



Reaching Out, Welcoming In: Connecting with People in the Shadows

with Kathy Dempsey
of
Libraries Are Essential



Marketing Librarians

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Libraries Have Heart

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Hi! I'm Kathy Dempsey, MarComm Maven



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As we know ...



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But not everyone feels comfortable in libraries



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But how do we reach diverse populations?
By using marketing communications!
Here are the foundations.



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The key: Concentrate on one group at a time

Look at your local population in terms of segments of people who have something in common:

- Religion
- Gender identity
- Race, Ethnicity
- Housing status
- Disabilities
- Age groups
- Income level
- Education level
- Occupation
- Citizenship status



Each of these **DEMOGRAPHICS** is a different **TARGET AUDIENCE**.

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To show you how to communicate with various target audiences, we'll cover:

1. **Marginalized Audiences:** List groups in your area
2. **Population Exploration:** Learn about them
3. **Partner Organizations:** Best ways that others can help

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Section 1: Marginalized Audiences

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Question for all of you:



From www.hafuboti.com

Which specific marginalized groups would you like to reach out to?



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Communicate with people in each target audience in their own 'language' and in their own 'spaces'

Best practices for communications = use the communication style of each target audience

They'll be more likely to notice your message, and open it, and read it. The message will be more memorable because it creates a connection between the sender and receiver.



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Examples: 'language' & 'spaces' of targets

Audience: Unhoused People	Audience: LGBTQ+ Youth	Audience: People of Color	Audience: Recent Immigrants
Language: ?? Street slang?	Language: welcoming & accepting, teen-speak, pronouns	Language: Native tongue, lingo or slang	Language: ?? Any English?
Spaces: Shelters, aid organizations, parks, encampments, libraries	Spaces: Juvenile courts, school counselors, social welfare agencies, local Pride Month organizers, mental health orgs	Spaces: Ethnic grocery stores or restaurants, churches or mosques, online groups, barber shops or hair salons	Spaces: Processing centers, aid organizations, ethnic restaurants, places of worship, laundromats



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Segmenting into more-narrow target audiences

Audience: Unhoused People	Unhoused People: Further Segmentation
Language: ??	Recent / Longterm
Spaces: Shelters, aid organizations, parks, encampments, libraries	Men / Women / LGBTQ
	Veterans
	Minors / Adults / Families
	Employed / unemployed
	Mental health needs



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Section 2: Population Exploration

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Discovering those languages and spaces

How do you come to know these folks, their habits, their "languages," their hangouts?

Population Exploration!
(aka, Market Research)



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Population exploration resources

Census data
Town or county offices
Projections from schools & colleges
Projections from land developers, highway department, etc.
Workforce development
Focus groups / surveys

Discussions with stakeholders / boards / partners
Local business leaders
Partner with college professors
Community forums
Chatter around town



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Population exploration resources

Read the other team's playbook! (or watch the other team's YouTube influencers)

Talk with the target audience members who come into your library

Befriend trusted leaders of target audiences



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Population exploration resources

The screenshot shows the Pew Research Center website. At the top, there is a navigation menu with options like 'RESEARCH', 'PUBLICATIONS', 'ABOUT', 'CONTACT', and 'DONATE'. Below the menu, there is a search bar and a list of research reports. The reports are organized into columns, including 'POPULATION TRENDS', 'POLITICAL OPINIONS', 'ECONOMY & SOCIETY', 'TECHNOLOGY', 'HEALTH & WELL-BEING', and 'POLICY'. Each report has a title and a brief description. At the bottom right, there is a link to the website: www.pewresearch.org.

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Craft messages that will get their attention

- Don't** use any library lingo! (reference, resource, database, circulation, ILL, etc.)
- Do** use the audience's lingo!
- Test** messages for clarity
- Get** right to the point
- Use** positive, active verbs (visit, enjoy, warm up, etc.)



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Examples: messages for targets

Audience: Unhoused People	Audience: LGBTQ+ Youth	Audience: People of Color	Audience: Recent Immigrants
Librarians can help connect you to services	Don't hesitate to hang out in the library.	Want to meet new people? Join the library's 'Authors of Color' book club.	Feeling alone? Join the library's 'Authors of the World' book club!
Free job-search help at your library	Librarians accept and respect diversity.	Looking for a free, safe meeting space for your group? Check out the library's meeting rooms at [link]	Librarians can help connect you to services
Visit the library and cool off from 7 to 9am	Questioning? Librarians can privately point you to helpful reading materials.	Everyone is welcome in our library! Stop by and say hi :-)	Want to learn about your new town? Go to [link] to find a short town history document that you can translate into any language.
	Be your true self at the library.		

