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## THE QUESTIONNAIRE

### PUBLIC RELATIONS SPENDING

1. Does the library have a separate budget for web content and/or online marketing?
2. How many press releases did the library issue in the past year?
3. How much did the library spend on internet- or print-based press release services in the following years?
  - A. 2010
  - B. 2011
  - C. 2012 (anticipated)
4. If the library has used any press release services within the past three years, which ones has it used? Does the library have a regular subscription to any press release services? Which ones?
5. Does the library send out one or more regular e-newsletters to library patrons and other interested parties?
6. If the library does send out regular e-newsletters, how many such newsletters does the library have?
7. If the library does send out regular e-newsletters, how many total subscribers does it have for all its newsletters?
8. How often does the library send emails to its subscribers or RSS feed followers?
  - A. Multiple times a week
  - B. Weekly
  - C. Monthly
  - D. Every few months
  - E. Just on special occasions
9. Does the library have links to press releases on its social media pages?

### PUBLIC RELATIONS STAFF

10. Does the library have a public relations or communications director?
11. How many staff positions in FTE terms does the library dedicate to public relations and marketing?
12. What is the average yearly salary for a public relations director in your library?

## The Survey of Library Public Relations Practices

13. Does the library employ a graphic artist to create layouts and designs for press releases, blog postings, and promotional materials?
14. Does the library employ any of the following?
  - A. Writer
  - B. Videographer
  - C. Webmaster
15. What is the average yearly salary for a webmaster at your library?
16. What percentage of the library's public relations staff are also librarians?
17. Does the library recruit volunteers or student interns to help with public relations, marketing, and/or outreach?

### **WEB AND SOCIAL MEDIA**

18. Does the library announce major new acquisitions or programs in any of the following ways?
  - A. Through Twitter or other microblogging sites
  - B. On Facebook
  - C. On social networking sites other than Facebook
  - D. On the library website
  - E. Through an email newsletter
  - F. Through webcasts, podcasts, or videos
  - G. Through an RSS feed
  - H. Through a print press release mailed to a mailing list
  - I. Through a print or electronic press release sent out through a commercial press release service
19. Does the library have an active page or channel on any of the following sites?
  - A. Bebo
  - B. Facebook
  - C. Foursquare
  - D. Google+
  - E. Hi5
  - F. MySpace
  - G. Twitter
  - H. Vimeo
  - I. YouTube
  - J. Other (please specify)

## The Survey of Library Public Relations Practices

20. How effective have these sites been in reaching out to patrons and promoting library programs and events?
- A. Ineffective
  - B. Not very effective
  - C. Somewhat effective
  - D. Highly effective
  - E. Don't know
21. How often does the library post status updates on these sites?
22. Has the library made any attempts to reach out to patrons on online book forums and communities (e.g. aNobii, Goodreads, LibraryThing, Shelfari, weRead)?
23. Does the library offer a mobile app for iPhone, Android, or other mobile devices?
24. Does the library monitor how it appears on the web, in forums, on social media sites and listservs? If so, does it use any software, internet tools, outside services, or other means to monitor what is said about the library, its collections, and its policies? How do you go about doing this at your library? What has been the benefit?
25. Does the library use any form of internet polling tool to query library end users about their experiences at the library? If so, which survey tool do you use?

### **VIDEO SHARING**

26. Does the library use the video sharing services of any of the following sites?
- A. Dailymotion
  - B. Metacafe
  - C. Revver
  - D. Viddler
  - E. Vimeo
  - F. Vzaar
  - G. YouTube
27. How often does the library post videos on video-sharing websites?
- A. Often
  - B. Occasionally
  - C. Hardly ever
  - D. Never
28. Does the library produce or commission videos promoting specific programs, collections, services, or the library as a whole?

## The Survey of Library Public Relations Practices

29. If the library does produce or commission such videos, how much did the library spend on this in the past year?

### **LIBRARY EVENTS**

30. Does the library host or sponsor any of the following?
- A. Film screenings
  - B. Live theatrical or musical events
  - C. Art exhibitions
  - D. Guest authors or speakers
  - E. Special collections exhibits
31. How many programs/events open to the public does the library host or sponsor each year?
32. How much did the library spend on programs/events of this kind in the following years?
- A. 2010
  - B. 2011
  - C. 2012 (anticipated)
33. Has the library ever live-streamed events?
34. Does the library feature video or audio recordings of events on its website?
35. Has the library ever partnered with local businesses, government agencies, or non-profits to sponsor community events, programs, or initiatives?

