

ANIMAL ODYSSEY: Marketing With Library Animals

Cauli Le Chat

Feline Roving Reporter

Mooreville Public Library



Beatrix Butterfly

Flittering Freelance Producer

Greenwood Public Library



ILF Conference (Nov. 2011) Presented By “Trusted Minions”

Janet E. Buckley, M.L.S.

Head of Technical Services
Greenwood Public Library

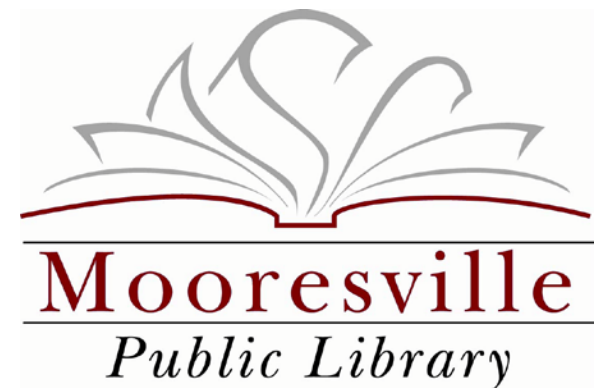


Indiana **Library**
Federation



William R. Buckley, J.D.

Reference Coordinator
Mooreville Public Library



Cauli Le Chat

MPL Feline Roving Reporter

http://www.youtube.com/watch?v=p4-_PYSGvMA



BLOGS:

Cat's Eye
View @ MPL



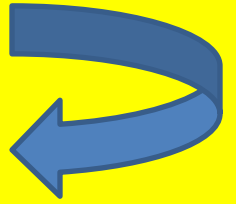
Catch It @
MPL

Cauli 4 Kids





“Animals to Market” Marketing Animals



- **Critters can be an effective marketing tool for your library**
- **Why?**
 - **Patrons (especially kids) love library animals**
 - **Your message will stick when delivered by a library critter (positive associative memory enhancement)**
 - **Critters enable you to be more creative in crafting your messages—which makes them more memorable (i.e., better advertising)**

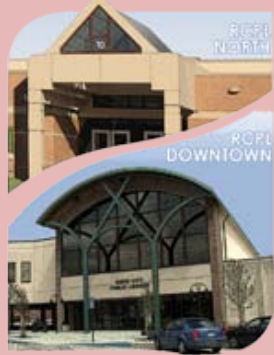
Library Critter Categories



- **Resident Pets**
 - Cats, Rabbits, Birds, Fish, Small Rodents, Reptiles, etc.
 - Most famous: Dewey Readmore Books, Spencer (Iowa) Public Library Cat (1988-2006)
- **Stuffed Animals & Puppets**
- **Art Critters (Drawings, Cartoons, Animations)**



Examples: Resident Library Animals



“Meet the Birds”

Rapid City (S.D.) Public Library

http://www.youtube.com/watch?v=Ptlt_oqmeTs



Morgan the Library Bunny

Morgan County Public Library



The Bunny Blog

My life at the library.

Monday, October 10, 2011

The Weekly Rabbit Report for October 10-15

Hello again friends! I'm still relaxing after a fun-filled birthday. I will post more about my party shortly, but first, time for the Report!

Tonight, the Teen Advisory Board (TAB) will meet at 6:30pm.

Our resident jewelry makers, Mommy Krista and Ms. Kristie, will be hosting our Fall things beading and jewelry making group tonight at 7pm.

...ing a bear-y fun Bear Storytime on Thursday, October

About Me



Morgan the Library Bunny

I'm Morgan the Library Bunny! I live at the Morgan County Public Library. This is for me to share my library with you and let you know about my library.



