




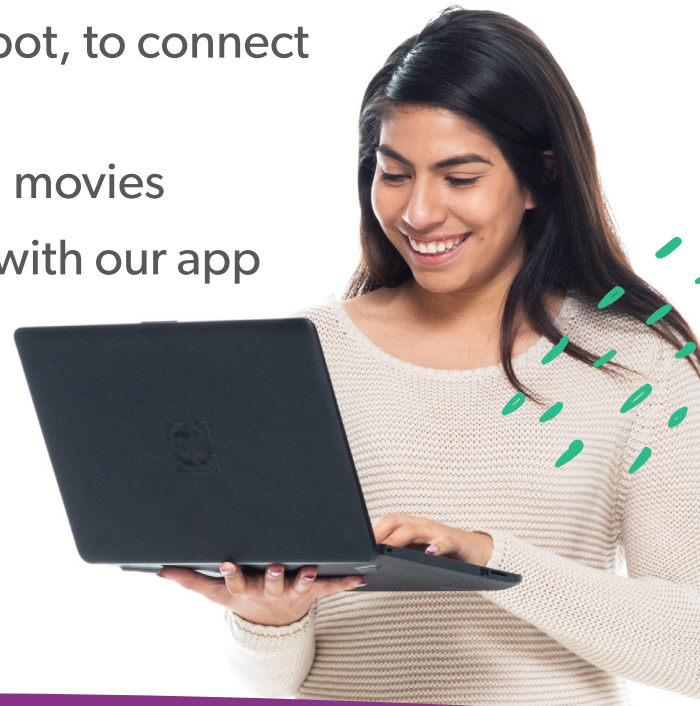
LA County Library

*We're here for you.*

**Your local library is open for outdoor pickup:**

- 
- Get a library card
  - Borrow a laptop and hotspot, to connect the internet (Ages 18+)
  - Borrow books, music, and movies
  - Print up to 10 pages daily with our app

**ALL SERVICES FREE**  
Checkout times & hours vary



For details, call your local library, or visit  
**LACountyLibrary.org/express-service**



**LA COUNTY**  
LIBRARY



@LACountyLibrary

For ADA accommodations, call Monday – Thursday, 562.940.8462 (voice) or 562.940.8477 (TTY).




# LA County Library

## *Estamos dispuestos a ayudarlo.*

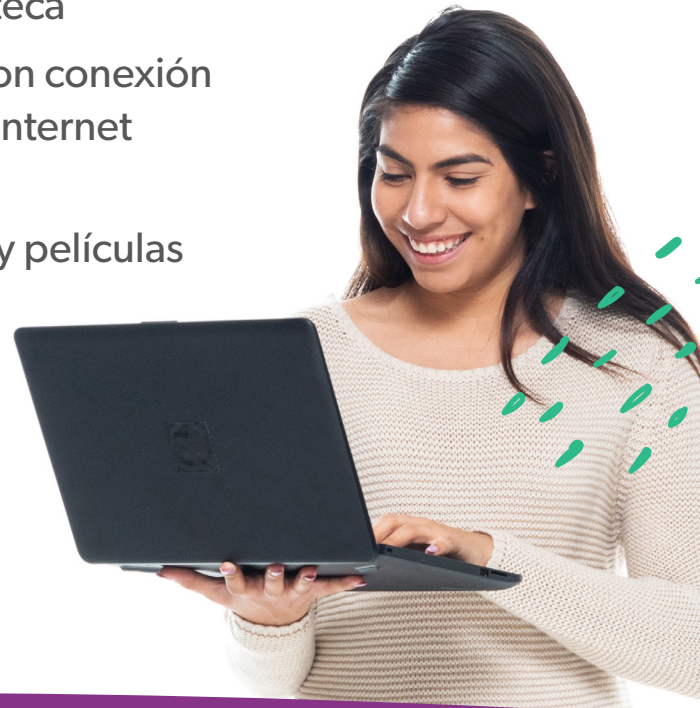


### **Su biblioteca local ofrece servicio en la acera:**

- Obtenga su tarjeta de la biblioteca
  - Pida en préstamo una laptop con conexión inalámbrica para conectarse a Internet (mayores de 18+)
  - Saque prestado libros, música y películas
  - Imprima hasta 10 páginas a diario con nuestra app
- 

**TODOS LOS SERVICIOS  
SON GRATUITOS**

Horario de préstamos puede variar



Si necesita mayores detalles, llame a su biblioteca local o visite:

**LACountyLibrary.org/express-service**



**LA COUNTY  
LIBRARY**



@LACountyLibrary

For ADA accommodations, call Monday – Thursday, 562.940.8462 (voice) or 562.940.8477 (TTY).

