

## **Communications Committee Report**

### **September 24, 2025**

- Our attendance at the Bethany Beach Arts Festival on September 6<sup>th</sup> was well received. Our presence generated \$120 in donations, 222 entries into our DiFebo's Marketplace mini-affle, and a great deal of additional positive community interactions. Many expressed interest in attending our DiFebo's, Bethany, Dine & Donate on November 16<sup>th</sup>. We also received dozens of compliments about our library. Our community loves our library!
- The following is the Communications plan for our DiFebo's Dine & Donate on November 16<sup>th</sup>.
  1. Flyer in an acrylic holder at the library checkout. The library will also put the flyer on the front door around November 8th.
  2. Multiple social media posts on The Friends of the South Coastal Library Facebook and Instagram pages.
  3. Social media posts on the South Coastal Library Facebook and Instagram pages.
  4. Mini flyers tucked into books sold at the Oct. 11th & Nov. 8th book sales.
  5. Two emails to our database - Two weeks ahead and one week ahead.
  6. Request the social media manager at DiFebo's to post the event on their social media.
  7. Ask the board to share the flyer in their communities.
  8. Pay to boost our FOSCL social media posts to a larger, local geography, if reservations are slow.