

strategic plan 2025-2029

public awareness promotion

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Toronto Public Library Board Meeting

September 29, 2025

strategic plan communications activities

Board meeting

Board members receive strat plan publication

Strat plan available on tpl.ca

Staff engagement sessions

- Led by managers, supervisors, team leads

Public launch

Distribution of strat plan to partners, consultation participants, councillors, etc.



Public promotion – video, social media

april

Strat plan materials arrive in branches/ departments

- Strat plan publication
- Posters
- Staff “plan at a glance” handout

may



june



oct



nov

strategic plan communications

public promotion goals

The public promotion of the strategic plan is focused on achieving the following goals:

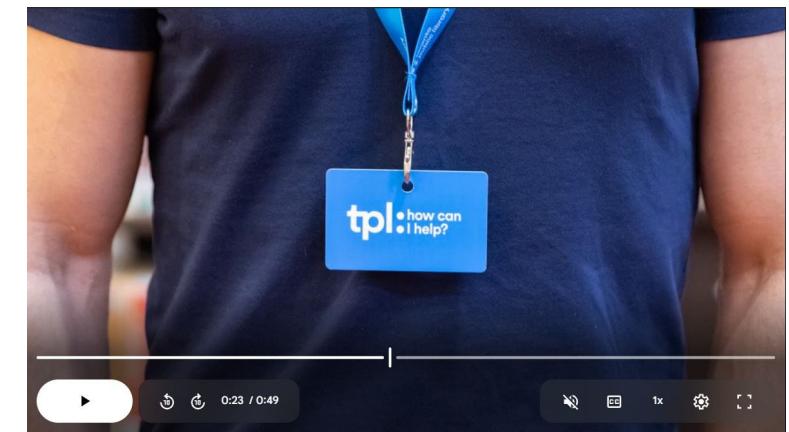
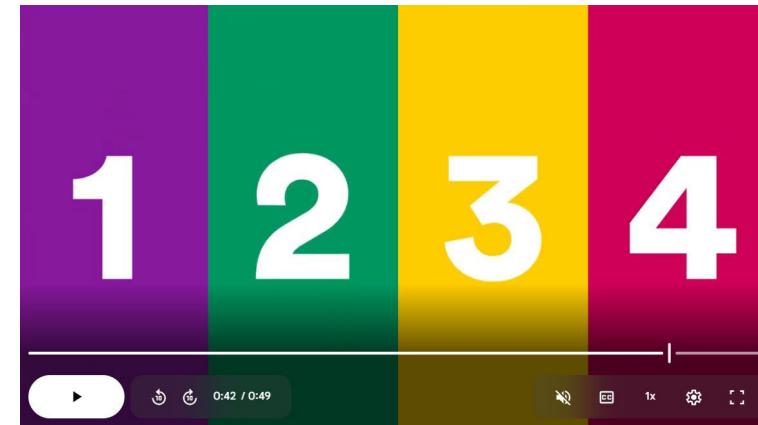
- Highlight the work that went into the consultation process
- Thank customers, staff and other stakeholders who participated
- Help Torontonians understand what TPL is focused on to better serve them and their communities
- Leverage the promotion of the Plan to introduce our new City Librarian
- Support the priority of Awareness and Availability

strategic plan communications

public promotion approach

- Four-week awareness campaign across TPL digital channels
- Featuring a long form video running on TPL's website and select social media channels (YouTube, Facebook and LinkedIn)
- A series of shorts, based on the long form video, each highlighting a different priority and featured on Instagram and X

video sneak peek



strategic plan communications timelines

wk/o October 13

Video and information posted
on ShareTPL to familiarize staff

wk/o Oct 20

Video posted on a dedicated tpl.ca page
Rollout of long form video on select TPL
channels

Oct 27 - Nov 24

Rollout of short form videos on select
TPL digital channels



thank you
questions?