Schedule your holds pickup  
using our mobile app!



LA COUNTY  
LIBRARY





Start Here. Go Anywhere.

## JPL Marketing Information Sheet: New Mobile App

<b>What is it?</b>	The Jacksonville Public Library is launching a new mobile application that will make navigating e-content easier than ever.	
<b>Why did we need a new mobile app?</b>	The Jacksonville Public Library is constantly adapting to meet customers needs. E-content is more popular than ever and we want to put it right in the hands of our customers. The new mobile app will give customers access to our full catalog—including e-books, audiobooks and other digital materials—as well as all library events, hours, locations and library card account information all in one place.	
<b>How can customers get this new app?</b>	Encourage customers to search “Jacksonville Public Library” in their Apple or Android app store and look for the blue and yellow icon. The app is free to download. iTunes Store: <a href="https://itunes.apple.com/us/app/jacksonville-public-libraries/id1256220473?mt=8">itunes.apple.com/us/app/jacksonville-public-libraries/id1256220473?mt=8</a> Google Play Store: <a href="https://play.google.com/store/apps/details?id=us.sol.JacksonvilleLibraries&amp;hl=en">play.google.com/store/apps/details?id=us.sol.JacksonvilleLibraries&amp;hl=en</a>	
<b>What are some of the new features?</b>	<ul style="list-style-type: none"><li>• Browse all e-content platforms from the Jax Library app.</li><li>• Geolocation: The app will tell you which branch is closest to you based on your current location.</li><li>• View all digital loans and holds in your account.</li><li>• Open hours of all locations will display time as “opening soon,” “closing soon,” etc.</li></ul>	
<b>What if customers already have the old app?</b>	Even if customers have our current mobile app, they will still need to download the new one from the app store. The old app will no longer be supported after Jan. 31, 2018.	
<b>What are we doing to promote the app launch?</b>	<ul style="list-style-type: none"><li>• Each branch will be sent table tents encouraging customers to download the new app.</li><li>• A plasma image will be added to the Shared Drive for branches to add to their rotation.</li><li>• We are holding a drawing for a <b>free tablet</b> for those who download the new app. Here is how it will work:<ul style="list-style-type: none"><li>- Receive three (3) entries for showing app on your phone during Art Walk (Feb. 7, 5:30 – 8 p.m. in the Main Library)</li><li>- Receive one (1) entry for taking a screenshot of the app on your phone and emailing it to <a href="mailto:jplpromotions@coj.net">jplpromotions@coj.net</a> by midnight Feb. 9.</li><li>- Winner will be notified via email on Feb. 12.</li></ul></li></ul>	
<b>When or where should I share this?</b>	<ul style="list-style-type: none"><li>• Staff meetings</li><li>• Library programs</li><li>• Storytimes</li><li>• SAC meetings</li><li>• Chamber meetings</li><li>• Church meetings</li><li>• Professional organization events</li><li>• Sheriff’s Watch meetings</li></ul>	<ul style="list-style-type: none"><li>• Community events</li><li>• Any opportunity that you have to speak to a group of customers, community members, friends, colleagues or government representatives either one-on-one or in a group.</li></ul>
<b>What if I have questions? Where do people find out more?</b>	Contact Jenna Hassell at <a href="mailto:jhassell@coj.net">jhassell@coj.net</a> or (904) 630-2715 or Lynn Jacobson at <a href="mailto:jacobson@coj.net">jacobson@coj.net</a> or (904) 630-1318.	

