

The Project

How can we get **more teens**
involved with the library?



Our Approach

1. Focus Groups with YAGs



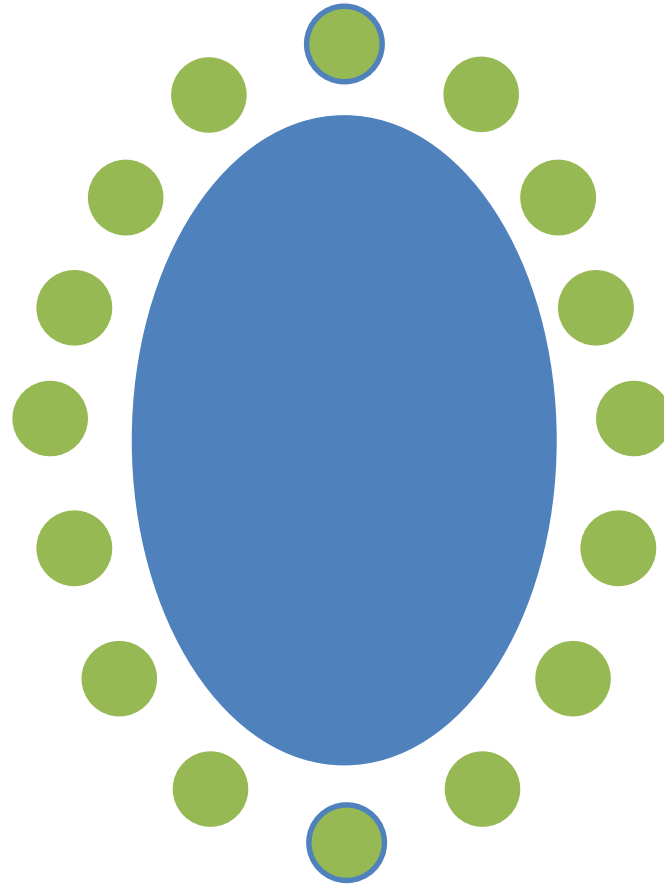
Weston

Albion

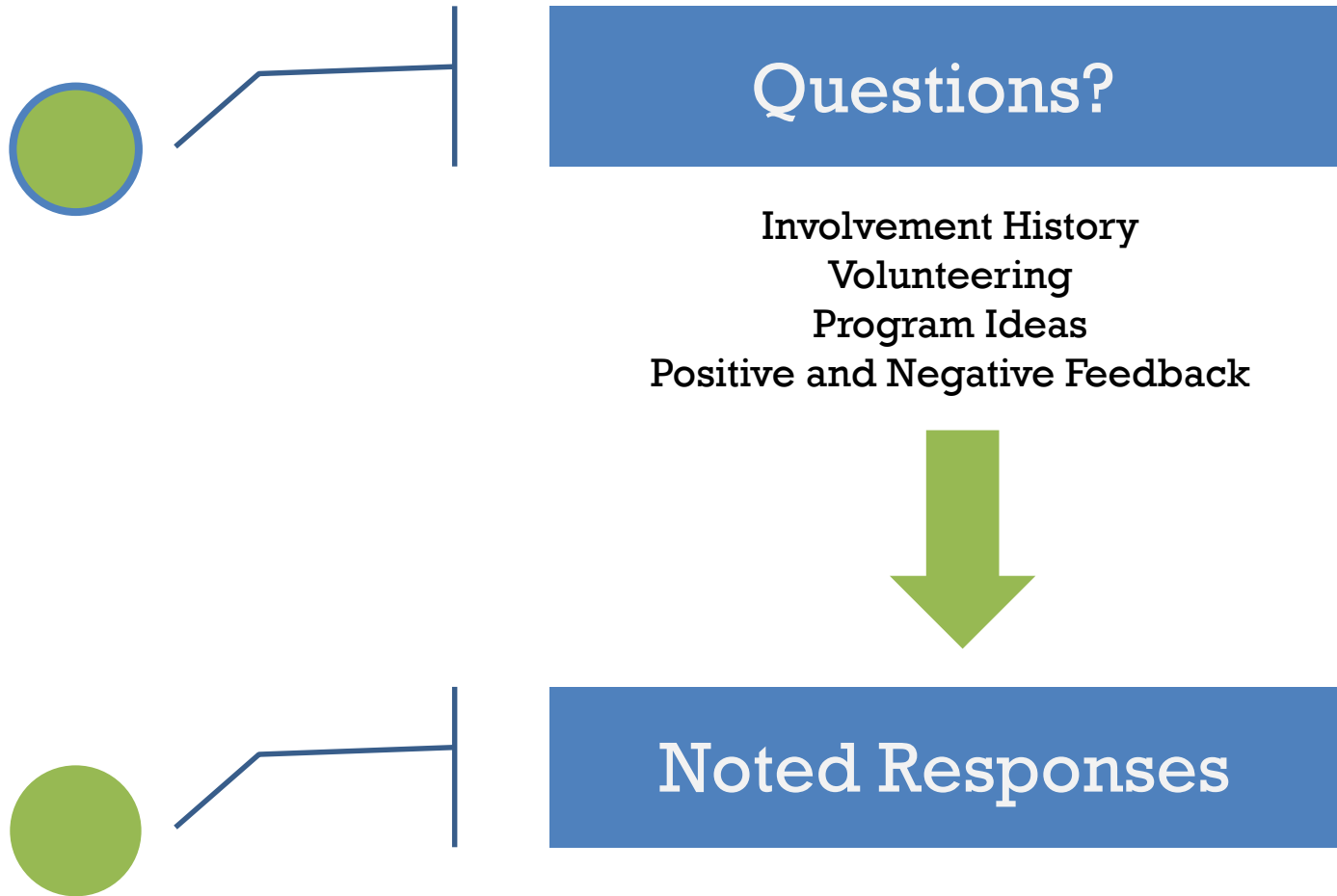
Sanderson

Kennedy-Eglinton

North York Central



Inside the Focus Groups



Our Findings

Why Join?



Peers



Volunteer
opportunities
for hours



Family

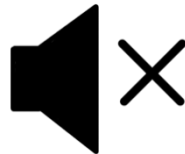
Usage?



