



| April 12, 2023

| Educational Campaign Update

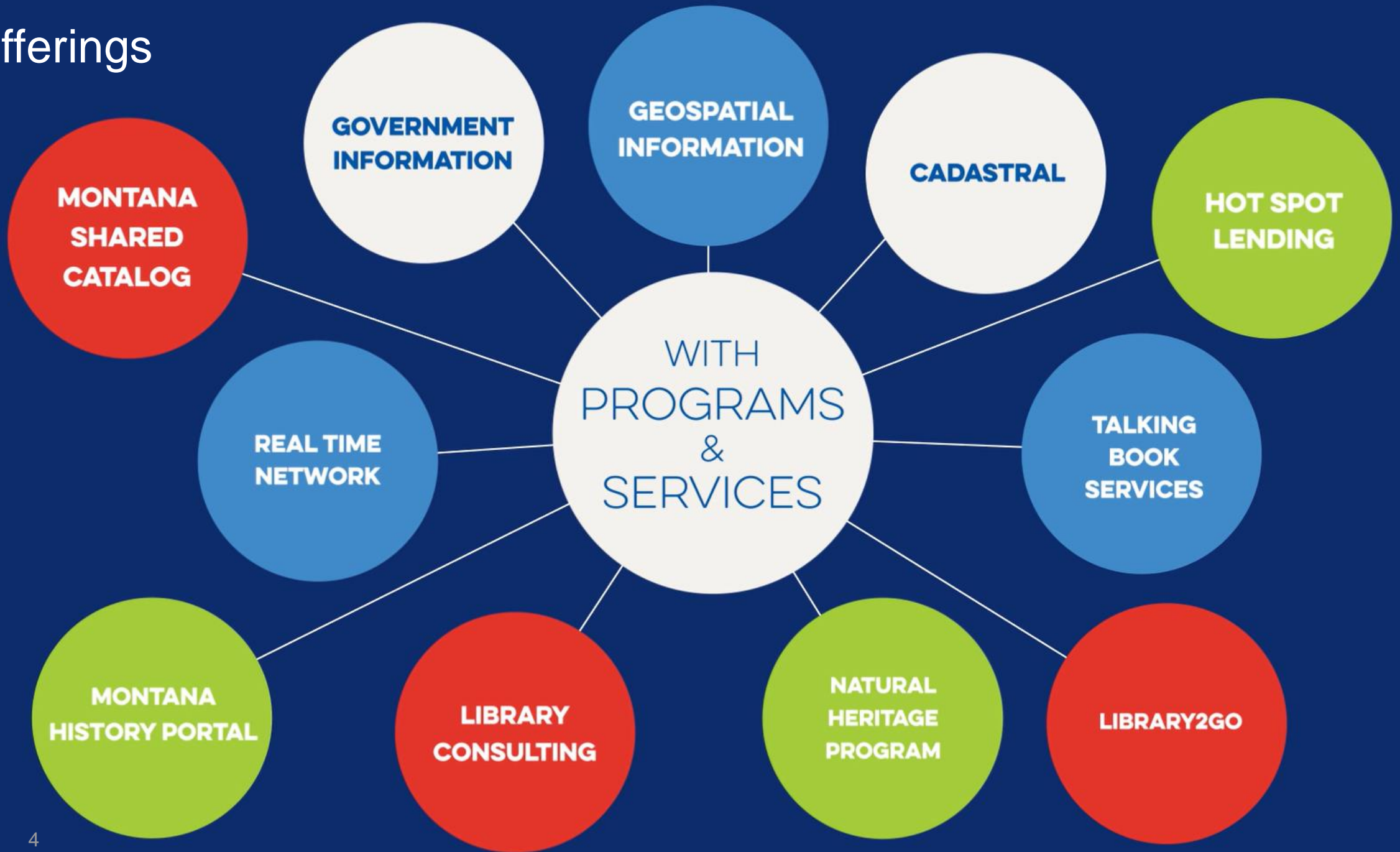
Objective

With the rebrand complete, the State Library now has a platform from which to educate its audiences. Since the Library benefits many Montanans, there is opportunity for a general statewide awareness/education campaign to help users connect services with the State Library and use them more often.