06.25.2010

Blog: <http://morganlibrarybunny.blogspot.com/>

“Gerbil of Fire!” -- Teen Mascot

Burkhardt Branch, Dayton (Ohio) Metro Libraries

<http://www.youtube.com/watch?v=N9Z0jiVevBI>

Burkhardt Branch



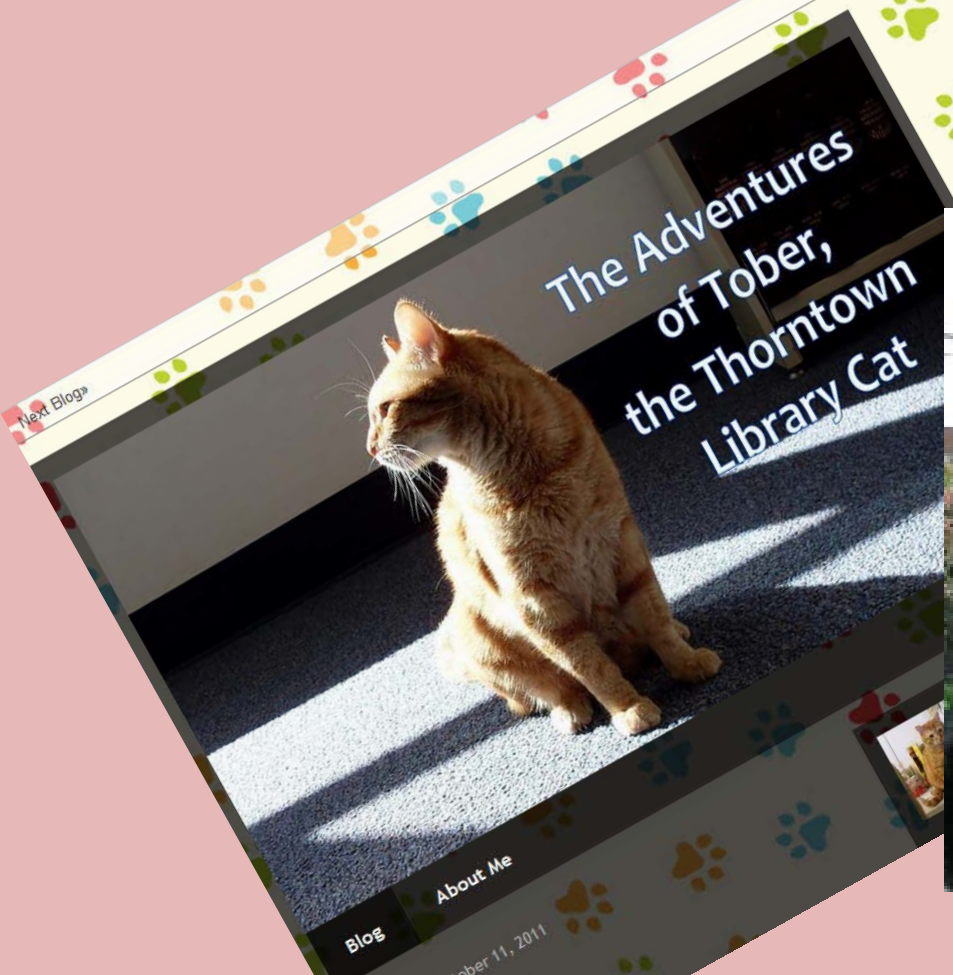
Gerbils of Fire



Dayton Metro
LIBRARY

Tober the Library Cat

Thorntown Public Library



Blog: <http://tobersadventures.blogspot.com/>

Hatching Chicks at MPL

MPL Youth Services

<http://mplhatchingchicks.blogspot.com/>



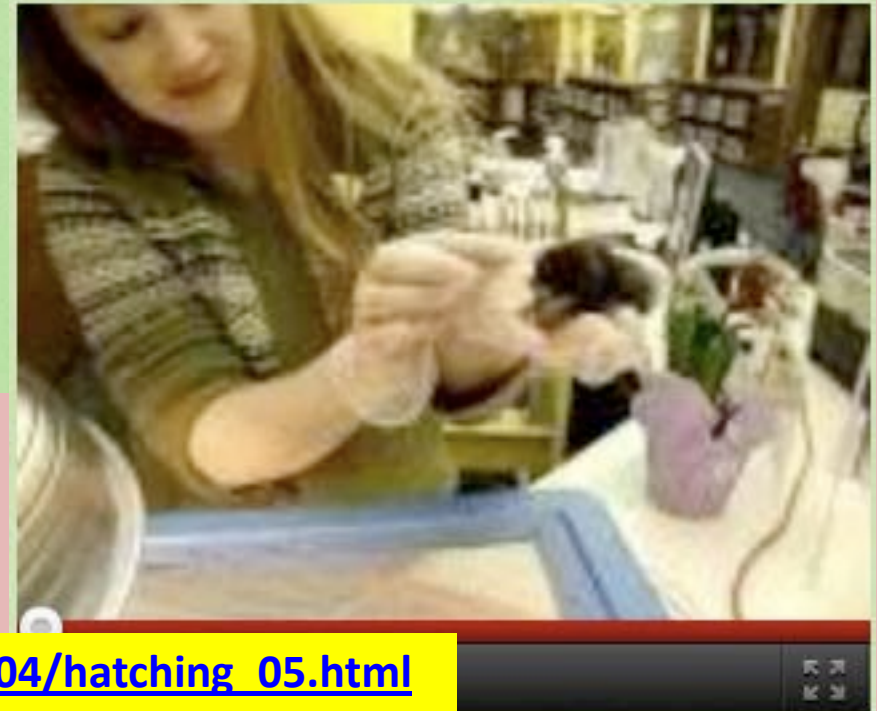
Saturday, April 30, 2011

Total Pageviews

 **1,415**

Followers

New pics of some chicks!



