



Online Outreach

Eight Insights



October 2013

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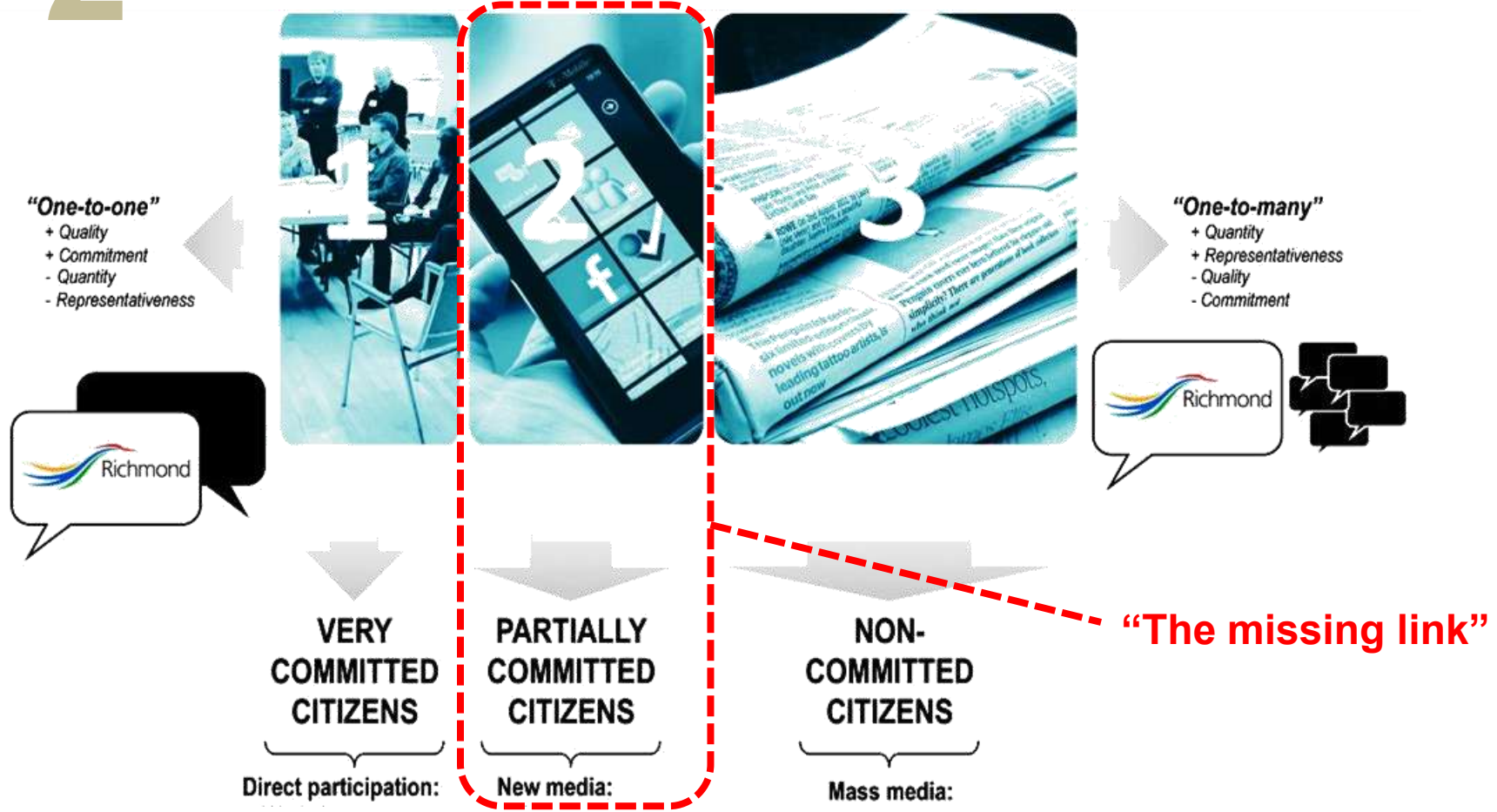
1 Client buy-in is a must