Taking out
books



Free Wi-Fi



Pleasant study
environment

Suggestions?



More
collections



More
programs



Lower
fines

Follow-Up Survey



Broader Survey: Teens Across Toronto

- Designed from focus group findings

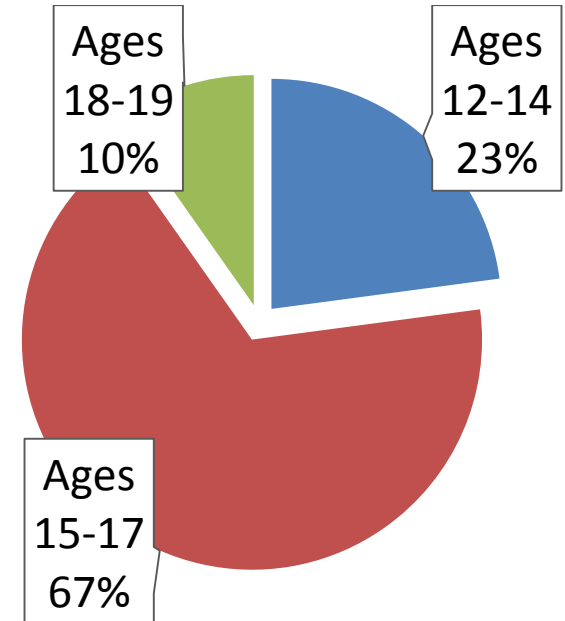
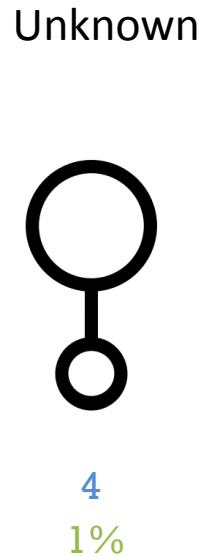
Implemented for 2 weeks in May 2014

- Shared through TPL Teens blog, YAG, social media, Teen Advisor Channels

Goals:

