

FALL 2021

SOCIAL MEDIA MARKETING PLAN

Teen Reading Club

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TEEN READING CLUB

Introduction

The Middletown Public Library is committed to delivering high quality, robust teen services to Middletown's middle-and-high school aged students. In addition to our nationally ranked tutoring services, MPL engages a Teen Advisory in its program planning, which includes, sponsors an annual comic con event, and holds Teen Reading Clubs (TRC) in the spring and fall semesters and through each summer.

TRC is open to Middletown residents aged 13-17. Registration is required and club members are encouraged to read one book per month and participate in twice monthly activities.

TRC FALL 2021

The Highlights

Following a slow summer for the TRC, MPL Teen Services and the Teen Advisory Board have collaborated to design an exciting Fall program.

MPL and the Teen Advisory Board have connected with five community organizations serving our city's youth. This fall, TRC members will compete in monthly reading challenges to win donations for the organization they choose.

The Fall 2021 TRC will run from September 15 - December 15.

Meetings will be held on Wednesday evenings on Zoom and reading progress will be tracked in Goodreads.



TEEN READING CLUB

Purpose & Goals

MPL TEEN POPULATION BY THE NUMBERS

High School Students in Middletown

3550

Average School Year Tutoring
Engagements Pre-COVID

825

Total Tutoring Engagements
2020-2021 School Year

1775

MPL Comic Con Teen Volunteers

50

Teen Advisory Board Members

8

PURPOSE

The Teen Reading Club exists to invite Middletown teenagers into the library, with the purpose of creating a safe space for sharing ideas, learning about topics that matter to them, and fostering a community space for the young people of Middletown. MPL believes that all people have the right to pursue their interests and curiosities and seeks to listen to and serve the needs of our teenage neighbors.

GOALS

The overarching objective of TRC is to build and empower a community of teens in the MPL. We measure our achievement of this objective with the following goals:

- 200 TRC registrations per cycle
- 80% participation rate
- 70% return rate for former TRC members
- 50% of participants read 1 book per month
- 25% of participants read >1 book per month
- 80% of participants attend TBC meetings
- 100% of participants have a MPL library card

TRC FALL 2021 THEME

#ReadForChange

This fall's TRC theme is #ReadForChange. Today's teens live in a globally connected world and are cause-driven and socially aware. Recognizing this trend, MPL Teen Services Staff have collaborated to design a reading challenge in which participants compete to raise money for one of five local organizations.

With feedback from the MPL Teen Advisory Board, community organizations that provide outreach and services to diverse populations have been selected and have agreed to help connect with our target audiences through their own social media pages

.Each organization has selected young adult books to include in suggested reading guides for TRC participants, which have been purchased for the MPL collection to ensure availability.

COMMUNITY ORGANIZATIONS

Middletown Children's
Theatre

Food Pantry of Greater
Middletown

Boys & Girls Club of
Middletown

LGBTQ+ Youth Center

Toys 4 Tots

The #ReadForChange TRC Challenge

HOW IT WORKS:

In the first TRC meeting, participants will select which organization they would like to represent in the reading challenge. Each participant earns points for the number of books read each month, rating and reviewing their read books, attending TRC meetings, and participating in a challenge during a TRC meeting. Participation is tracked using Goodreads.

At the end of each month, student points will be tallied and sorted by organization. The point total per organization will be averaged by the number of students for equity, and that with the highest number of points will receive a \$250 donation from the TRC. At the last Fall 2021 TRC meeting, all points earned during the entire challenge will also be totaled, and the student-selected organization with the highest overall points will receive a \$500 donation.

MONTHLY POINTS

- **1 pt:** Read a book of choice
- **2 pts:** Read a book from the TRC Suggested Reading List
- **2 pts:** Rate and review a book you read this month on Goodreads
- **2 pts:** Attend both TRC meetings
- **BONUS:** 5 point opportunity during TRC meeting

MIDDLETOWN PUBLIC LIBRARY

TRC
#ReadForChange

TRC FALL 2021 TIMELINE

Key Dates and Events

AUGUST 2021

- 8.15:** TRC Fall 21 Registration opens!
- 8.30:** First day of school

OCTOBER 2021

- 10.13:** TRC Meeting
- 10.27:** TRC Meeting & Bonus Challenge
- 10.28:** October Challenge Winner announcement

