

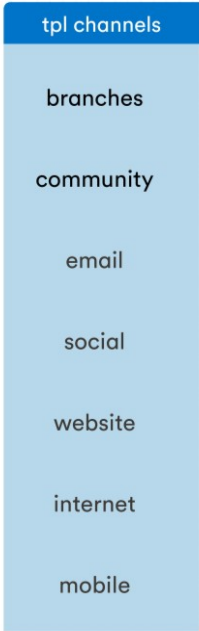
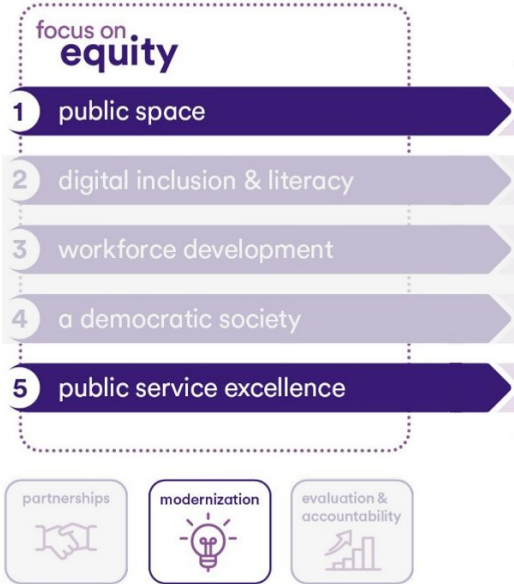


TPL online communications and social media strategy board education

Toronto Public Library Board Meeting
March 28, 2022



part of a broad, multi-channel engagement and service strategy



why digital communications?

achieving multiple
organizational objectives

promotion & outreach

information & service delivery

customer service

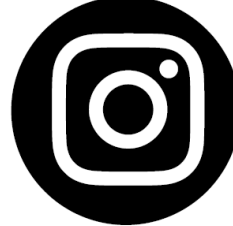
media & public relations

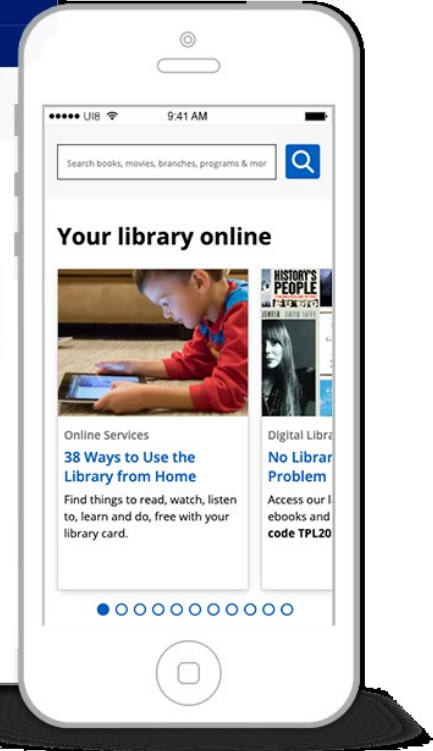
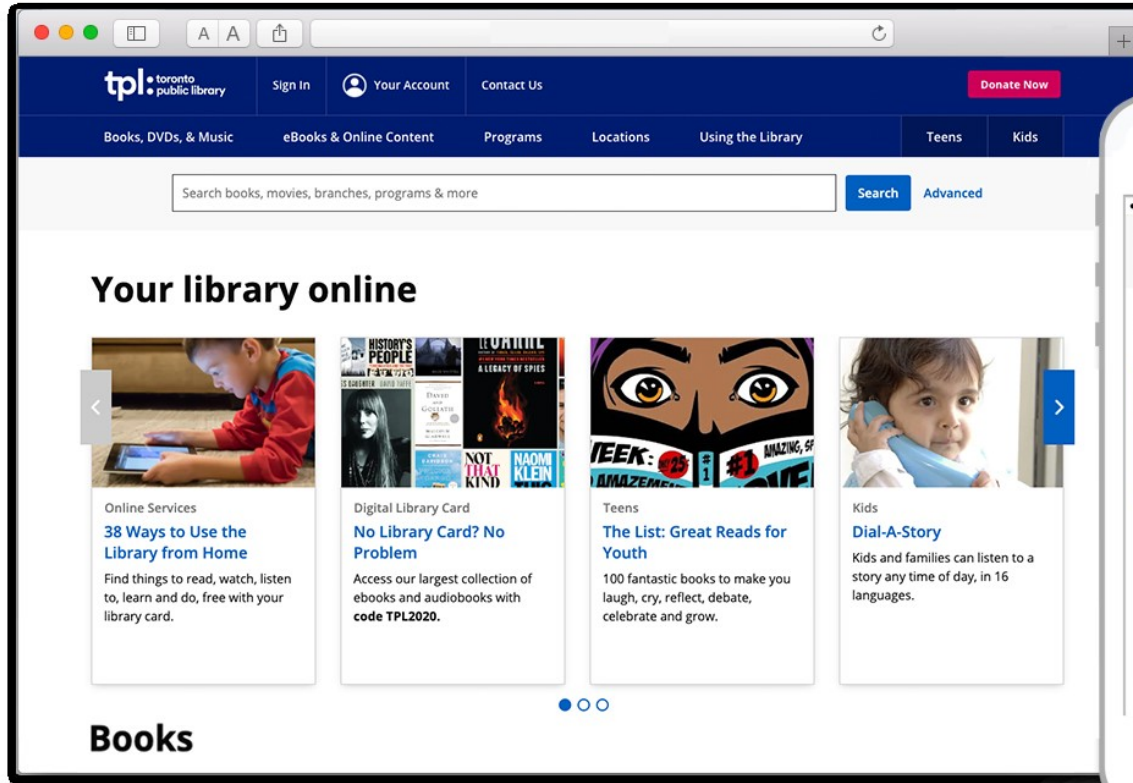
accessibility