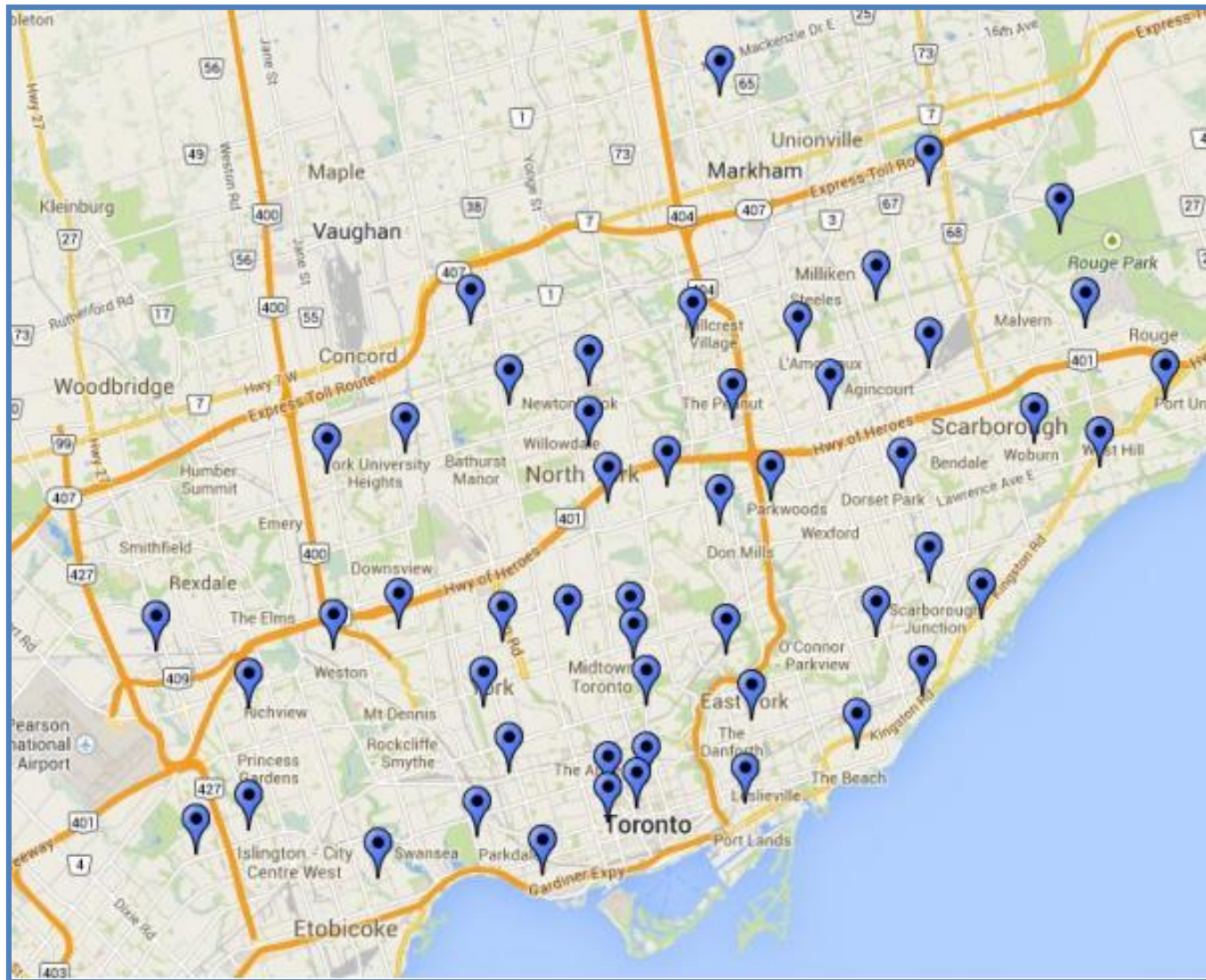
- Understand teenage perception of TPL
- Discover ways to increase involvement
- Get library information to teens taking the survey