### **OTHER STRATEGIES**

36. What other strategies or resources has the library used to reach out to patrons or enhance its public image?

### **USE OF PROFESSIONAL SERVICES**

37. Has the library ever use a public relations firm?
38. Does the library receive any special public relations assistance from its parent organization? For example, if a college library, do you receive help from the college public relations department? Or if a public library, do you receive help from the municipal or county government? What kind of help is provided?

## **SURVEY PARTICIPANTS**

Alexandria Library  
Antelope Valley College  
Asbury Park Public Library  
Athens Regional Library  
Atlantic County Library System  
Benbrook Public Library  
Benson Public Library  
Bloomberg BNA  
Buffalo & Erie County Public Library  
Cape Breton Regional Library  
Cazenovia Public Library  
Charlevoix Public Library  
Chesterfield County Public Library  
Connors State College – Westbrook Library  
Consolidated Edison Company of New York, Inc.  
Converse County Library  
Cumberland University – Vice Library  
Duquesne University – Gumberg Library  
Eastern Kentucky University Libraries  
Flower Mound Public Library  
Fort Vancouver Regional Library District  
Gogebic Community College Library  
Greensboro Free Library  
Indianhead Federated Library System  
Jacob Edwards Library  
Jessamine County Public Library  
The John Marshall Law School  
Kansas State University Libraries  
Kendall College Library  
Kitsap Regional Library  
Margaret E. Heggan Free Public Library  
Metropolitan Library Service Agency (MELSA)  
New Milford Public Library  
Norfolk Public Library  
Oak Park Public Library  
Paramus Public Library  
Pioneer Library System  
Portage Public Library  
Preston Medical Library  
Reinhart Boerner Van Deuren Attorneys at Law  
Rodman Public Library

## The Survey of Library Public Relations Practices

Round Lake Library  
Somerset County Library System  
South Windsor Public Library  
Southern Virginia University  
Southfield Public Library  
State Library of North Carolina  
State Library of Ohio  
Sullivan & Worcester  
Tinley Park Public Library  
University of Arizona Libraries  
University of Connecticut Library  
University of Nevada, Reno  
University of Texas at San Antonio  
Vatterott College  
Verizon Communications  
Virginia Beach Public Library  
Wake Technical Community College  
Washington County / Gray Library  
Westlake Porter Public Library  
Williamson County Public Library  
Zion-Benton Public Library

## CHARACTERISTICS OF THE SAMPLE

Overall sample size: 62

### By Type of Library

Higher education.....	16
Public.....	37
Special or government.....	9

### By Number of Full-Time Equivalent Employees

Less than 7.....	17
7 to 24.....	16
25 to 74.....	14
75 or more.....	15

### By Budgetary Allocation

Has a separate line in budget for public relations/marketing.....	25
Does not have a separate line in budget for public relations/marketing.....	37

### Number of full-time employees (FTE) of the library

	Mean	Median	Minimum	Maximum
Entire sample	49.29	21.50	0.50	309.00

### Number of full-time employees (FTE) of the library – by type of library

Type of Library	Mean	Median	Minimum	Maximum
Higher education	43.63	17.50	1.00	150.00
Public	55.91	24.00	0.50	309.00
Special or government	32.15	6.00	1.00	120.00

### Number of full-time employees (FTE) of the library – by employee category

Number of Employees	Mean	Median	Minimum	Maximum
Less than 7	3.46	3.00	0.50	6.50
7 to 24	13.19	11.87	8.00	24.00
25 to 74	46.36	42.50	25.00	70.00
75 or more	142.47	130.00	75.00	309.00

### Number of full-time employees (FTE) of the library – by budgetary allocation

Budgetary Allocation	Mean	Median	Minimum	Maximum
Has a separate line in budget for public relations/marketing	71.76	45.00	2.00	309.00
Does not have a separate line in budget for public relations/marketing	34.10	10.00	0.50	192.00