why digital communications?

To be where our customers are,
and provide them with an
exceptional customer service experience
at their every point of need.

digital communications channels and platforms





What's On at the Library

COVID-19 Impacts



Last updated: March 21, 2022

Latest updates to library services

We're happy to share that the remaining branches that are currently closed are opening this week and next. [See the full list of branches and reopening dates.](#)

All open branches are offering regular services with the exception of the Museum + Arts Pass (MAP) program and in-person programming. **Masks are optional.** Before heading out, visit our [A-Z list of branches](#) to find out the status of your branch.

Vax and Read vaccine clinics

From March 16 to March 31, the Vax and Read campaign continues to offer 23 vaccine clinics at 11 TPL branches across the city. A full list of clinic locations and hours can be found on the [City's COVID-19: Pop-Up Immunization Clinics webpage.](#)

COVID-19 Cases Update

Last updated on March 25, 2022.

Data reported up until March 24, 2022, 5:00 pm.

This page will be updated every Friday with the current status of confirmed COVID-19 cases among staff and visitors reported to Toronto Public Library. It includes historical data of reported COVID-19 cases to our locations since we reopened, and answers to [frequently asked questions about TPL's COVID-19 protocols.](#)

The health and safety of our staff and our customers is our top priority. Before coming to our branches, please make sure you review the [health and safety protocols](#) and this helpful [video.](#)

We encourage you to stay informed about COVID-19 by referring to credible sources of information such as our [COVID-19 Information Guide](#) and the [City of Toronto's COVID-19 website.](#) Find out [what to do if you have symptoms or have been exposed to COVID-19.](#)

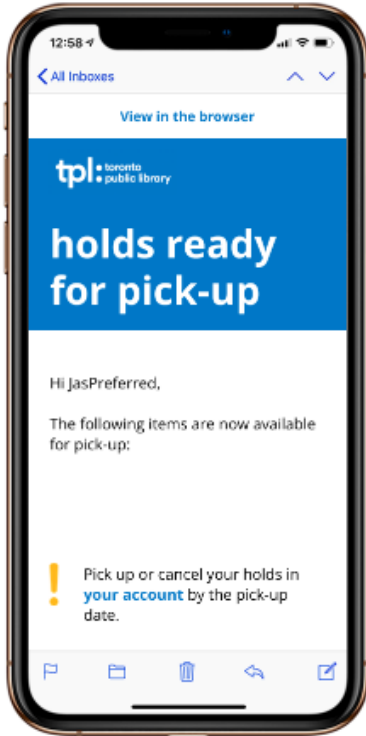
Account

[Summary](#) [Checkouts](#) [Holds](#) [Borrowing History](#) [Saved](#) [Charges \(\\$0.00\)](#) [Account Settings](#)