Demographics

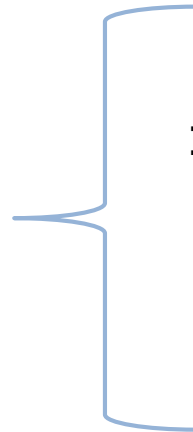


297 Teens

Respondents



Our Focus

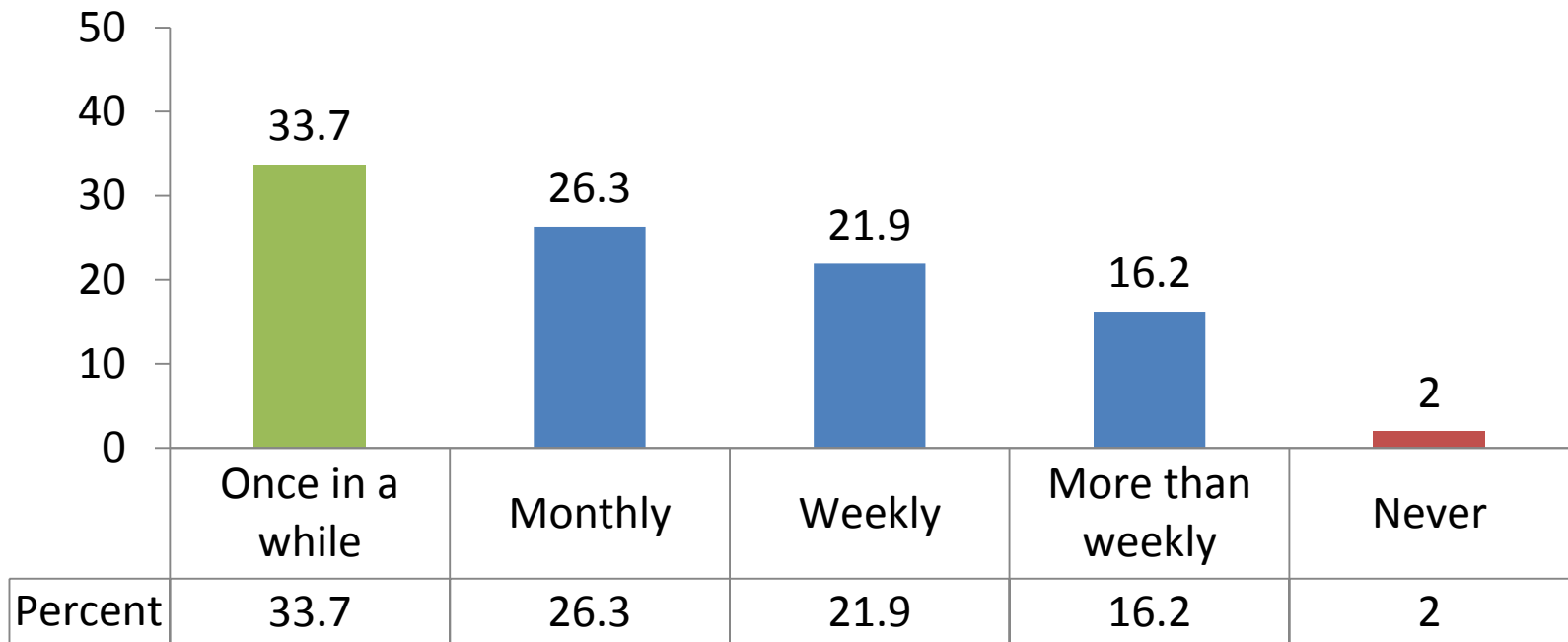


Knowledge and Usage of Resources

Promotion of Resources

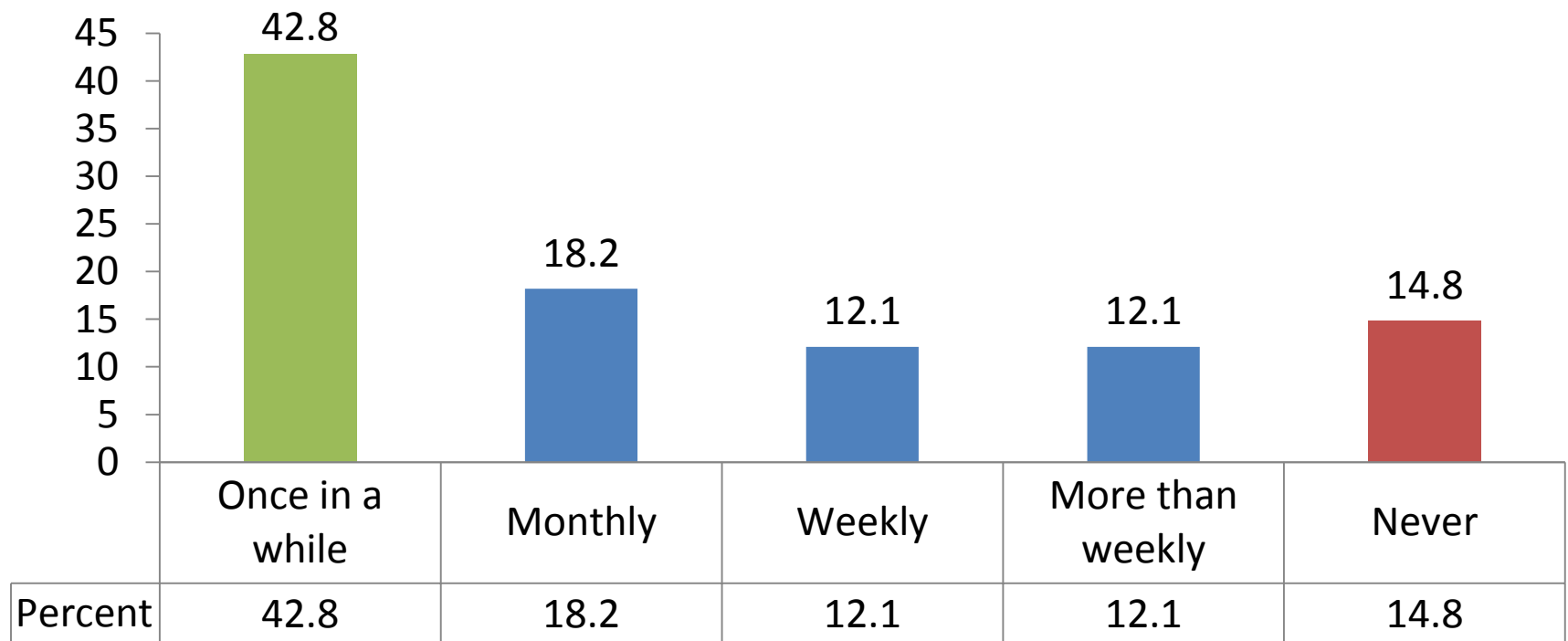
Usage

How often do you visit a Toronto Public Library branch



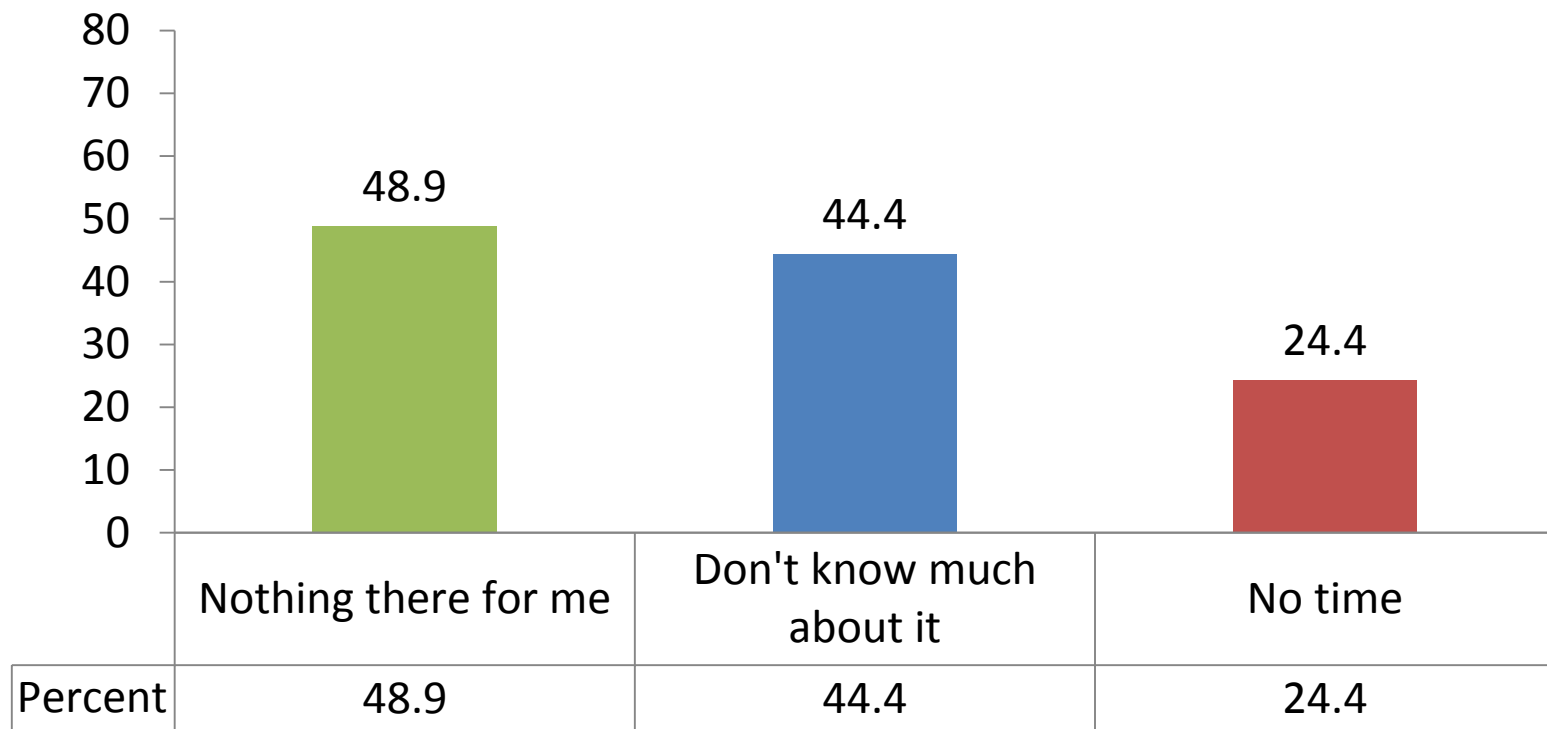
Usage

How often do you visit the Toronto Public Library website?



Usage

Why are you not likely to not use...
...the Toronto Public Library website?



Online Awareness

Q8: Do you know that the Toronto Public Library offers the following online?



Managing your account

81.1%



eBooks

67.7%



Book lists for teens

60.9%



Research databases

57.9%

eMagazines

49.5%



TPL Teens Blog

35.7%



Downloadable music

24.9%



Downloadable movies

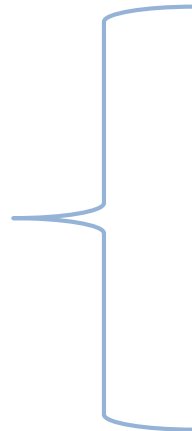
22.9%



Summary of Knowledge and Usage of Resources

“Teens don’t maximize use of online resources because they aren’t aware of all them.”