DECEMBER 2021

- 12.8:** TRC Meeting & Bonus Challenge
- 12.15:** TRC Holiday Celebration & December Challenge Winner announcement
- 12.16:** Fall 2021 Challenge Winner announcement

4 STEPS TO GETTING STARTED IN THE TRC READING CHALLENGE!

- 01** Try starting with 10 pages per day.
 - 02** Choose books you're interested in.
 - 03** Check in with your friends in the TRC.
 - 04** Don't forget to be nice to yourself!
- #ReadForChange

SEPTEMBER 2021

- 9.15:** TRC Fall 21 First Meeting & Organization Selection
- 9.29:** TRC Meeting & Bonus Challenge
- 9.30:** September Challenge Winner announcement

NOVEMBER 2021

- 11.10:** TRC Meeting
- 11.24:** TRC Meeting & Bonus Challenge
- 10.26:** November Challenge Winner announcement

SOCIAL MEDIA MARKETING PLAN

TARGET AUDIENCES

**MPL strives to meet
teens where they
are and reach teens
through adults they
trust.**

TARGET AUDIENCE:

MIDDLETOWN RESIDENTS
AGES 13-17

- MEHS and MWHS Students
- Elite Prep Students
- Homeschooled high school aged students

SECONDARY AUDIENCE:

TRUSTED ADULTS

- MEHS, MWHS, and Elite Prep Teachers
- Parents of teens
- Leaders of local youth organizations



SOCIAL MEDIA MARKETING PLAN

PLATFORMS

INSTAGRAM

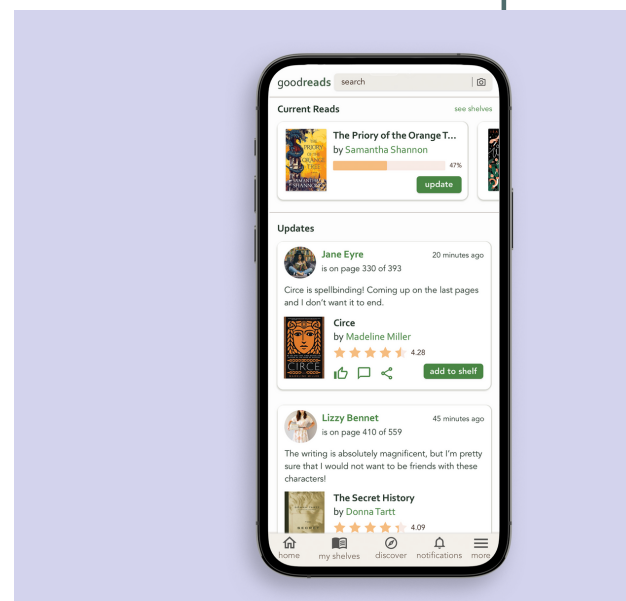
- **CONTENT TYPE:** Posts & Stories
- **AUDIENCE:** Teens
- **INTENT:** Spread awareness of TRC & encourage participation, engage with TRC participants

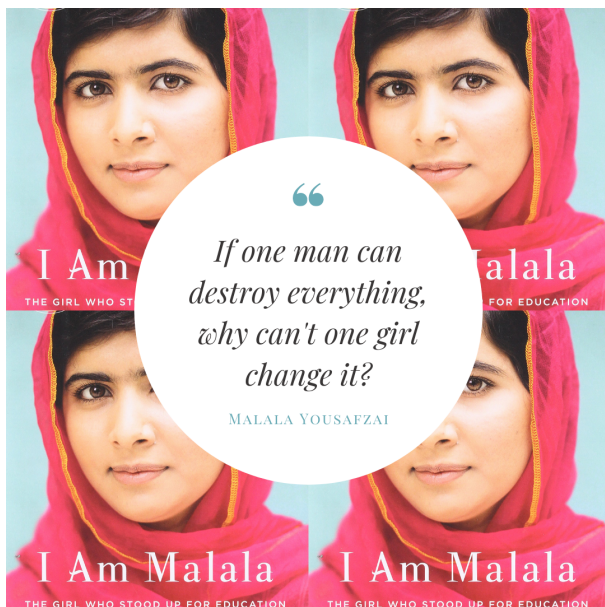
FACEBOOK

- **CONTENT TYPE:** Posts
- **AUDIENCE:** Teens & Secondary Adults
- **INTENT:** Spread awareness of TRC & encourage participation, engage with TRC participants

