

Job Center of Wisconsin Public Library Toolkit

Tailored communication tools for librarians
helping local job seekers

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What's in this Toolkit?

The toolkit contains a wide variety of communication materials tailored to help public librarians utilize creative materials ultimately driving local job seekers to the JobCenterofWisconsin.com, or to their public library. Select or customize the content that best reflects your library's job seeker resources. Toolkit materials include:

- **(3) On-site Posters**
- **(3) Flyer Ads**
- **Circulation Counter Materials (3.65x8.6 for trimmed and 11x8.5 for sheets)** that can be placed in acrylic holders.
- **(5) Social Media Posts** for Facebook, Instagram, and Twitter.
- **(4) Online Display/Banner Ads** for you to place on your websites for job seekers.
- **(3) Website Widgets/Buttons** to be placed on your library website to direct users to the JobCenterofWisconsin.com homepage.
- **(1) Press Release Template** you can customize and share with local media outlets.
- **(1) Media Story Pitch** you can share with local members of the press.
- **(1) PSA Script** you can use in a social media post, local public access video, etc.

Printable Materials

On-site Posters

These posters can be printed off and displayed in high-traffic areas of your library space, on community bulletin boards, or distributed to local grocery stores and other public spaces around the community with high visibility to broaden your reach and generate awareness of the resources you offer. Libraries can easily insert their own logos onto these posters.

Flyer Ads

The flyers can be included in mailings you send out, posted around your library, or left in other high traffic areas like on the circulation counter so job seekers and other visitors will be able to find and access them easily.



Circulation Counter Materials

You can cut and place these one-sided circulation counter materials in your acrylic holders, or simply fold and tape them for easy stand-up placement around your library.

Owned Social Media Posts

Use the following tips when creating a social media strategy for your audiences:

- **Relevant Content:** If someone is already following your social media account, it is safe to assume they are interested in what you have to offer. Share content that is relevant to the work you are doing or the resources you have to offer.
- **Helpful Content:** Public libraries have many helpful resources for job seekers. Promote job-seeking resources on the library's social media channels to generate awareness of how public libraries can help people in the job search process.
- **Be responsive!** Respond to Facebook, Instagram, or Twitter comments when appropriate – foster a sense of community and togetherness.



The resources you need to find that perfect job are as close as your public library. Learn more at JobCenterofWisconsin.com

Facebook

Facebook is an opportunity to be more casual when addressing your engaged audience. A more conversational tone is key here – it's an opportunity to welcome those who are unfamiliar with what public libraries offer and to learn more about you and share your expertise.

Twitter

If your library has a Twitter account, Twitter can be a great space to engage with your followers, widen your audience reach, and promote all the resources your public library has to offer to help job seekers in your community.

Additional Social Media Best Practices

- Use highly visual posts with images when possible. This could include images of your library space, staff, events, or resources you have to offer.
- Include a clear call-to-action, when applicable (e.g., “Learn more here...” or “Visit [INSERT WEBSITE URL] to find out more!”).
- Every post should be reviewed by someone prior to publishing. This second pair of eyes will be helpful in spotting misspelled words and ensuring the right type of post is going on the correct channel.
- Keep it short and sweet. Shorter posts are easier to digest, easier to read, and easier to pass along.
 - **Facebook:** 40 words or less is ideal.
 - **Instagram:** Under 125 characters is ideal, this ensures your entire caption will show up in the Instagram feed and not be cut off by ellipses.
 - **Twitter:** 71-100 characters is ideal, limit 1-2 hashtags per Tweet.
- Post during active hours for your audience. Below are some recommended posting schedules based on social channel best practices:
 - **Facebook:** Tuesday, Wednesday, and Friday, 9 am-1 pm
 - **Twitter:** Wednesday, 9 am-3 pm; Tuesday through Thursday, 9-11 am
 - **Instagram:** Tuesday, 11 am-2 pm; Monday through Friday, 11 am
- Tailor your post to the social media channel – verbatim language should not be used on every channel.
- Create posts that foster conversation, not one-way broadcasting.

Social Media Calendar Planning

Once toolkit materials have launched, consider following the recommended social posting schedule that uses the five social post batches provided in this toolkit:

- Post on Instagram on Monday, Facebook on Tuesday, Twitter on Wednesday.
- Post the “Proximity” batch during launch week
- Post the “Resources” batch 1 week after launch
- Post the “Support” batch 2 weeks after launch
- Post the “Services” batch 3 weeks after launch
- Post the “Access” batch 4 weeks after launch

After the original five posts have been posted across Facebook, Instagram, and Twitter, continue to post weekly or bi-weekly with various updates, announcements, events, or other news that involves your library. You can reuse the social posts from the toolkit but don't hesitate to continue posting about other relevant updates as well with your own images and content.