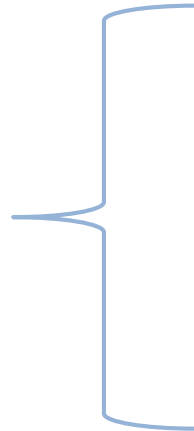
Our Focus



Knowledge and Usage of Resources

Promotion of Resources

Promotion of Resources

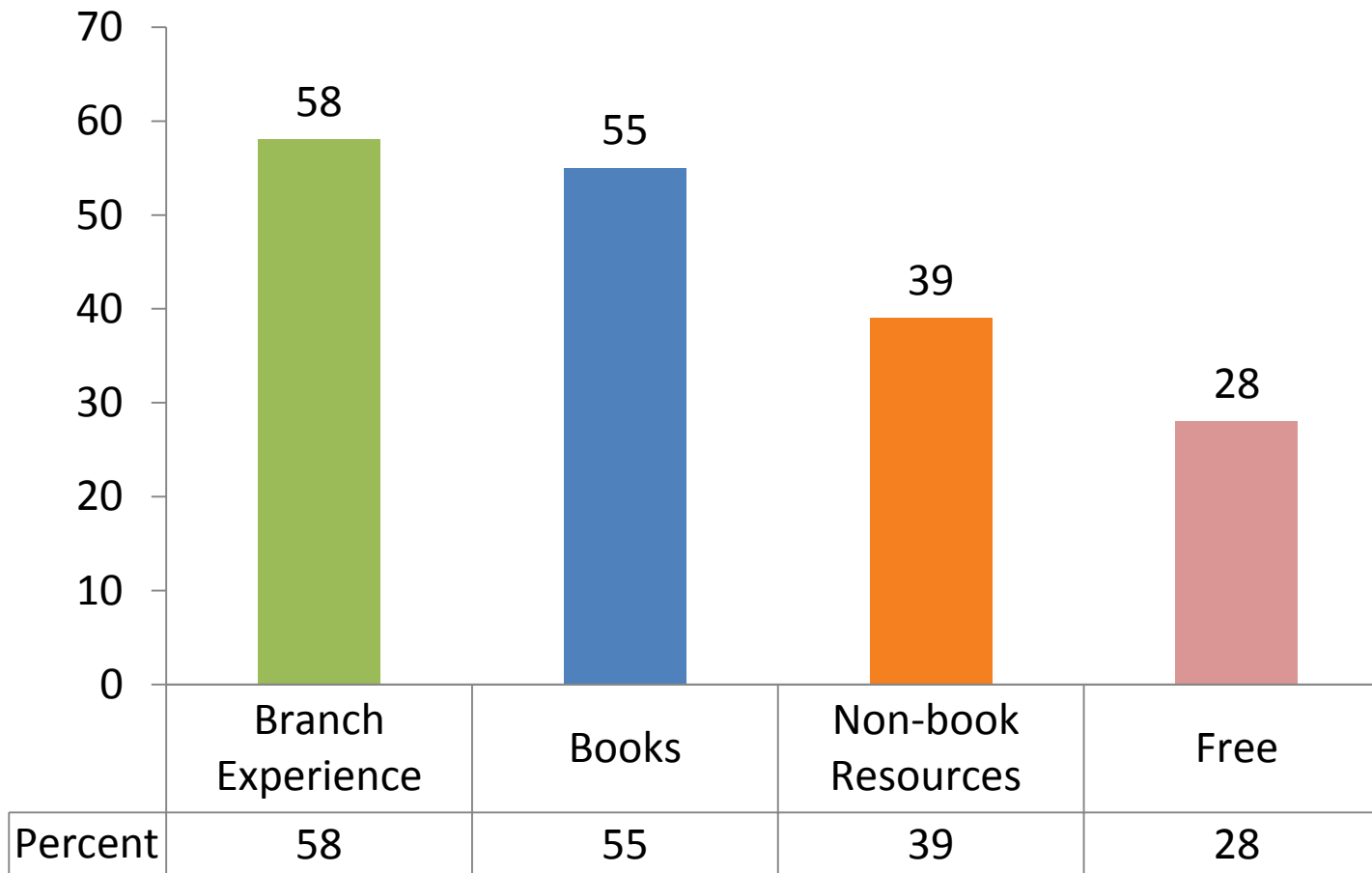


In-branch promotion

Online promotion

In-Branch Promotion

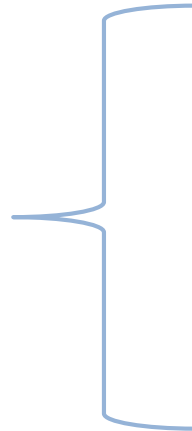
Q15: What do you like about the library?



In-Branch Promotion

“Talk to teens about activities going on in the library when they visit.”