**Click URL Below to Play
Video (From Blog)** 

http://mplhatchingchicks.blogspot.com/2011/04/hatching_05.html

Library Birds & Animals: Luna Moths

Mount Kisco (N.Y.) Public Library

<http://mtkiscoliberalrykids.wikidot.com/library-birds-and-animals>



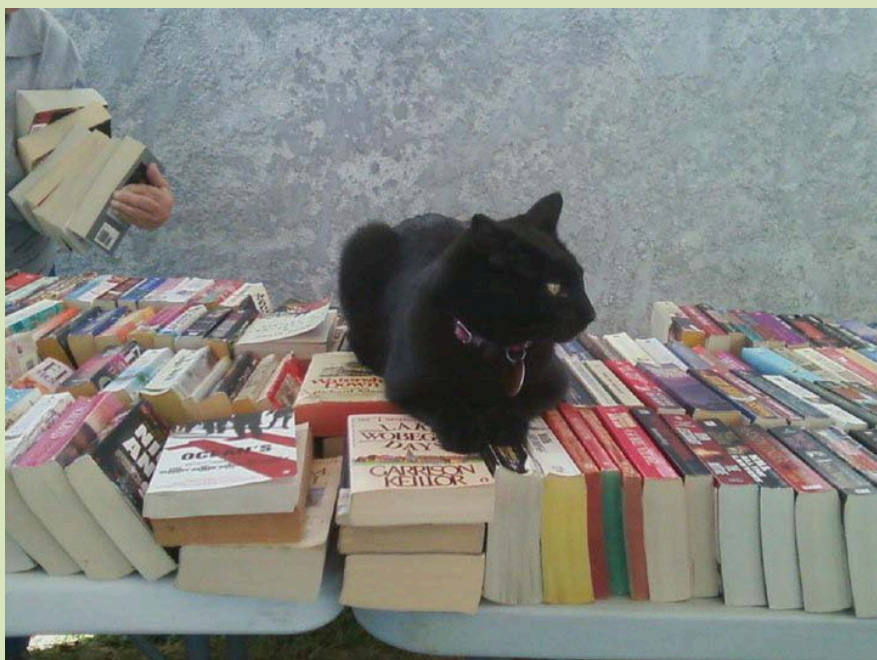


Browser the Library Cat

Pine River Public Library

Pine River, MN

Blog: <http://library-cat.blogspot.com>



Browser the Library Cat
The life of a small town library cat

Wednesday, September 21, 2011