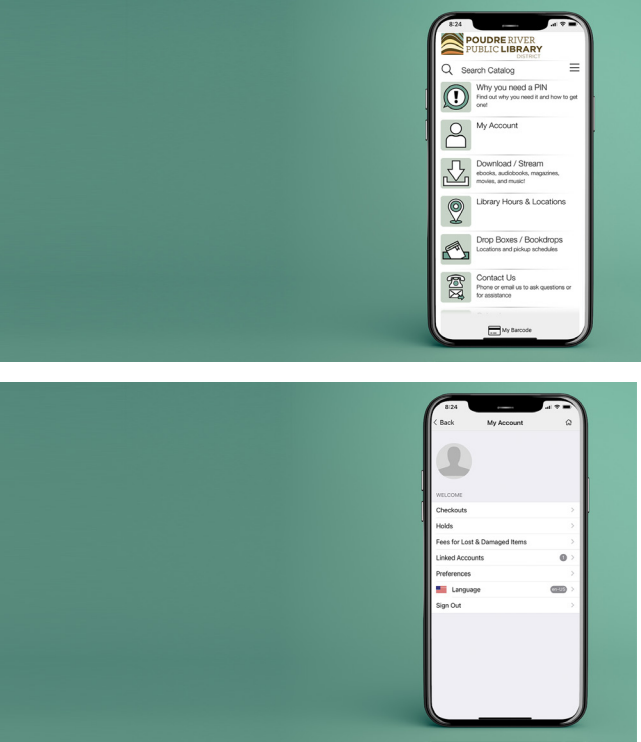
# Solus Library App marketing assets

May, 2021

Poster and digital sign image, 17 inches x 11 inches



1920x1080 Slides for video



Instagram Share image 1080 px x 1080 px



Website Slider 700 px x 300 px



Website button  
250 px x 150 px



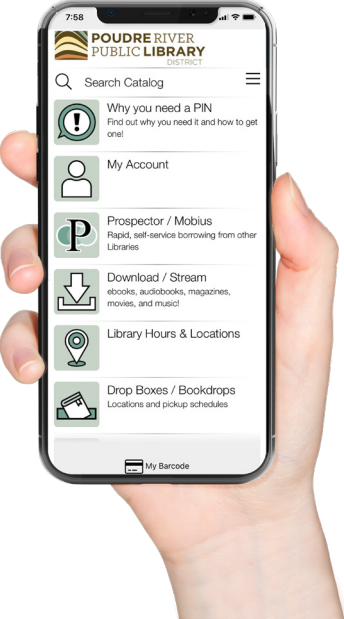
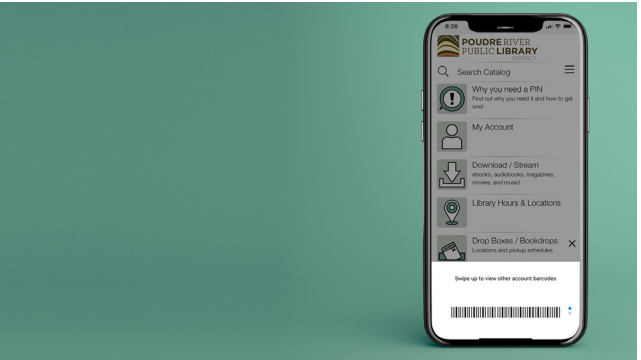
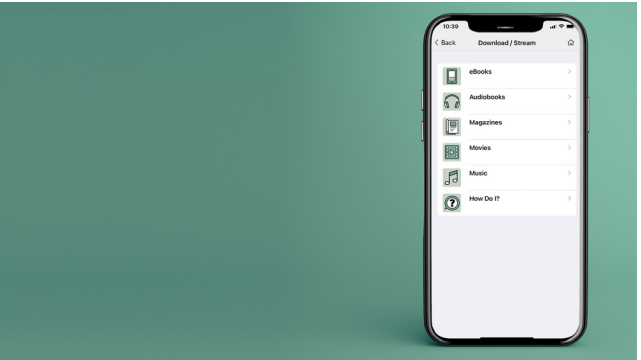
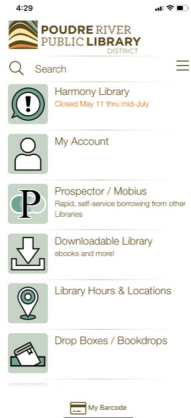
Icons created in Adobe Illustrator



Editable stock photoshop file  
www.freepik.com



Screen shot from  
Iphone



Library digital newsletter coverage



# Tools used to Brand and Promote My Poudre Libraries App

## Overview of the Campaign

The major shift in library service to digital/online/virtual environment in 2020 due to COVID-19 put a spotlight on our existing technologies and methods of communication. The Library made it a priority to examine our digital offerings and identify areas for improvement and ways to provide better customer experience, from our library app to our customer accounts online to our website and more.

Because the overall project for improving digital access would have many components, happening at different times, it was important to tie them together under a single, focused message. By creating a marketing campaign around "enhancing and expanding our customers' digital experience," we are able to package the pieces and present them more holistically over the course of a year as new projects are completed.

We hope our customers will see a continual campaign of technology projects all aimed at helping them stay connected to the library and our resources while also making improvements to the overall user experience - design, UX, functionality, accessibility, etc.

Our campaign included both previews of the new app prior to launch to build anticipation and then promotion once the app was available.