GOODREADS

- **CONTENT:** Group, Forum, and Bookshelf
- **AUDIENCE:** TRC Participants
- **INTENT:** Track TRC participation, encourage discussion, and introduce teens to reading-specific social media





INSTAGRAM

CONTENT STRATEGY

Audience: Teens

Goal: Engage

Frequency: Daily

GUIDELINES

INSTAGRAM POSTS

- 3x weekly
- Use images
- Highlight important dates
- Share reading list content
- Use hashtags:
 - #ReadForChange
 - #BookClub
- Monitor comments daily

INSTAGRAM STORIES

- Daily
- Use photos
- Use polls and other Instagram tools to encourage engagement

DIRECT MESSAGES

- Turned off
- Link Contact Us website page in bio

FACEBOOK

CONTENT STRATEGY

Audience: Teens & Secondary Adults

Goal: Inform

Frequency: Daily

GUIDELINES

FACEBOOK POSTS

- 3x weekly - share from Instagram
- 3x weekly - posts for educators, parents, and community leaders
- Highlight important dates
- Share reading list content
- Direct viewers to relevant MCL website pages
- Monitor comments daily

DIRECT MESSAGES

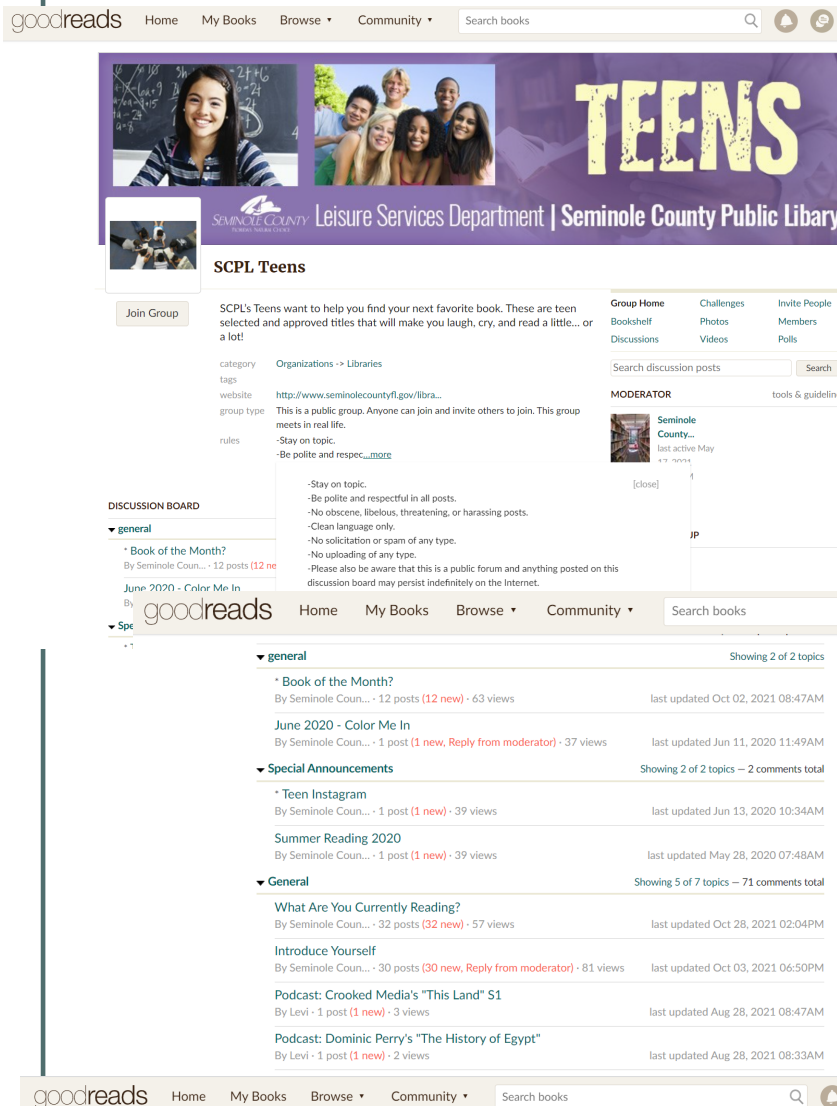
- Auto-responder directs senders to the MPL website contact page

On our Teen Reading Club book list this fall: I Am Malala, suggested by our friends at Boys & Girls Club of Dayton . Visit www.mpl.com/trc to learn how you or your teen can participate and support a great organization this fall!