Promotion of Resources

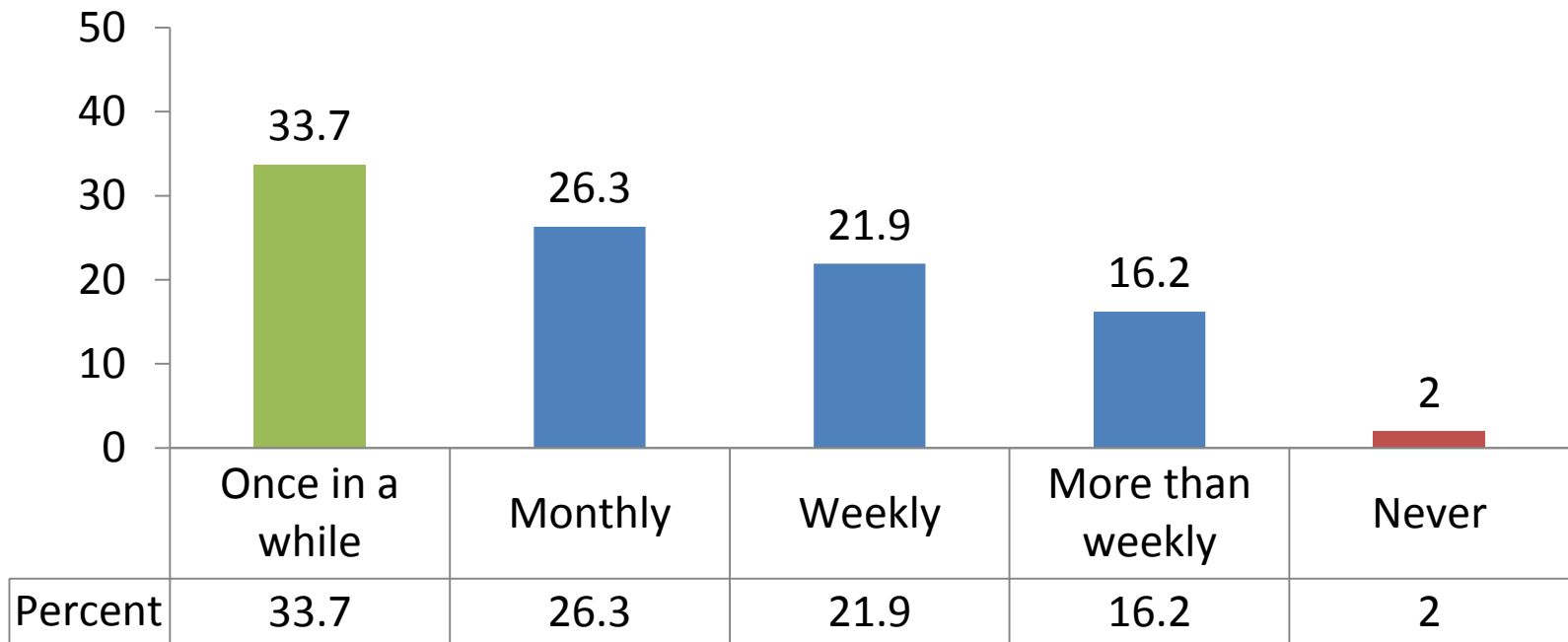


In-branch promotion

Online promotion

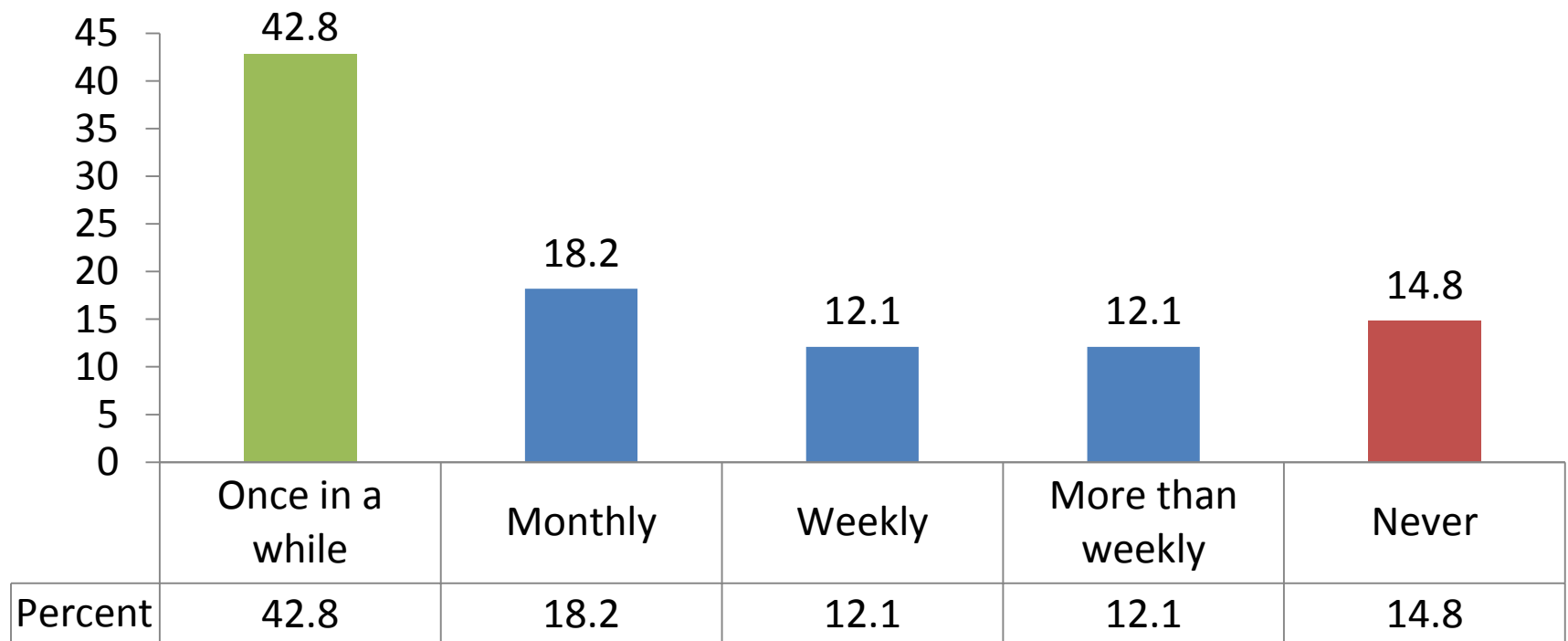
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How often do you visit a Toronto Public Library branch



