

INTERNAL MARKETING PLAN



TABLE OF CONTENTS

Goals, Visions & Objectives	3
SOCIAL MEDIA PLAN	
General	5
Service Excellence	6
Conflict Management	7
MARKETING PACKAGES	
Assigning Packages	8
Marketing Packages	9
BRAND GUIDE	
Primary Logos	12
Typography & Fonts	13
Colour Palettes	14
Overall Aesthetics	15
Accessibility Standards	16
Best Practices	17

The following document pertains to marketing details for both physical and digital content created by the Coordinator of Digital Initiatives and any supporting staff.

For questions or assistance, please reach out to the Coordinator of Digital Initiatives.

PURPOSE, GOALS, & OBJECTIVES

Purpose: To reflect and share the vibrance of the North Perth community and the experience of the North Perth Public Library.

Goal: To create both digital and physical content that reflects, engages, and connects our North Perth community.

Objectives: To create content that:

- Reaches further into our community
- Is accessible and inclusive
- Engages the community
- Increases both in-person and virtual visits to our spaces
- Shares all of the resources the library offers
- Spreads the general feel and experience of using our libraries

Connecting Community...





SOCIAL MEDIA PLAN



SOCIAL MEDIA PLAN

To increase engagement with our social media, we are focusing on faces and places and the experience of the North Perth Public Library. This is in alignment with the Marketing vision and will help us achieve our goals and objectives.

This plan is to be executed on Facebook and Instagram, with the help of willing staff members featured in the content.

Key Action Items:

Post up to 5 times a week,

Weekly content will consist of :

- One program carousel or reel
- One TikTok trend
- One recommendation, readers advisory, collections, or service post
- An interactive tool such as a poll, quiz, question, etc.
- Miscellaneous is welcome if space allows

General Notes

Only NPPL content will be on Instagram grid. External communications can be shared via Instagram stories

SOCIAL MEDIA & SERVICE EXCELLENCE PLAN

The NPPL is committed to providing the community with exceptional customer service that is consistent, comfortable and welcoming, including in our marketing and communications..



PROFESSIONAL

We are professional with:

- Prompt and polite responses
- Consistent communication

PROACTIVE

We are proactive by:

- Establishing a readily accessible presence
- Anticipating and fulfilling community needs
- Offering immediate solutions
- Prioritizing convenience

PROFICIENT

We are proficient by:

- Simplifying navigation of services
- Offering personalized suggestions
- Being informed and connected

PERSONAL

We are personal by:

- Empowering patrons to personalize their experiences
- Tailoring approach for different demographics

SOCIAL MEDIA CONFLICT MANAGEMENT PLAN

This plan is to be executed on all social media platforms to mitigate any escalated social media situations.

The NPPL strives to maintain safety and positivity, in all of our spaces, including virtually.

Throughout the year, measures will be taken to explicitly state and show the inclusivity of NPPL. The goal is to be proactive in setting the tone, rather than reactive to conflict or hate.

Steps for Conflict Management:

- 1) Regular monitoring of all NPPL social media channels
- 2) If behaviour is detected that goes against policy OP-05, content will be removed and a private message will be sent to the patron to alert them of the content removal and why.
- 3) If patron goes against policy 3 times, they will be blocked from NPPL's social media channels and municipal reporting tools will be used to document incident.

All social media channels are open for comments, however if monitoring becomes difficult, NPPL will adjust accordingly.

The Coordinator of Digital Initiatives will be responsible for managing online behaviours, with support from the Manager of Branch Experience and CEO.

Policy

OP-5 Code of Conduct



MARKETING PROGRAMS & EVENTS

ASSIGNING MARKETING PACKAGES TO PROGRAMS & EVENTS

Each approved program/event that North Perth Public Library creates will be assessed based on the following criteria and the Coordinator of Digital Initiatives will market based on the results. Implementing this process in early phases of program and event development will allow for better time management, budgeting, and resource allocation.

Criteria

Is it new?

Is there registration space?

Is it strategically aligned with North Perth Public Library's priorities?

Is it aligned with a day of significance?

Is it an annual event?

Is it a recurring event?

Assignment

Orange Package: 1 - 2 criteria met

Green Package: 3 criteria met

Blue Package: 4+ criteria met

Navy Package: Decision made by CEO



MARKETING PACKAGES



Navy**

- Branded merch/prizes
- Newsletter feature
- Community Connection feature
- Radio
- Newspaper
- Press release
- Bookmark, leaflet, pamphlet or mailer
- Blog post on website
- Event on social media
- Paid ad on social media
- Posters in all branches
- Website (calendar and under programs)
- Posted on social media separately

**Decision made by CEO

Blue

- Radio or newspaper
- Bookmark, leaflet, pamphlet or mailer
- News post on website
- Event on social media
- Paid ad on social media
- Posters in all branches
- Website (calendar and under programs)
- Posted on social media separately

Green

- Blog post on website
- Event on social media
- Posters in all branches
- Website (calendar and under programs)
- Posted on social media in carousel

Orange

- Posters in all branches
- Website (calendar and under programs)
- Posted on social media in carousel



BRAND GUIDE

PRIMARY LOGOS

THE USE OF OLD LOGOS WILL NOT BE PERMITTED.

UPDATE ALL DOCUMENTS TO THE CURRENT LOGO.

ANY OTHER CHANGES OR ALTERATIONS NEEDING TO BE APPROVED
BY THE COORDINATOR OF DIGITAL INITIATIVES

[For downloadable files, click here](#)



TYPOGRAPHY & FONTS



NEW ORDER

New Order font should be used at any opportunity available.

Supplementary fonts such as Century Gothic or Monserrat may be used, however New Order font family is the priority.

All fonts should be at minimum of 12 pts and font colour should meet contrast standards according to the AODA. Use the following [contrast checker](#) if in doubt.

COLOUR PALETTE



Please note: Only in rare situations do we use black in designs.
Navy blue should be used in it's place.

ACCESSIBILITY STANDARDS

- All fonts must be 12 pts or larger
- No cursive fonts are to be used, Sans Serif fonts are preferred
- No underlines are to be used (these are used only for links)
- Limited tables and chart usage for screen readers
- Alt text or image descriptions to be used consistently
- Language is to be plain and easily understood by all
- Contrast requirements must be met. See below for a branded colour guide



If you are unsure or need guidance on meeting these standards, email library_tech@northperth.ca or for the contrast checker, [click here](#).



OVERALL AESTHETIC

Feel:

- PLAYFUL
- CLEAN
- CONTEMPORARY
- PROFESSIONAL
- FUN
- INCLUSIVE

Shapes:

- CIRCLES
- SQUIGGLES
- ABSTRACT BLOBS

Notes:

- MAKE SURE ALL ARE REPRESENTED WHEN CHOOSING CHARACTERS
- TRY TO MATCH EXISTING DESIGN STYLES

MOODBOARD INSPIRATION:



BEST PRACTICES FOR THE NPPL BRAND



- Do not adjust image proportions
- Do not overlap posters while displaying them.
- Print and/or display in colour
- All NPPL content must have the logo on it
- All NPPL content must use New Order (or if unavailable: century gothic) font
- All NPPL content must use some of the brand colours
- Remove all posters and advertising promptly after event dates

For further details, email library_tech@northperth.ca

