

## Communications/Publicity Ad Hoc Committee

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By Darin McCann

We have solidified a few things, and have a few little projects to take on moving forward. But we are definitely moving forward.

We've basically been focusing on three things: Social media, the newsletter and the quarterly article that will run in the Coastal Point.

The newsletter will come out Nov. 15, Feb. 15, May 15 and Aug. 15. The quarterly article will run the weeks of Oct. 1, Jan. 1, April 1 and July 1. This scheduling will allow us to converse with our audience every six weeks, in different formats.

### Social Media:

- We are going to develop FOSCL Facebook, Instagram and Twitter (X) accounts, using our logos as profile photos to maintain and grow our brand.
- At first, we will focus on sharing posts from the library and the Cottage Tour accounts. This will allow us to develop a following from an audience we know is interested in either/ and the library and Cottage Tour, while we focus on getting the newsletter and article how we want them.

### Newsletter:

- We are going to use a four-page model, based on an example Rachel presented from a Maryland library group, and the Cottage Tour.
- The May 15 newsletter will be the Cottage Tour newsletter that has already been published. Each of the four newsletters throughout the year will have a “Save the Date” for the Tour, along with ways to make donations. We can include a QR code to pay digitally, along with envelopes for physical donations.
- We’d like Sue to write a piece for the back page every issue on the back page.
- We can also talk about all that FOSCL does with authors coming to the library, the school partnership program, pop-up book sales, etc.
- The front page would have a dominant piece of art that shows something tangible that FOSCL has donated or been responsible for at the library.
- I can help lead production on this with Shaun. He has the fonts and “branding” elements already on hand.

#### Newspaper Article:

- Helen will prepare this, and she will independently talk with Sue every quarter on what the library might need most at that time. We can also focus on children’s activities, adult services, what’s new, coming projects, etc.
- This will be more fluid than that newsletter in that we can pivot to whatever is most timely or interesting at that time.
- We can do interviews with FOSCL members, library staff, donors who love the library, etc. It’s a blank canvas.