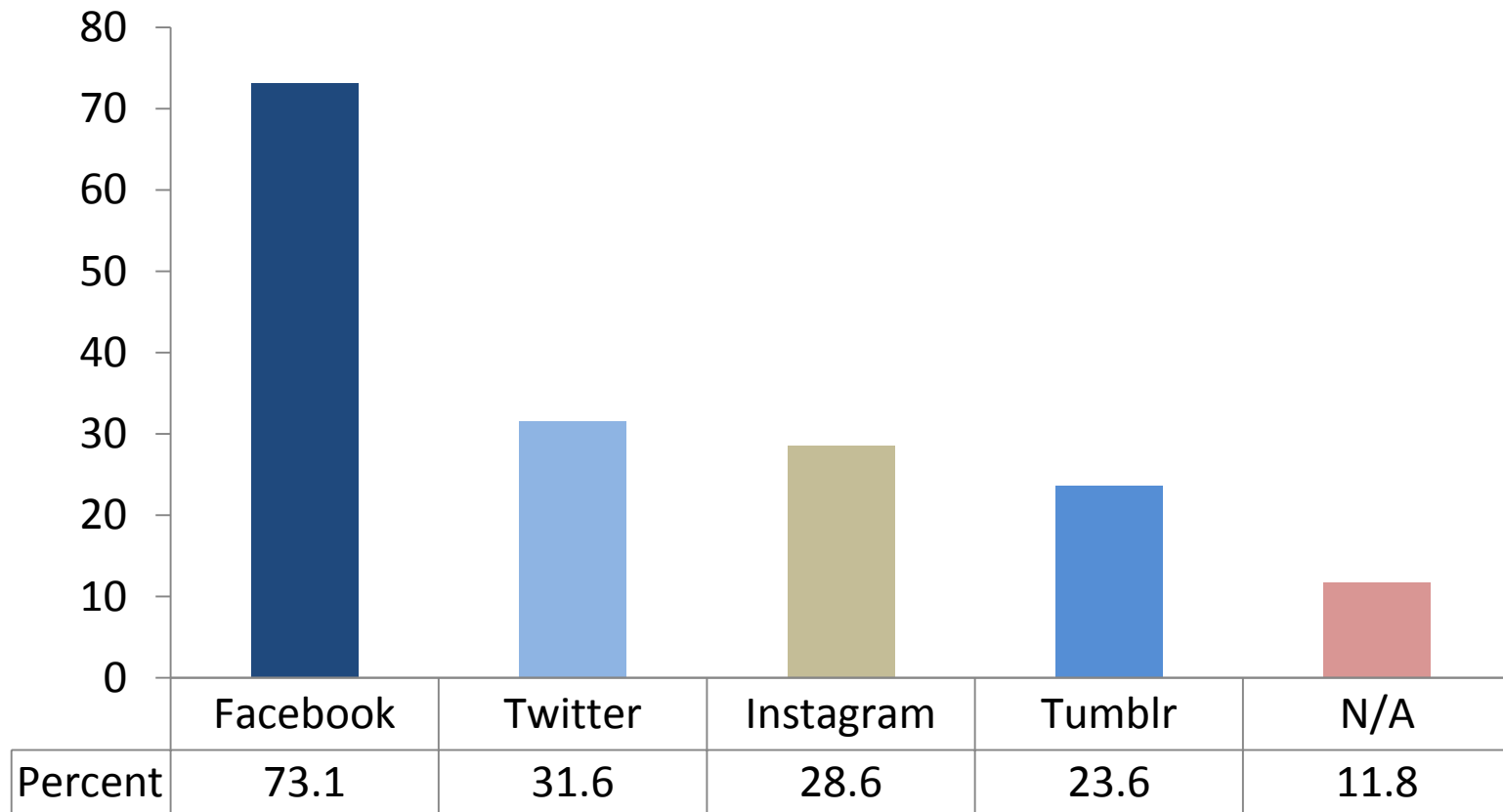
Usage

How often do you visit the Toronto Public Library website?

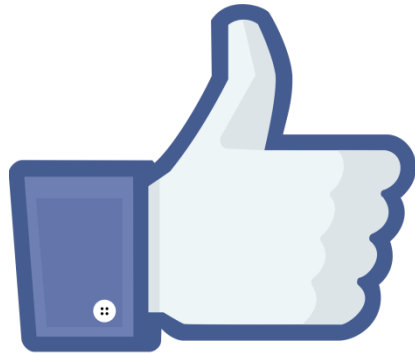


Increasing Awareness

Q11: What social media network do you use most often?



TPL Teen Social Media



Facebook

280 Likes



Twitter

325 Followers



Engaging and Fun



#createahashtag



Like and RT to
win...

Conclusion

“Raise awareness of resources and events through engaging social media and in-branch experience.”