Audiences



Offerings



Plan Foundations



To maximize impact for minimal cost, we've develop an integrated communications strategy:

- Paid (inexpensive, highly targeted digital/social)
- Owned (website, social channels, e-mail)
- Shared (partner channels & partnerships)
- Earned (PR)

Paid Media Details

Paid social support provides the necessary reach, cost efficiency, and unique targeting opportunities to drive awareness among Montanans.

- Meta (Facebook + Instagram): **Audience Size = 683K**
 - Interest-based, job title, and industry targeting
- LinkedIn: **Audience Size = 240K**
 - Member group, job title, industry, and interest-based targeting

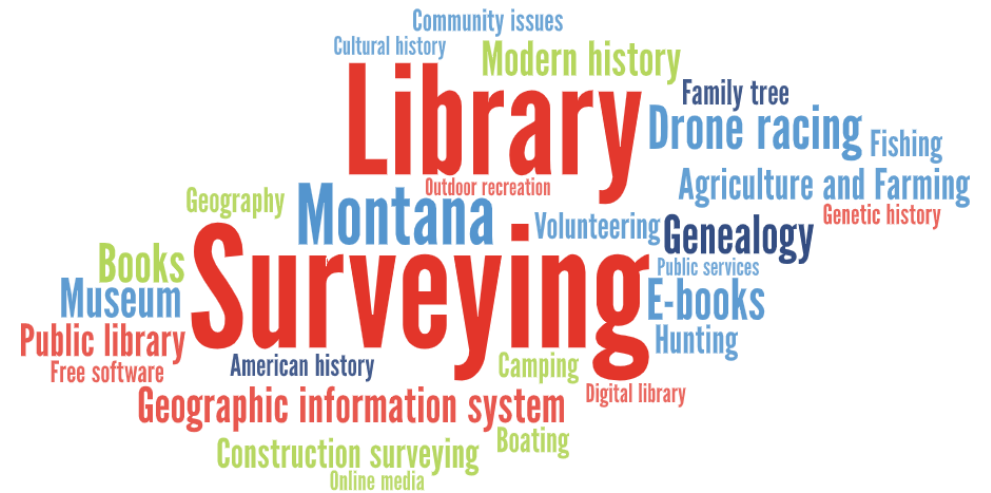
Industries

Facebook, Instagram, LinkedIn



Interests

Facebook, Instagram, LinkedIn



The Creative Brief

Begin to dimensionalize “A greater state of knowledge begins here” to bring clarity to what Montana State Library does and how it can help.