Did you know MPL has a Teen Reading Club? Visit www.mpl.com/educators to find out how to help your students register!





GOODREADS

CONTENT STRATEGY

Audience: Teens

Goal: Promote & track participation

Frequency: Daily

GUIDELINES

GOODREADS GROUP

- TRC-Specific, monitored by Marketing Coordinator & Communications Intern
- Private; moderators approve new members
- Rules shown at top of the page

GOODREADS FORUMS

- Teen Services Librarians leads forum discussions
- Content posted weekly by MPL team
 - Weekly announcements
 - Book reviews
 - Debates

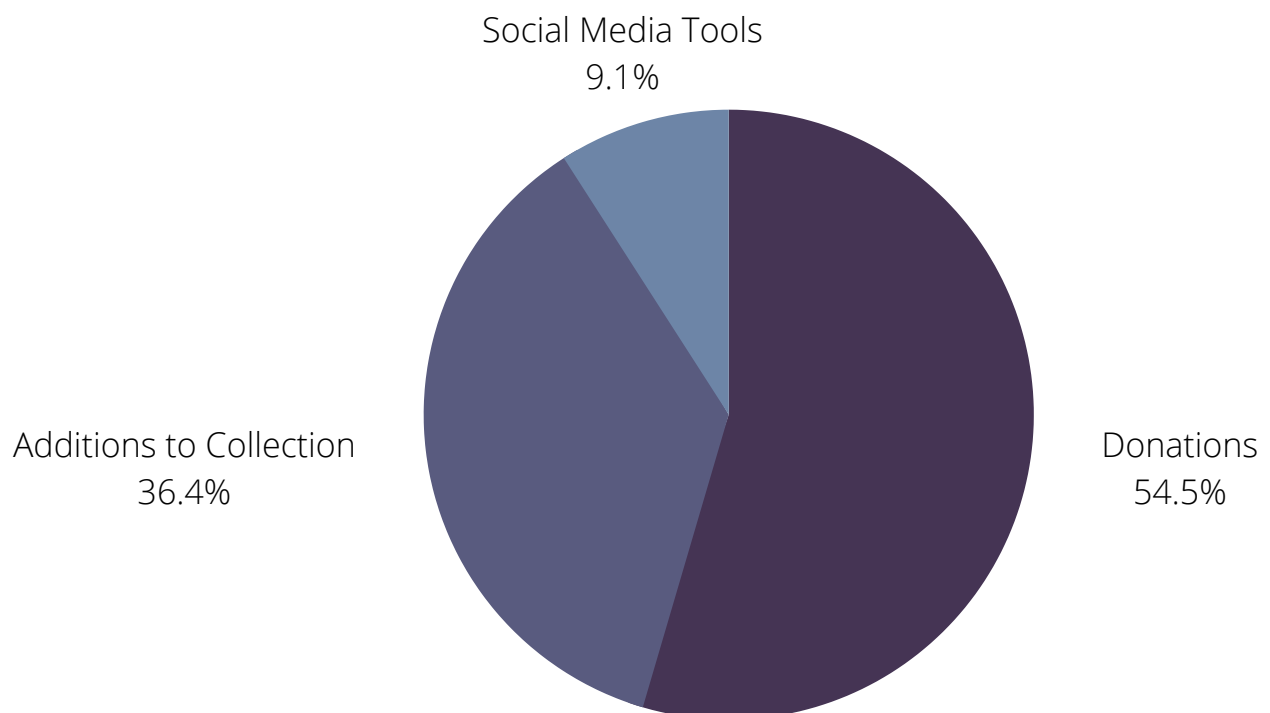
BOOKSHELF

- Lists all suggested books that earn double points

SOCIAL MEDIA MARKETING PLAN

PROGRAM BUDGET

The TRC has a \$2,750 budget for Fall 2021. These funds will be used to fund donations to our community organizations, to purchase books suggested by community organizations for our collection to ensure circulation needs are met, and on social media tools including Canva Pro and Buffer which will allow us to create and schedule social content on Instagram and Facebook with a lean team.



LIZ GRAUEL

LIS-707, FALL 2021