My visit to Haywood County Public Library

Facebook Badge
Browser Cat
facebook
Name: Browser Cat
Email: browsertibraryca

Video: http://www.youtube.com/watch?v=0mI7HKD6CQ&feature=player_embedded

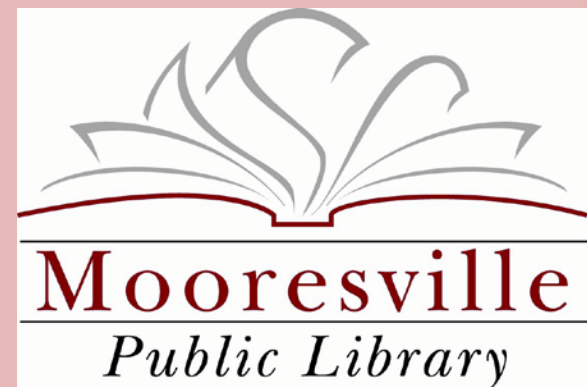
Examples: Stuffed Animals & Puppets



**Miss Jaymi &
Sammy the
Toucan
“Early
Literacy Fun”
Blog**

<http://www.youtube.com/watch?v=kmfYYbsh-TA>

Blog: <http://missjaymi.blogspot.com/>



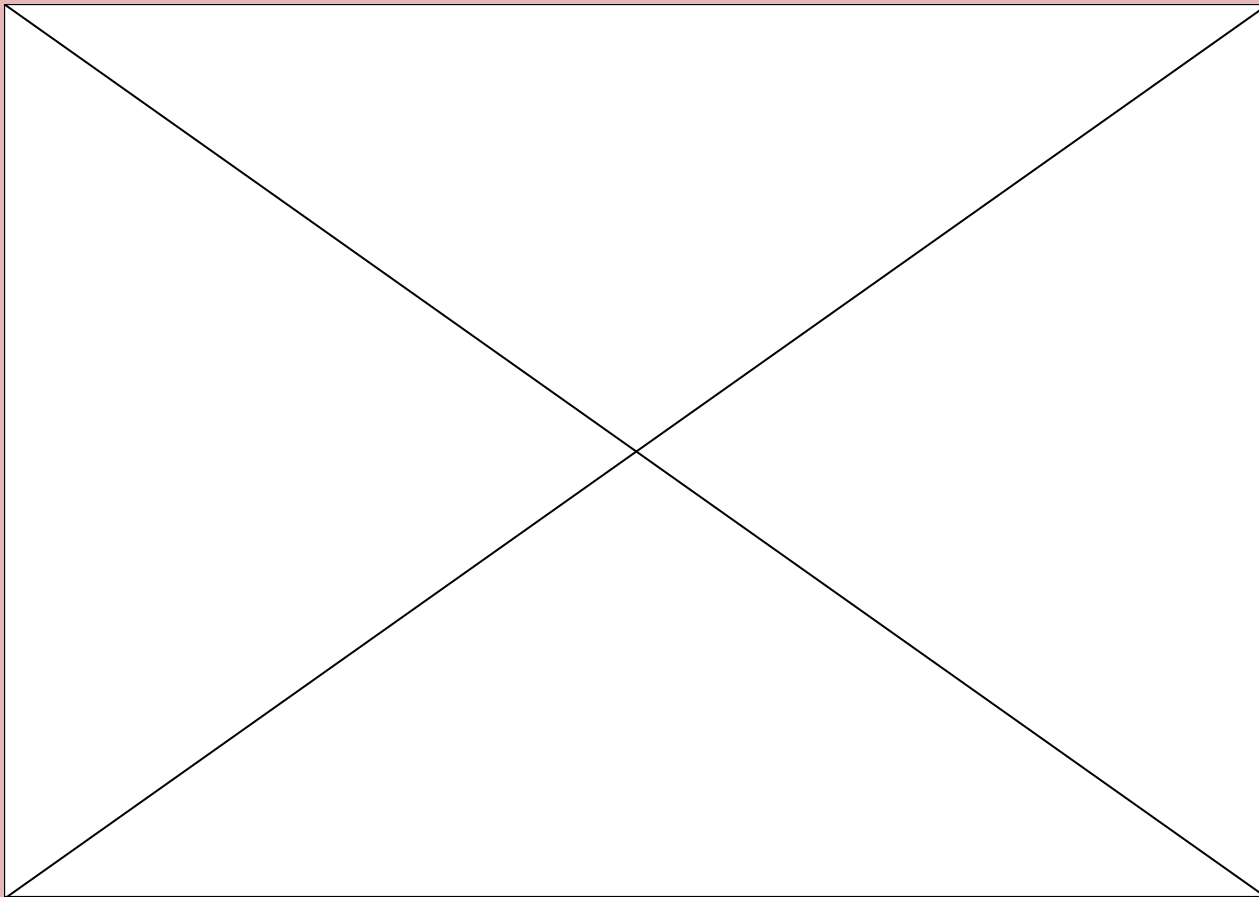
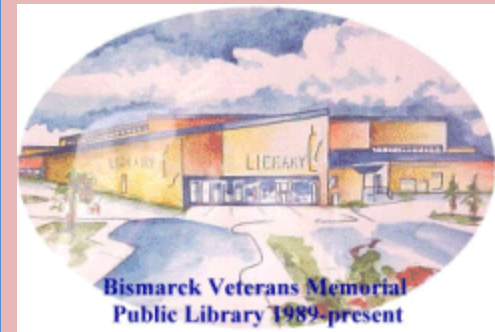


