supplies mainly, but also paper products such as plates and cups. We have saved \$250 of our budget for this, and are planning on using some crafting supplies the library already has.



Finally, our prizes! The \$500 section of the budget will be divided further. 1 \$100 Nike gift card, 2 \$50 Starbucks gift cards, and 4 \$25 Barnes and Noble gift cards. The remaining \$200 will be used to purchase MPL tote bags, power banks, MPL book marks, and lip balm, the prize for those not drawn in the raffle.

TRC Meeting Dates

Type and Place	Date (2022)
Online and in-person registration period	August 15 - September 1
Kick off event, in person at MPL	September 15
Meeting 1, on TikTok Live	October 1
Meeting 2, in person at Middletown West High School	October 15
Meeting 3, on Instagram Live	November 1
Meeting 4, in person at Middletown East High School	November 15
Meeting 5, on YouTube Live	December 1
Meeting 6, in person at MPL	December 15



Book Club Prizes

The goal of TRC22 is to get as many Middletown teens as possible to read at least 1 book a month and participate in our book club meetings. In order to distance ourselves from the sometimes boring English classroom, we will be using activities and prizes to encourage participation.

Prizes

For every book a teen user reads, they will receive a raffle ticket. This ensures every registerer 3 opportunities to win big raffle prizes, but also allows for users to read as many books as they can between Sept 15 and Dec 15. Books read must fit in the dystopian theme.

At the last meeting of the program, held at MPL, users will have the opportunity to drop their ticket in whatever big raffle prize they want. Winners will be drawn and prizes will be taken home the same day. The raffle will include items bought by MPL staff with the TRC22 budget, such as a \$100 Nike gift card, as well as donated items from community businesses, such as gift certificates for activities or food, products, classes, and workshops. Teens who are not drawn to win a big raffle prize will go home with a tote bag of MPL goodies, including a power bank, lip balm, bookmarks, and more.



Book Club Activities

Not only will teens receive a raffle ticket for reading a book, they will receive another one for each meeting attended. This allows teens doing the bare minimum, reading 3 books and attending 6 meetings, 9 chances for a big raffle prize.

In-Person Meetings

For our in-person meetings, teens will be asked to discuss the book with librarians and peers while doing an exercise that relates to the book. For example, when we meet at Middletown East to discuss *Parable of the Sower*, teens will have the chance to create their own journals and zines in the same vein as Lauren's "Earthseed" manifesto, which is referenced throughout the book.

In-person meetings will feature a pizza and soda dinner as well.

Live streamed meetings

Because we have selected live streaming over Zoom or Skype, the users will only have the live stream chat to . Because of this, the virtual meetings will be Q and A sessions between librarians, teens, and special guests. Each special guest will be relevant to the book in some way. For example, we will reach out to a community college natural science professor to speak on climate change issues for *Parable of the Sower*.

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