

Friends Marketing Committee Report

July 21, 2026

Members for 2025-26

- Peggy Nolan
- Cathy Gist
- Sheri Yetter
- Shanedria Wagner

The Marketing committee is responsible for the newsletter and social media posts. For the fiscal year 2025-26 the committee produced two newsletters and posted frequently on social media- primarily on Facebook.

During the Spring we ran a series of Trivia Tuesdays on Facebook. Thank you to Shanedria for creating the posts for the series. We currently have 592 followers. Social media has been used to promote and inform our followers of Library activities throughout the year, report on Friends activities such as the Annual meeting, the pavers and the Library Open House. The goal is for our board members to repost what is put on the Facebook on their personal pages to help grow the Friends followers.

This year we published 2 newsletters. The goal is for this vehicle to be a quarterly publication. Each issue has 4 short stories and includes photos. The newsletter- *Footnotes*- is then distributed via email. One more issue is ready for publication and will be distributed after the Board Retreat. We will use time during the retreat to train the new committee in the process of setting up the newsletter using the template that is in place and how to access the email distribution list.

Fall 2025 Newsletter data

- Emailed 9/29/2025
- Sent to 252 addresses
- Delivered to 239 addresses
- 16 bounces
- 188 unique opens=74% open rate

Winter 2026 Newsletter data

- Emailed 1/28/2026
- Sent to 233 addresses
- Delivered to 232 addresses
- 1 bounce
- 169 unique opens= 72% open rate