Scruffy & Fifi Literacy Puppets Greenwood Public Library



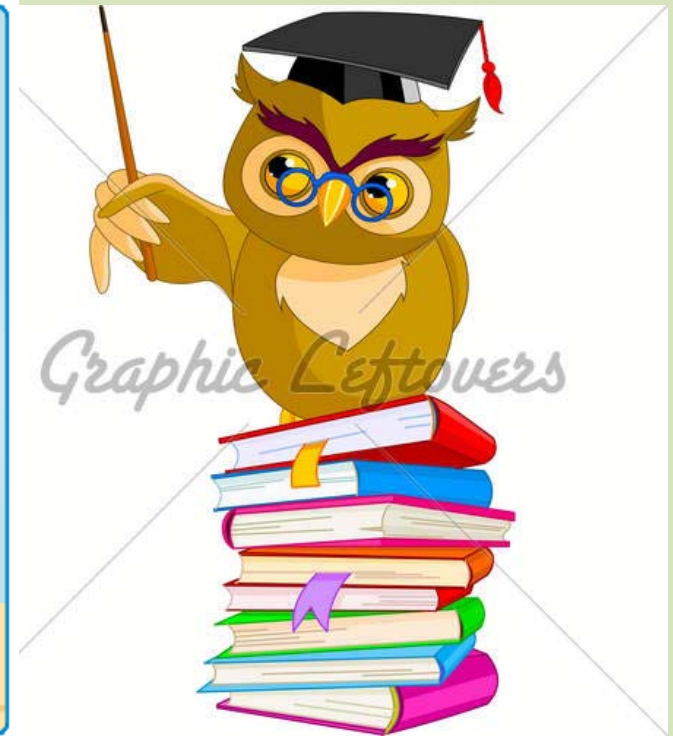
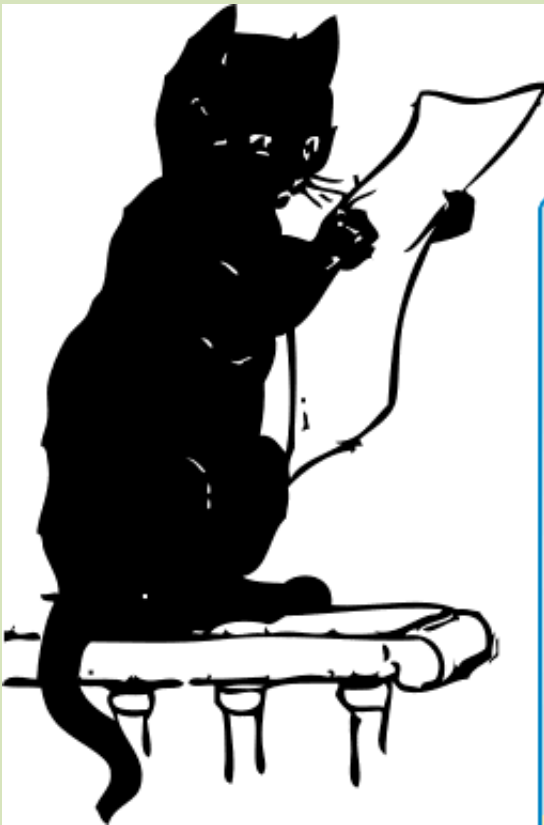
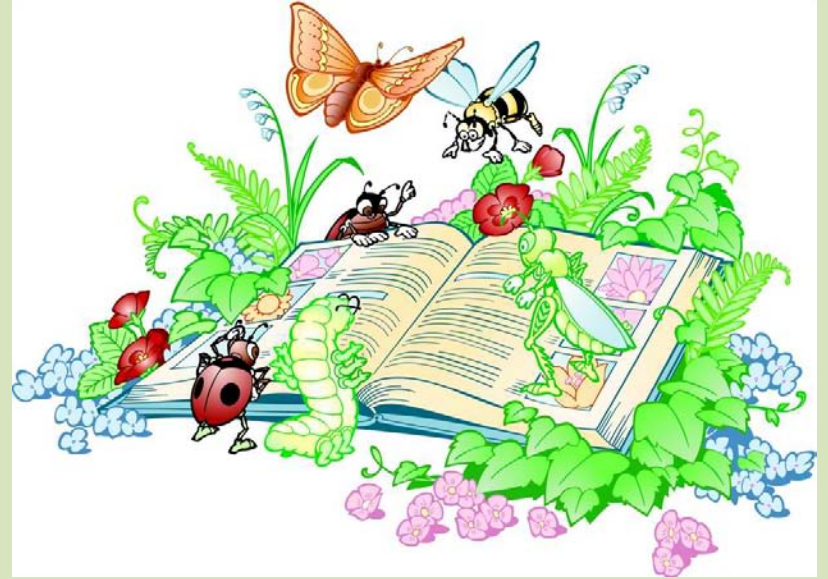
“Monday Night”

Featuring Colette (Puppet Dog)
(Fifi’s Twin Sister)
Bismarck (N.D.) Public Library



http://www.youtube.com/watch?v=ned_NzZI9OE

Examples: Art Critters (Drawings, Cartoons, Animations)