No Social Media Presence?

Not every public library is able to maintain a social media presence. If you don't use Facebook, Instagram, or Twitter, consider repurposing the provided social content to fit your needs. For example, you could send emails to partner organizations and community leaders who will share your message with others on their social channels.

Digital Ads and Website Buttons

Online Display/Web Banner Ads

Use these graphics in your department emails by adding one of the smaller banner graphics to your email signature. Consider sharing the banners with partner organizations in your community. You can also place these on your website to drive job seekers to JobCenterofWisconsin.com.

Help finding your next job is always close.

Get support at your public library.



Learn more



Website Widgets/Buttons

Place these buttons on your library website's homepage to ensure a simple user experience path that drives job seekers to the JobCenterofWisconsin.com homepage.

Your next job is within reach.

Get started



Working with the Media

Tips for Pitching a Media Story

Calling every beat reporter and editor on your local media list doesn't guarantee good coverage. But you can improve your odds of a successful pitch by trying a few of the following best practices:

- Get familiar with each outlet's coverage of community events before you pitch. Do they have their own reporting staff, or do they often just reprint news releases?
- Identify great local photo opportunities and prep photo releases and captions ahead of time.
- Offer yourself as a resource for information in the future, whether they pick up your story or not.
- If your pitch doesn't get picked up by a local media outlet, consider developing that pitch idea into content you can use on your own website or social media channels. That way, you can still share positive local stories with your community and continue to strengthen those relationships.

Tips for Distributing a Press Release

The first step? Making a list of all your media organizations, from local weekly and regional daily newspapers to local and regional TV and radio stations. Don't forget online-only media, including community Facebook pages and blogs. Many local communities have civic leaders, Chamber of Commerce newsletters/blogs, and Community Access TV channels that may also be good outlets for your messages.

Remember to customize each press release template. Address the topic in your own words, using our proposed quotes as a guide. And make sure to include your contact information and local sources for future interviews.

Finally, if you have a good relationship with local reporters, try reaching out with a pitch email or phone call before sending your press release. The personal touch will help your release stand out from the rest.

A press release template is included in the Earned Media Guide within this toolkit.

Tips for Speaking with the Media:

A successful interview can help you deliver important information to job seekers and build their knowledge of services public libraries offer while driving them to the JobCenterofWisconsin.com. To achieve this, it is important to prep before speaking with reporters—even those you have a close working relationship with. Rely on these simple tips:

- Review your notes and the program FAQs immediately before the interview.
- Avoid interruptions or multi-tasking during an interview.
- Ask ahead of time what kind of story the reporter you are speaking to plans to write.
- Remember the most important points you want to make and make them early in the interview.
- Avoid industry jargon.
- Take your time. There is no need to rush to provide answers. Take a breath and pause to think when you need to.
- Stay focused. Answer questions succinctly.
- Do not be afraid to ask a reporter if they understood your answer, especially if the topic is complicated or detailed.
- Not sure of an answer? Tell the reporter you will get back to them later—then make sure to follow up as soon as possible.

Public Service Announcements

Public Service Announcements

Another way to publicize your public library's resources for job seekers is through public service announcements or PSAs. Different than press releases which are intended for reporters, PSAs are usually recorded and intended to be seen or heard directly by the people you are trying to serve. PSAs can be published on your social media channels, recorded and streamed by local public access channels, or even used on local radio stations.

If you want to record your PSA as a video or an audio recording, your cell phone has all the capability you need! Once you save the file on your phone, you should be able to attach it as an attachment on an email or you can upload it directly onto your social media page.

Below is a sample public service script that you can utilize for your own public service announcements in your area.

Public Service Announcement Template

Whether you're unemployed or just looking for a change, there's no doubt that looking for a new job can be frustrating and discouraging. But, you aren't alone in trying to figure it all out. Right here at [**Library name**], we're partnering with the Department of Workforce Development and the Department of Public Instruction to provide you with technology and resources that'll help you get hired in the job you need. Or get started now at JobCenterofWisconsin.com.

Don't have access to a computer? No problem! Free public computers and Wi-Fi are available every day at [**Library name**]. And, as part of our continued promise to protect personal privacy, job search support is provided discreetly, and personal information is not collected by the library.

To learn more about what's available and how we can help, [**insert contact information...website or phone number**].