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Place your messages where they'll be seen

- Don't** put them exclusively in your library
- Do** put them where your audience lives, works, plays, worships, hangs out, needs to visit
- Test** which spaces are most effective (by asking visitors "how / where did you see our message?")
- Gather** data on what works & what doesn't
- Use** attractive, attention-getting designs



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Message Placement: Urban areas

- > Buses & Bus shelters
- > Subways & Trains
- > Food pantries
- > Check-cashing shops
- > Convenience stores
- > Shelters
- > Social Security offices
- > Basketball courts & Skateparks



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Message Placement: Suburban areas

- > Medical offices
- > Highway billboards
- > Laundromats
- > Parks & Playgrounds
- > Little Free Libraries
- > Lawn signs
- > Shopping centers



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Message Placement: Rural areas

- > Parks, playgrounds
- > Medical offices
- > Grocery stores & Food pantries
- > Post offices
- > Schools
- > Day-laborer pick-up locations
- > Gas stations, Fire stations
- > Places of worship



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Go Out Where the People Are!



When a laundromat becomes a library
<https://www.pbs.org/newshour/show/when-a-laundromat-becomes-a-library>



<https://barbershopbooks.org>



<https://fridayflyer.com/article/2021-09-24/cl-library-sets-up-booth-at-farmers-market>



Libraries Without Borders
<https://www.librarieswithoutborders.us/laundromats>



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How can you bring more populations into your library? Bring them into your conversations!



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Section 3: Partner Organizations

Partners can help your message get seen

Thinking about where your target audience members go, and where you want to place messages, also points out organizations that you can partner with.

Libraries are respected organizations! Don't be afraid to approach others to work together.



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Potential partner organizations

Houses of worship
Aid organizations
Medical offices
Grocery stores
Restaurants or cafes
Hardware stores
K-12 Schools
Transit companies

Service organizations
(Lions, Rotary, Scouts, etc.)
Mental health services
Parks & Rec
Fire or Police departments
Local news outlets
Barber shops or Hair salons
Utility companies



From www.BlackIllustrations.com

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Word-of-mouth marketing

You don't need to do all the outreach yourself.

In fact, often, you don't always have to be the one delivering your messages.

Word-of-mouth marketing is getting others to spread the word for you – but it's more than that. It's an organized, purposeful campaign that you control.

You ask partners to agree to share your exact message to their peers, then report back to you.



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Word-of-mouth marketing

Sample word-of-mouth marketing campaign:

You choose one target audience and one goal. Ask yourself: What does the library have that your audience should use, and what benefit will they get by using it?

You invite partners that are connected to this marginalized group of people to join forces with you. Invite these partners to help improve people's lives by getting library cards and using your resources.

You explain what message you want to spread, and how the group of people will benefit.

Since your partners are connected to your target audience, seek their help with appropriate wording and placement of your message. Together, settle on the words that will convey your message in the type of language that will resonate with your audience.

Discuss who the partners should spread the message to, and how, so it has the best chance to spread through the community.



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Diverse illustrations

The way you illustrate your messages matters too. Remember, people want to see themselves in your context. So seek out diverse stock photos and illustrations.



<https://www.hafuboti.com> (the "are for everyone" image you see here, and many more collections; includes various languages, such as Cree >>)

<https://www.blackillustrations.com> (various collections available; some free, some paid)

<https://stubborn.fun> and <https://www.humaans.com> (choose "body parts," clothes, etc. to create the characters you want)

TAWOW / TANSI



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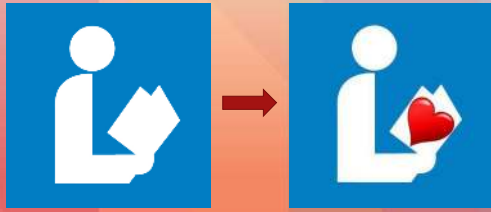
Review of main strategies

- Work on one target audience at a time.
- Research the "language" and "spaces" that members of that audience use.
- Create messages specifically for that audience.
- Place messages where your audience will see them.
- Get outside of your library!
- Seek partners that are part of / are accepted by your target audience; enlist their help.
- Make your visuals diverse to match your messages.

**Customize +
Go Where
They Are**

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Show them that Libraries
(and library workers!) Have Heart



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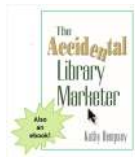
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