Please return items promptly to reduce the wait time for others. No fines will be charged during this period.

channel strategy: email programs

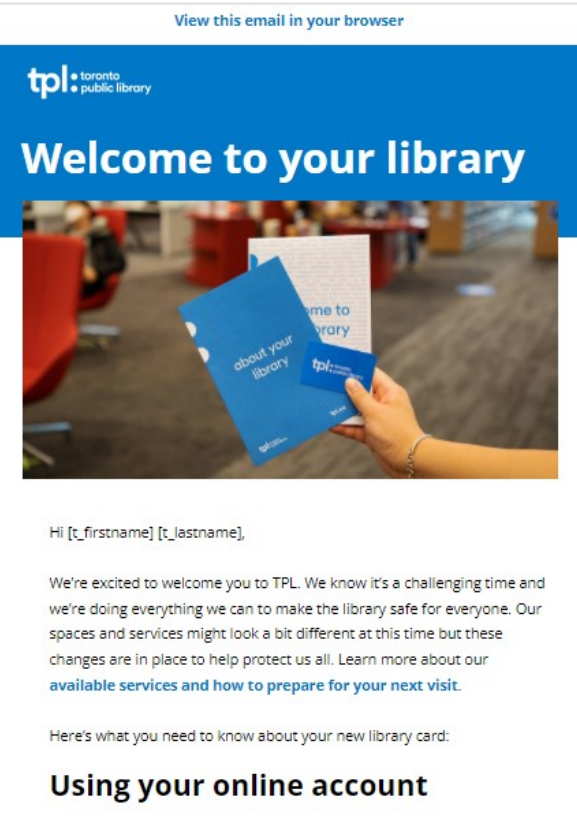
notifications



newsletter



lifecycle





TPL's digital communications strategy and operations

operationalizing digital communications

people, process, tools

editorial guidelines & best practices

- editorial calendar
- media management dashboards
- analytics tools



defined governance structure

- Communications, Programming & Customer Engagement
 - Answerline Service
 - branch and service teams

Social Media and Online Communications policy & terms of use

- request for new accounts
- mandatory staff training
- editorial oversight & planning

operationalizing digital communications system-wide involvement

Branch Operations & Customer Experience Customer service online Social media monitoring Branch social media accounts Bloggers for various subject blogs	Collection & Membership Services Customer support Bloggers for various subject blogs	Communications, Programming & Customer Engagement Customer support Editorial oversight & content planning Social media monitoring and mgmt Digital analytics Digital media creation	Information & Technology Services Customer support TPL website Digital analytics Bloggers for various subject blogs	
Human Resources Recruitment on LinkedIn Online Policy Customer support	Planning, Policy & Performance Management Statistics collection and reporting Online Policy Customer Support	Service Development & Innovation Bloggers for various subject blogs Service social media accounts Readers' Advisory Customer support	Finance Customer support	TPL Foundation Support, integrated with TPL's social media efforts Customer support

operationalizing digital communications customer service / critical communications

Digital Library Services

38 Ways to Use the Library from Home

March 18, 2020 | Wendy B.

  Comments (83)



Here's a quick guide to all of the online services you can use with your library card. And now, if you don't have a library card, you can [register online for a Digital Access Card](#) that gives you access to everything listed below!



Natalie
@natalieroth

...

[@torontolibrary](#) I missed my curbside pick up time today. Soooooorry .
I rebooked the next opening which is in 2 weeks. Will my books still be held for me? Thanks!



Toronto Public Library ✓
@torontolibrary

...

Replying to [@natalieroth](#)

Send us your library card to our DMs or call us at 416-393-7131 and we can be sure that your holds will still be available for your next scheduled pick-up appointment!



Toronto Public Library ✓
@torontolibrary

...