→ Online outreach is not an online survey to “check the box”

2

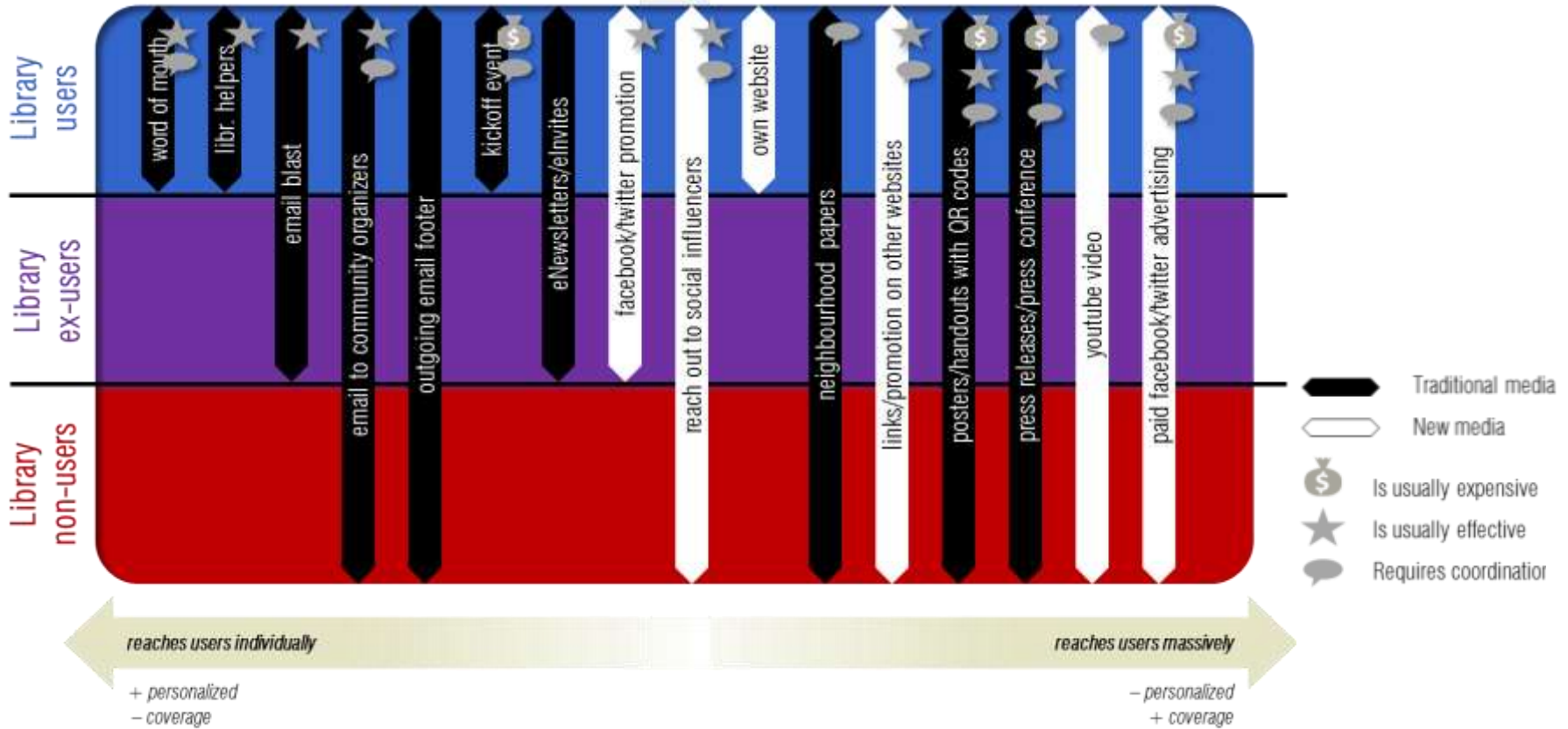
Not all participants/citizens/users are the same



→ Select the appropriate method to engage each group

3

The information and awareness campaign will drive the response rate



→ Develop a communication plan to strategically engage the population

4 Graphic content increases interest substantially

Design Photos

An image is worth 1000 words! Upload a photo that tells the other users what design elements would enhance your library experience -- just like you post a picture on Facebook, Flickr, or Pinterest.