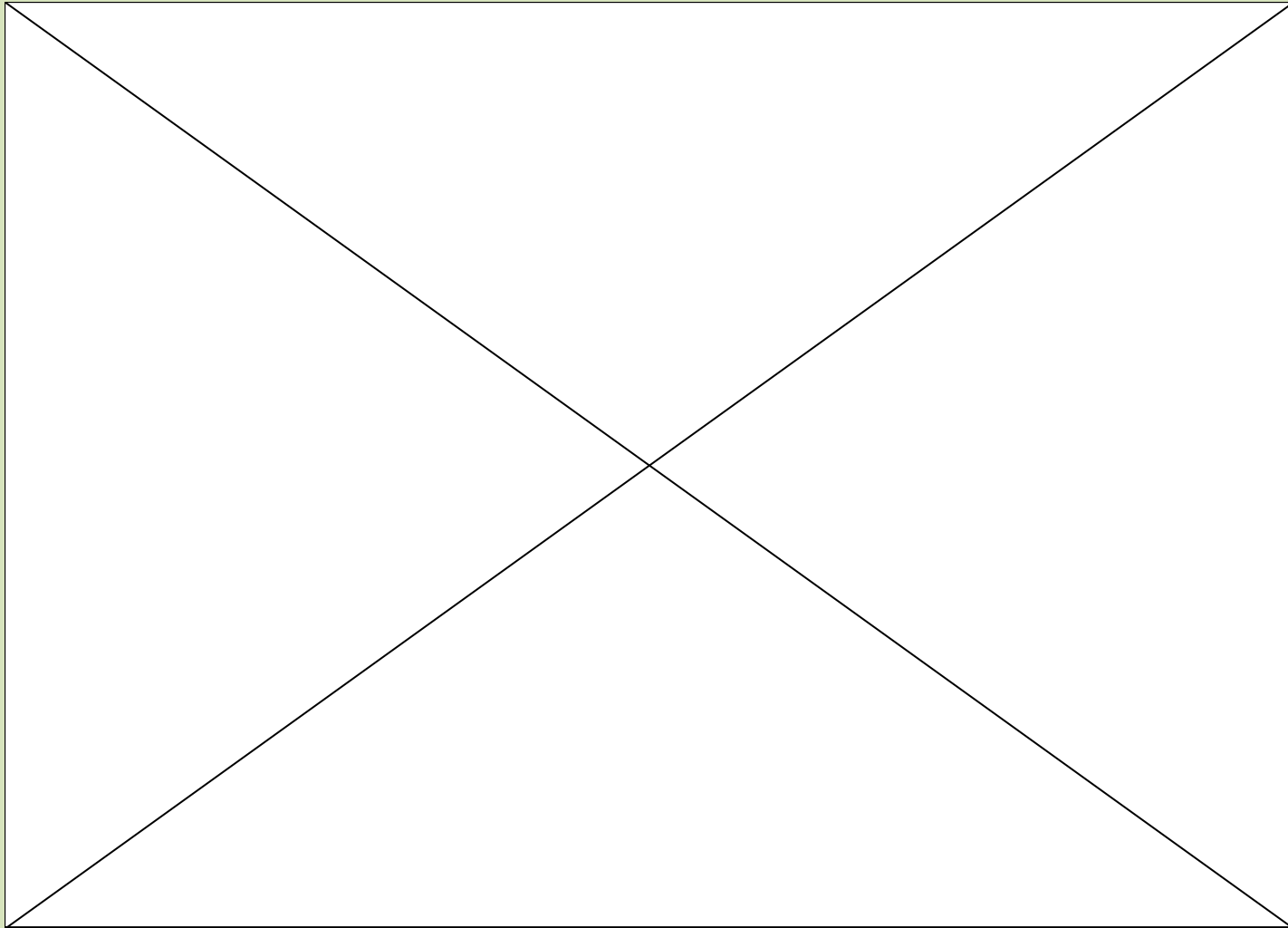


Beatrix Butterfly

Greenwood Public Library



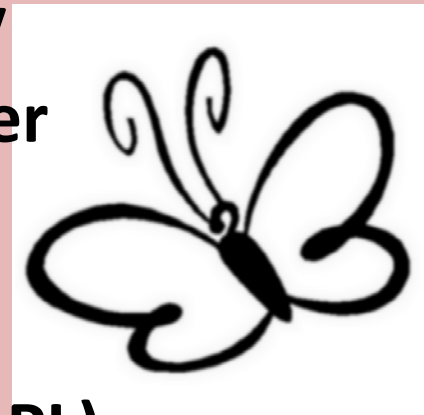
<http://www.youtube.com/watch?v=qp0dM1Hi5gk>



What Do Library Critters Talk About?



- **Program Advisory**
 - What's happening at your library
 - E.g., Morgan the (MCPL) Library Bunny
 - E.g., Cauli Le Chat, MPL Roving Reporter
- **Animal's Eye View**
 - What's happening at your library
 - E.g., Tober the Library Cat (Thorntown PL)
 - E.g., Browser the Library Cat (Pine River MN PL)
- **Readers' Advisory**
 - E.g., Cauli Le Chat, MPL Roving Reporter



Library Critter Marketing Toolbox

- Social Media Websites

- Blogs
- Twitter
- Facebook
- YouTube (or other video hosting sites)
- Photo hosting sites (Photobucket, Flickr, Wikimedia, etc.)