## **Messaging around the app featured:**

- May 4 - new app launches and is available for free download in the Apple App Store and on Google Play for Android users.
- Part of our effort to improve and enhance the customer's digital experience with the library
- Highlighting new features, plus more user-friendly and reliable
- Existing app users can update to the new app. By updating the app on their digital device, they will be provided with the new app platform and features.

## Components of the My Poudre Libraries App campaign included:

- Video - shared via social media, [YouTube](#), and the [website](#)
  - Video editing software: Wondershare Filmora9
  - Royalty-free/copyright free music: [www.bensound.com](http://www.bensound.com)
- Customer email blasts – sent to all customers via OrangeBoy platform
- Programming emails – sent via Mail Chimp to opt-in lists
- Social media posts on Facebook, Twitter, Instagram, and LinkedIn
- Website homepage sliders
- May digital newsletter article – available via [PDF online](#)
- In-library poster
- In-library TV image

## Video Creation

The .mp4 video was created by using multiple image files with different app screenshots and video editing software to overlay the text, arrows, etc.

Video editing software: Wondershare Filmora9

Royalty-free/copyright free music: <https://www.bensound.com/>

## Graphics for the Video

The slides used in the video were created in Photoshop to match standard PowerPoint slide sizes of 1920 pixels by 1080 pixels.

## Mobile App Graphic (Screenshots in a “phone” frame)

All of the images using the green background and phone frame were downloaded from a stock image site. The original stock image was 4000 pixels by 4000 pixels square when we downloaded it, so we had to build out the left side in Photoshop.

There was not a static size of the app mockup. We created a mask in the Photoshop file and then dropped in the screenshots of the app taken from a phone, with a few pixels of cushion built around the screenshot in Photoshop so the entire image would fit in the masked opening without cropping anything. The master Photoshop file was then resized for our different uses.



The largest mockup we would typically use would be 3195 pixels by 2068 pixels because the posters/TV screen images are 17inch x 11 inch at 188 DPI.

## Icons

Icons were all created using Adobe Illustrator and exported out as 128 x 128 pixel .png files

## Website / Social Media Graphics

1080x1080 images w/ accompany text (FB, Twitter, Instagram, LinkedIn)

Pre-launch and on-going sliders for Library homepage - 700 x 300 pixels (.png)

May in-library poster – printed 11x17 horizontal

May in-library TV slide – 17x11 inch at 188 DPI

## NEWSLETTER ARTICLE

**New Library App Available May 4**

**IMPROVING YOUR DIGITAL EXPERIENCE**

Great news for library lovers and anyone on-the-go! On May 4, we are launching a new, redesigned and user-friendly mobile app for iOS and Android devices. It's one more part of our ongoing efforts to improve and enhance your digital experience with the library.

The "My Poudre Libraries App" offers improved access to your online library account, library catalog search, events calendar and program registration, digital resources and databases, library locations and hours, and other great content.

**Additional Features**

- Simple sign in to the app with your library card number and PIN.
- Stay signed in to the app until you choose to sign out.
- Get quick access to your library barcode for use at the self-checkout stations.
- Create linked accounts for your kids, parents, or other family members. Use the linked account to manage your family's holds, check outs, and renewals.
- Customize the app layout and information to fit your needs and interests.

The app will be available on May 4 for free download in the Apple App Store and Google Play for Android users.

Current app users can update to the new version of the app through the App Store and Google Play. The old app will be discontinued after September 2021.

Questions? Please call the Answer Center at 970-221-6740.

The smartphone screen shows the app's home interface. At the top is the Poudre River Public Library District logo. Below it is a search bar labeled 'Search Catalog'. A list of menu items follows, each with an icon: 'Why you need a PIN' (info icon), 'My Account' (person icon), 'Download / Stream' (download icon), 'Library Hours & Locations' (location pin icon), 'Drop Boxes / Bookdrops' (book icon), and 'Contact Us' (phone icon). At the bottom of the screen is a 'My Barcode' section.



## EMAIL BLAST (EXAMPLE)



Great news for library lovers and anyone on-the-go!

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- Stay signed in to the app until you choose to sign out.
- Get quick access to your library barcode for use at the self-checkout stations.
- Create linked accounts for your kids, parents, or other family members. Use the linked account to manage your family's holds, check outs, and renewals from a single app.
- Customize the app layout and information to fit your needs and interests.
- Spanish language option available.

The app is available free download in the Apple App Store and through Google Play for Android users.

Current app users can update their version to the newest app through the App Store and Google Play. The old app will be discontinued after September 2021.

Questions? Please call the Answer Center at 970-221-6740.

*Poudre River Public Library District*