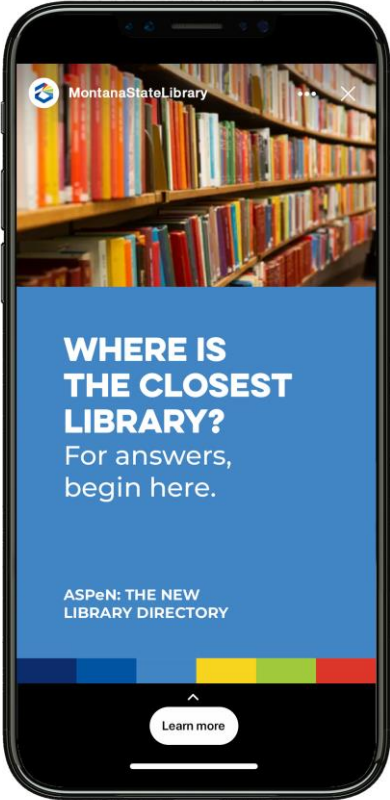
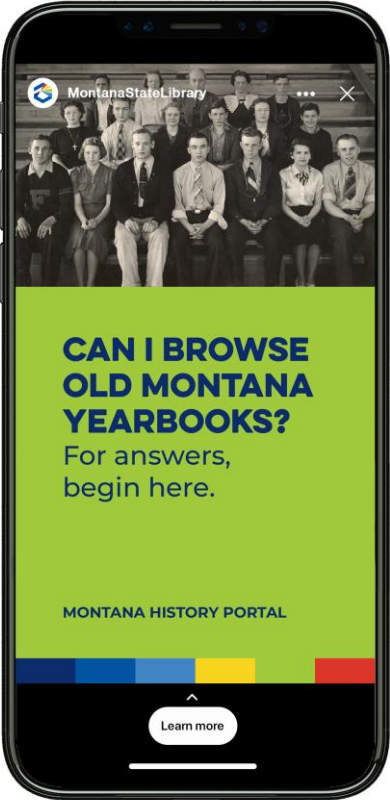
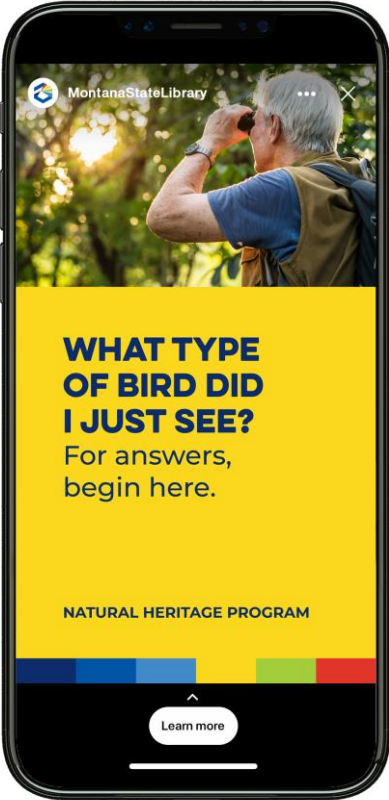
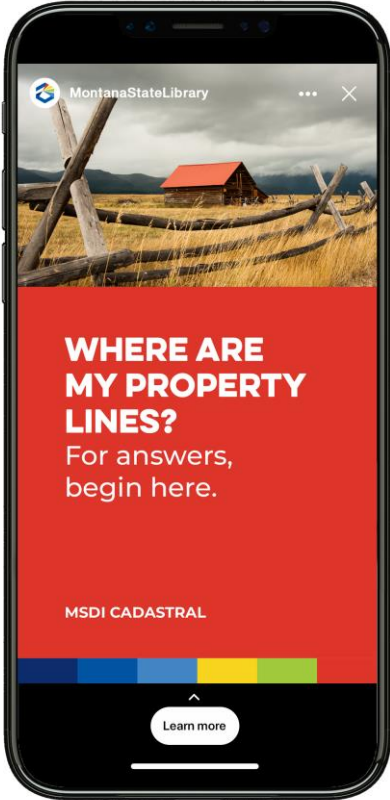
“Begin Here”

This campaign showcases the many real-world applications of the State Library and uses a friendly, conversational manner to prompt user engagement.

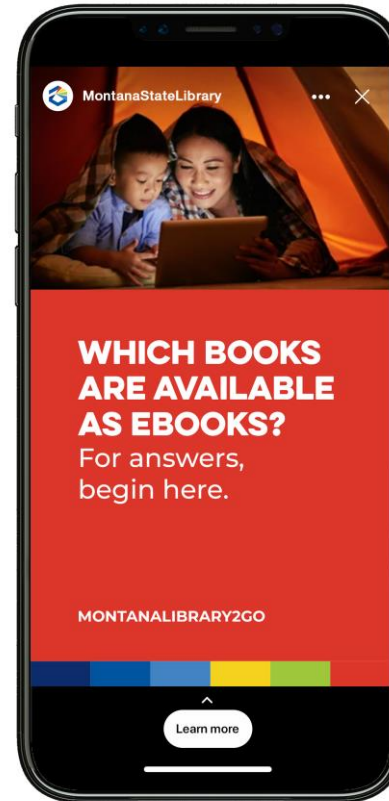
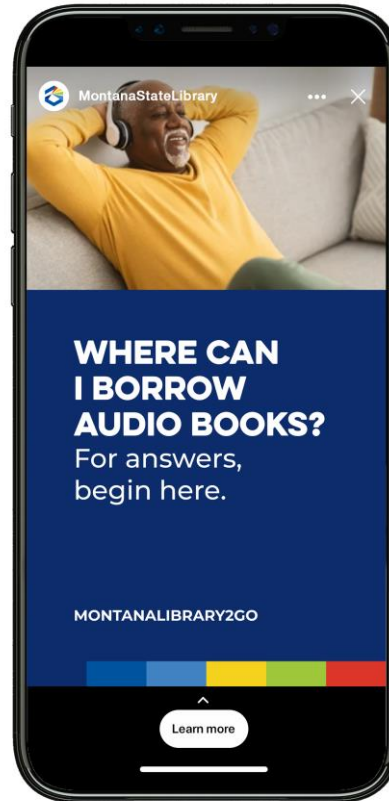


“Begin Here” Social Media Campaign

The ads will display as carousels featuring all eight of the messages below.