- Pages & Podcasts on your library website



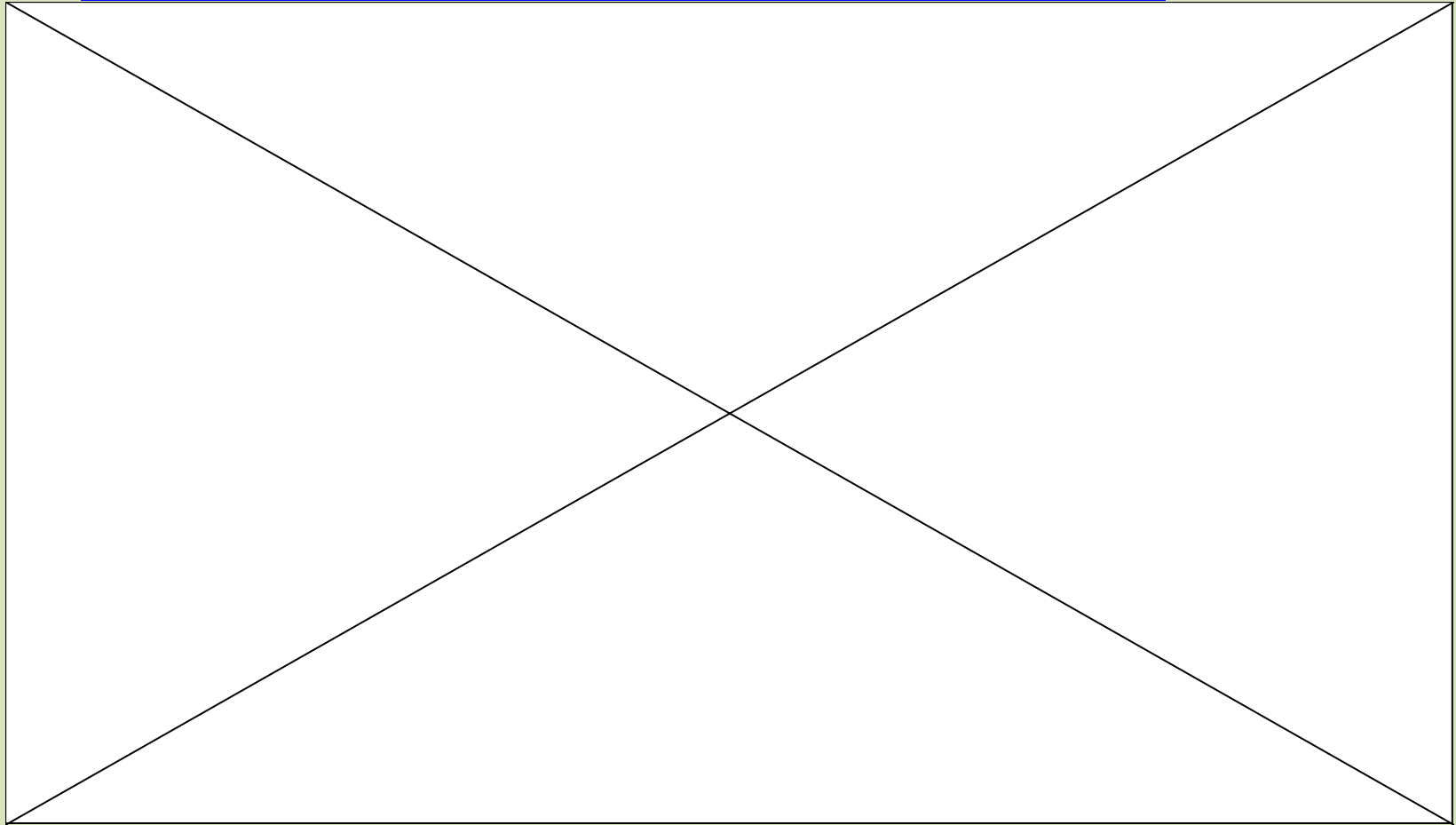


Beatrix Butterfly

Greenwood Public Library



<http://www.youtube.com/watch?v=rA2GXsP3P1o>



Library Spokeswriters as Video Producers

Library Critter Marketing Toolbox

- **TRADITIONAL LIBRARY MARKETING TOOLS**

- Programs

- Including puppet shows, staff in animal costumes, etc.

- Displays

- Including “flat Stanley” (using critters, like “flat” Browser or “flat” Cauli)

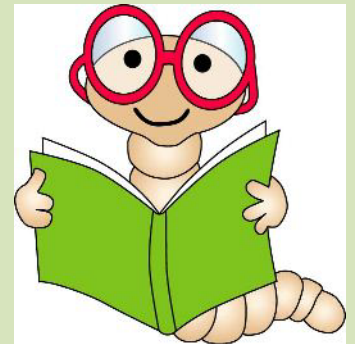
- Handouts, Pamphlets, Brochures, Newsletters

- Pathfinders

- Bookmarks

- Children’s Games, Puzzles, etc.

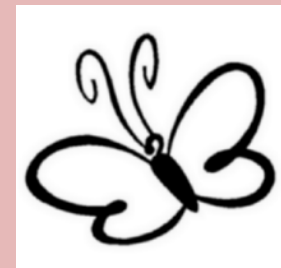
- Giveaway Items (with your critter’s logo)



- **Include your library critter in each of these traditional marketing methods**

The Results Speak Volumes

- **Patron Statistics**
 - Your Library Global Footprint via Internet Social Media
 - Viewership (Blogs, YouTube, etc.)
 - Program Statistics (Attendance)
- **Patron Participation (in Blog Comments, Emails, etc.)**
- **Good Will Ambassadorship**
 - Patrons Coming Specifically to Visit Your Resident Animal
- **Cross-Pollination**
 - Your Library Critter(s) attract more visitors to library's other online sites
- **Donations (?) – Just Sayin'**





“It Takes a Village ...”