All library branches are closed to support efforts to curb the spread of the COVID-19 virus. Here are some answers to frequently asked questions:

ow.ly/CFBh50yPjEZ

operationalizing digital communications tools

content & editorial calendar

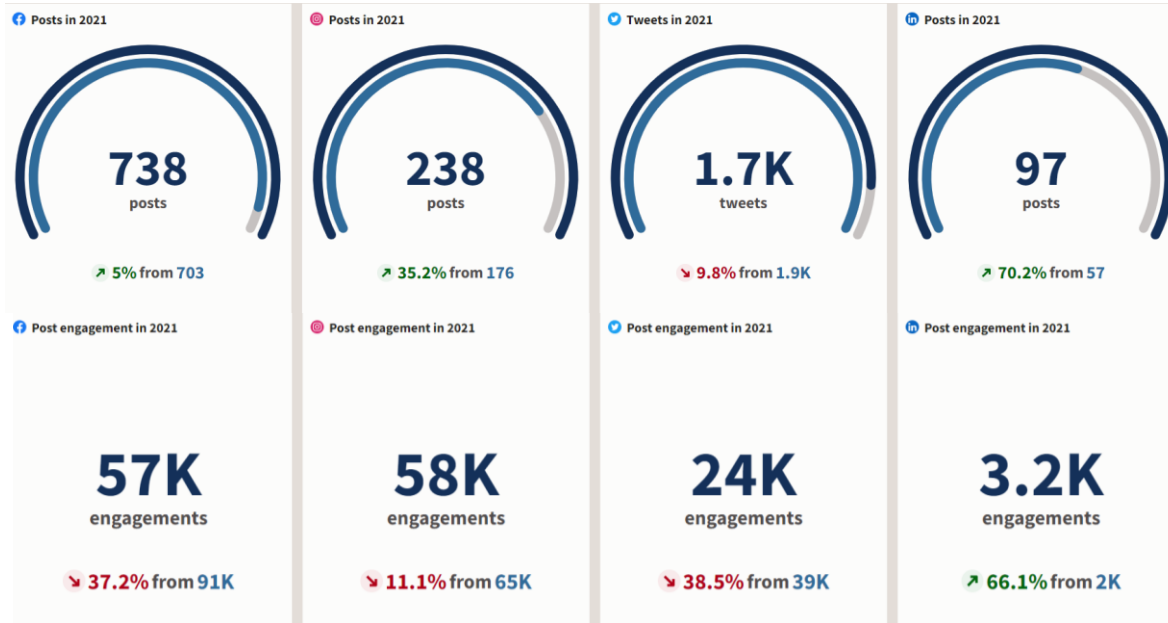
Today < > May 2022						
SUN	MON	TUE	WED	THU	FRI	SAT
1 May	2	3	4	5	6	7
Asian Heritage Month						
Amersbury Park Branch	Battle of Hogwarts (HP's	World Press Freedom Da	Star Wars Day ('May the	Bridlewood Branch's Birt	Meet the Staff	
Weston Branch's Birthda	Scarborough Town Centr				news & updates	
8	9	10	11	12	13	14
Asian Heritage Month						
Mother's Day			Bendale Branch's Birthda	College/Shaw Branch's E	North York Central's Birt	
				Farley Mowat (May 12, 1	2 more	
15	16	17	18	19	20	21
Asian Heritage Month						
Gerrard/Ashdale Branch			First Canadian Place Op		Scarborough Civic Branc	
Humber Summit Branch)					2 more	
22	23	24	25	26	27	28
Asian Heritage Month						
Library Closed	Library Closed		Toronto Newcomer Day		Meet the Staff	
Arthur Conan Doyle (Ma	3 more				news & updates	
29	30	31	1 Jun	2	3	4
Asian Heritage Month						
Fort York Branch's Birth	King's College is rename		Pride Month	Ontario General Election	Rogers Centre/Skydome	Flemingdon Park Branch
					3 more	

social media dashboard

The dashboard displays a Twitter feed for the Toronto Public Library (@torontolibrary). It includes sections for 'My Tweets', 'Scheduled', 'Mentions', and 'Quoted Tweets'. The main feed shows tweets from the library and other users, including a tweet about a business plan and a tweet about a new book. The dashboard also features a sidebar with navigation icons and a right-hand panel with additional content and user avatars.

operationalizing digital communications measurement & analytics

social media analytics dashboard



- ▶▶ audience & reach
- ▶▶ engagement
- ▶▶ fulfillment



content strategy and marketing



tpl:

content strategy & marketing

proactive, planned

 **TTC Customer Service** ✓
@TTChelps

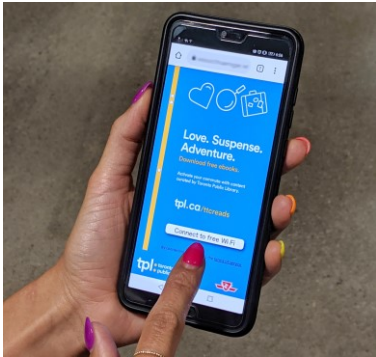
We've teamed up with the Toronto Public Library to provide a variety of free #ttcreads for you to enjoy 
Read while you ride with free eBooks curated by
[@torontolibrary](#) librarians. For more information, visit
[ttcreads.ca](#)