“Begin Here” Social Media Campaign



Fast Facts



> 680,000
Montanans



April 5 – May 31



What can I do to support the new campaign?
“Like” the ad. Share with your friends!

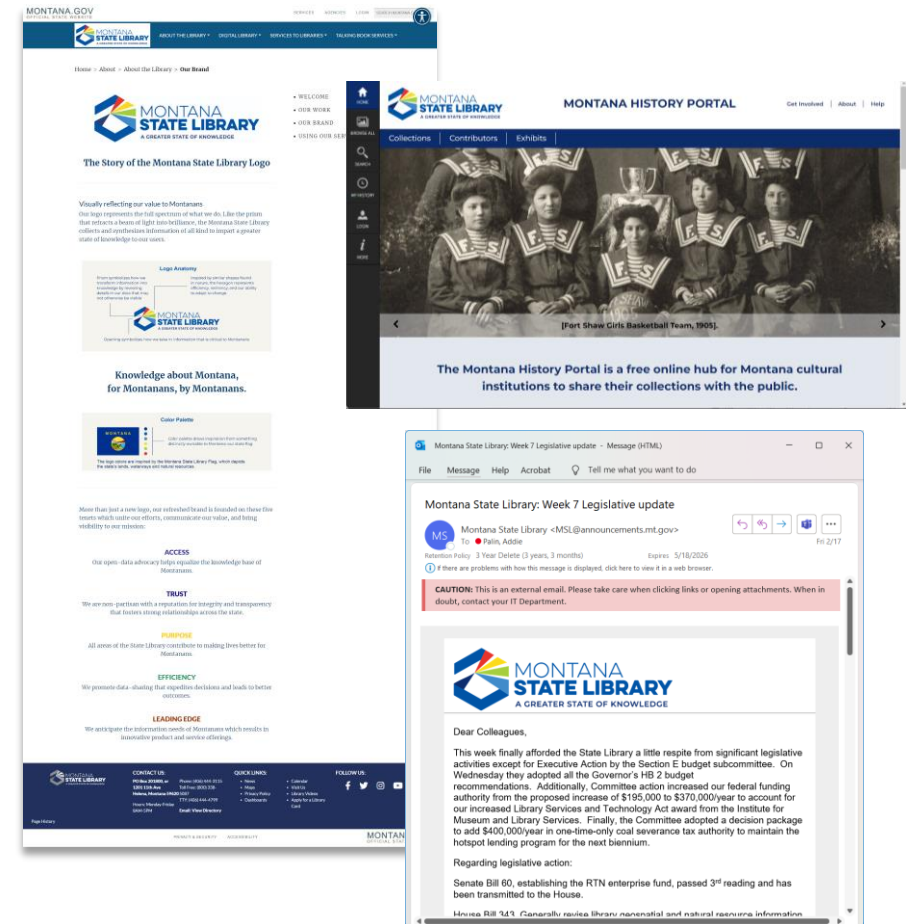


April Report: week of 5/5
Campaign End Report: week of 6/9

Owned

MSL is effectively utilizing its owned channels...

- ✓ Website (and associated sites)
 - ❑ Consistent use of brand across offerings: in-progress
 - ❑ msl.mt.gov – discussed optimizations include SEO and UX
- ✓ Email
- ✓ Social Media



Shared

Identify partner organizations to support specific initiatives for **Real Time Network** and the **Talking Book Program**

- Ask partners to include a link to MSL and/or one-sheeters on their website resources page
- Inclusion of MSL in partner newsletters
- Speaking opportunities and/or exhibition at conferences
- Guest lectures in the classroom
- (when available) Provide video assets such as demos, testimonials for partners to post on social/YouTube/web

Earned: RTN, TBL

Identify experts and users to be quoted in a press release and featured on the website.

- Secondary messaging will focus on full resources of MSL
- Distribute statewide to Montana media print, online and broadcast as well as the Montana state newswire



Thank you.