- Team Work

- Form Library Teams to work together using multiple social media
 - Each team member could create a different library animal personality
 - E.g., Cauli Le Chat & her “special correspondents”
- Cross-reference simultaneously between different social media

- Frequency

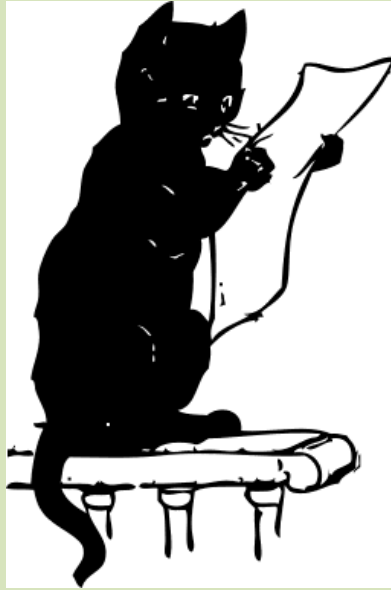
- Blog at least once or twice weekly
- “Tweet” daily
- Periodically use videos (live action, promo trailers, book trailers, etc.) featuring your critter(s)



Top 5 Reasons To Use Library Critters

5. You can add “professional pooper-scooper” to your resume.
4. When something breaks in your library, blame the cat.
3. To calm down whining, screaming children.
2. At a library party, when you encounter food you don't like, slip it to your library critter.
1. Makes your job FUN, FUN, FUN (for a nice change-of-pace).

More Information?

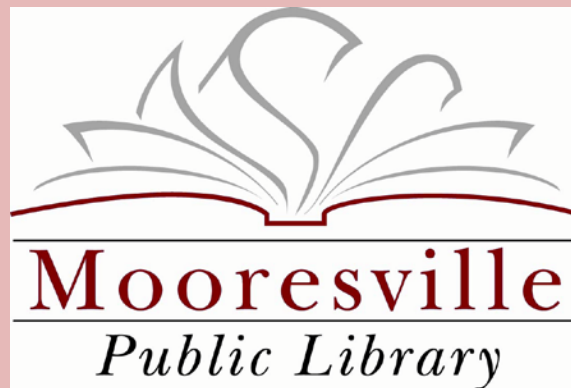
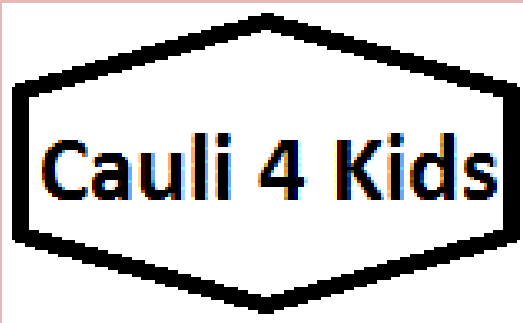


- Email *Moi* or my minions
 - Cauli Le Chat (caulilechat@yahoo.com)
 - Janet (jbuckley@greenwoodlibrary.us)
 - Bill (billb@mooreville.lib.in.us)

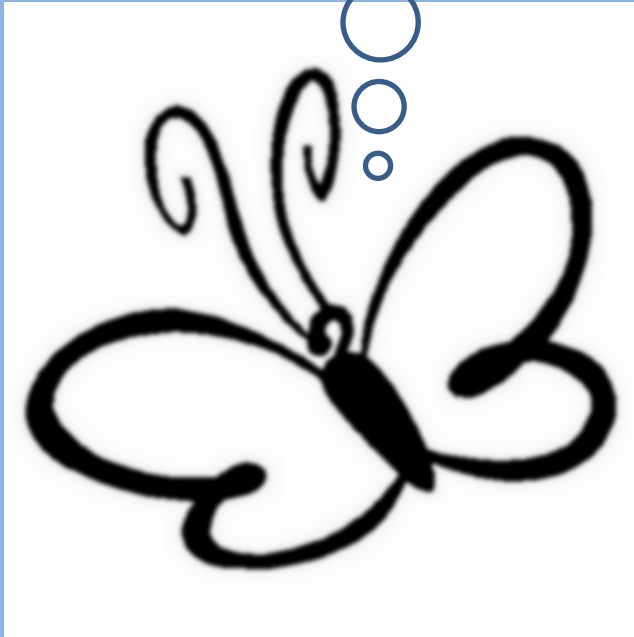


Follow Cauli's Blogs

- *Cat's Eye View @ MPL*
 - <http://mplcatseyeview.blogspot.com/>
- *Catch It @ MPL (Cauli 4 Kids)*
 - <http://cauli4kids.blogspot.com/>



**Got
Questions?**



**We've Got
ANSWERS**