**Plan your vacation
by Victoria Park**

Download **FREE** travel books
and more

[tpl.ca/ttcreads](#) 




 #ttcreads

Try eBooks from **Toronto Public Library**. Curated by librarians for your commute.


Want thousands more? Get a library card and the Libby app.

Solve the mystery




[read sample](#) [read sample](#) [read](#)



 **Toronto Public Library** ✓
@torontolibrary

What have you been reading on your TTC commute lately? Share the title, show a picture or ask for a recommendation!

If you're looking for the perfect commuter read, our librarians have curated eBooks that are good to go at [tpl.ca/ttcreads](#) #ttcreads



content strategy & marketing responsive to trends & events

Toronto Public Library @torontolibrary

Cats are known to be loyal reading friends. 99% of owners report immense satisfaction and increased mood after a mere 2 weeks of exposure. Now you can borrow Purrfect Pals at the library. tpl.ca/cats



11K views 0:05 / 0:55

5:59 AM - 1 Apr 2019

Toronto Public Library Published by Tanya O - November 29, 2019

Don't miss these deals! 100% off millions of books. tpl.ca/books/BlackFriday



555 People reached 1,063 Engagements - Distribution score

Boost post

705 21 Comments 336 Shares

KCMLibrary @KCLibrary

Some #bookspinepoetry for our friends @BlueJays & @torontolibrary #TakeTheCrown #GoRoyals #ALCS




7:53 PM - 20 Oct 2015

596 Retweets 573 Likes

TorontoPublicLibrary @torontolibrary

Well played @KCLibrary but we've got a way with words too. 'Til tomorrow! @BlueJays #ComeTogether #GoJaysGo



2:45 PM - 21 Oct 2015

1,647 Retweets 1,435 Likes

Toronto Public Library @torontolibrary

Hey Kawhi, we've got an offer you can't refuse. Stay in Toronto and access @torontolibrary's books, music, movies and more for free. To sweeten the deal we created this personalized library card just for you. 🖐️ #HeStay #WeTheNorth @Raptors



1:00 PM - 18 Jun

1,696 Retweets

110

Yahoo Sports Canada @YahooCASports

This is it, this is the offer that keeps Kawhi in Toronto

Follow

Français

#eContentForLibraries

Wondering why you
can't borrow more
eAudiobooks &
eBooks from your
public library? So are
we.

And we need your help to fix it. Help
us demand great
#eContentForLibraries from big
publishers.

GET THEIR ATTENTION

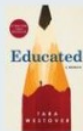
 Toronto Public Library ✓

January 15, 2019 · 🌐

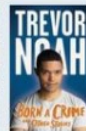
Our public libraries are trying to meet the demand for eAudiobooks, but multinational publishers won't cooperate. We need your help. Join the movement and help us get stronger #eContentForLibraries. econtentforlibraries.org

Canadian libraries can't access
enough eAudiobooks.

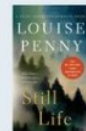
TITLES UNAVAILABLE IN CANADA



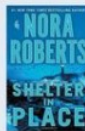
Harper Collins Canada



Penguin Random House Canada



Macmillan



Simon & Schuster



   292

20 Comments 172 Shares

content strategy & marketing storytelling

“TPL Stories” campaign



CITY

“We can pack 850 food hampers in two hours”: How the Toronto Public Library turned its branches into food banks

BY GAIL MACFAYDEN | PHOTOGRAPHY BY DANIEL NEUHAUS | APRIL 7, 2020

[Twitter](#) [Facebook](#)



I'm an area manager with the Toronto Public Library, overseeing the day-to-day operation of 18 branches and more than 300 staff. Since the libraries closed, my job description has changed dramatically: we're now partnering with North York Harvest, Daily Bread and Second Harvest to turn branches of the Toronto Public Library into food banks. In the last couple weeks, a third of the food banks in the



Thank you!