ADD A PHOTO

0 Days Remaining
186 Photos Added

0
Like
Send

0
Tweet

in
Share

0
-1
Email

nice add-on

This is a seed/plant library image from California. People can borrow seeds and plants and return them in the next year! Great way to learn!

This design element is...
A nice add-on

Indispensable, A nice add-on

This design element is...
Indispensable, A nice add-on

Separate kids room (contain the noise!). Book bins mean no re-shelving, and make it easy for kids to see cover art.

This design element is...
Indispensable, A nice add-on

This design element is...
Indispensable, Very useful

Space throughout for art and sculpture installations (primarily featuring work by Richmond's talented community of local artists)

This design element is...
Indispensable, Very useful

Active play area in the kids section

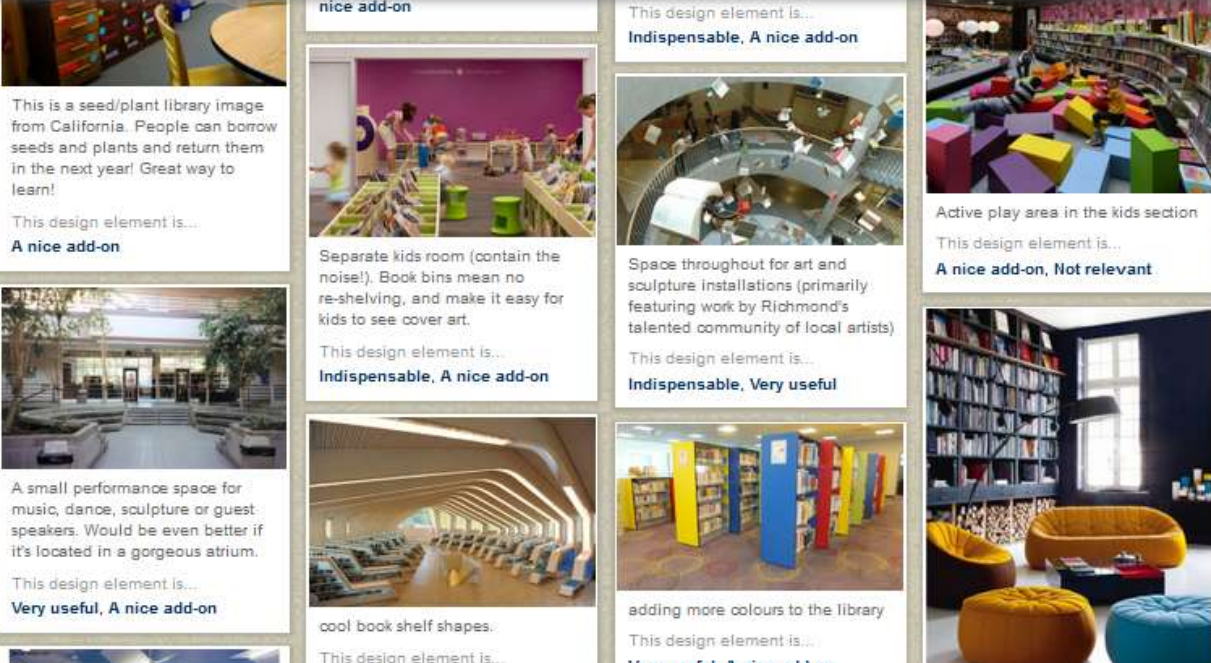
This design element is...
A nice add-on, Not relevant

cool book shelf shapes:

This design element is...
Very useful, A nice add-on

adding more colours to the library

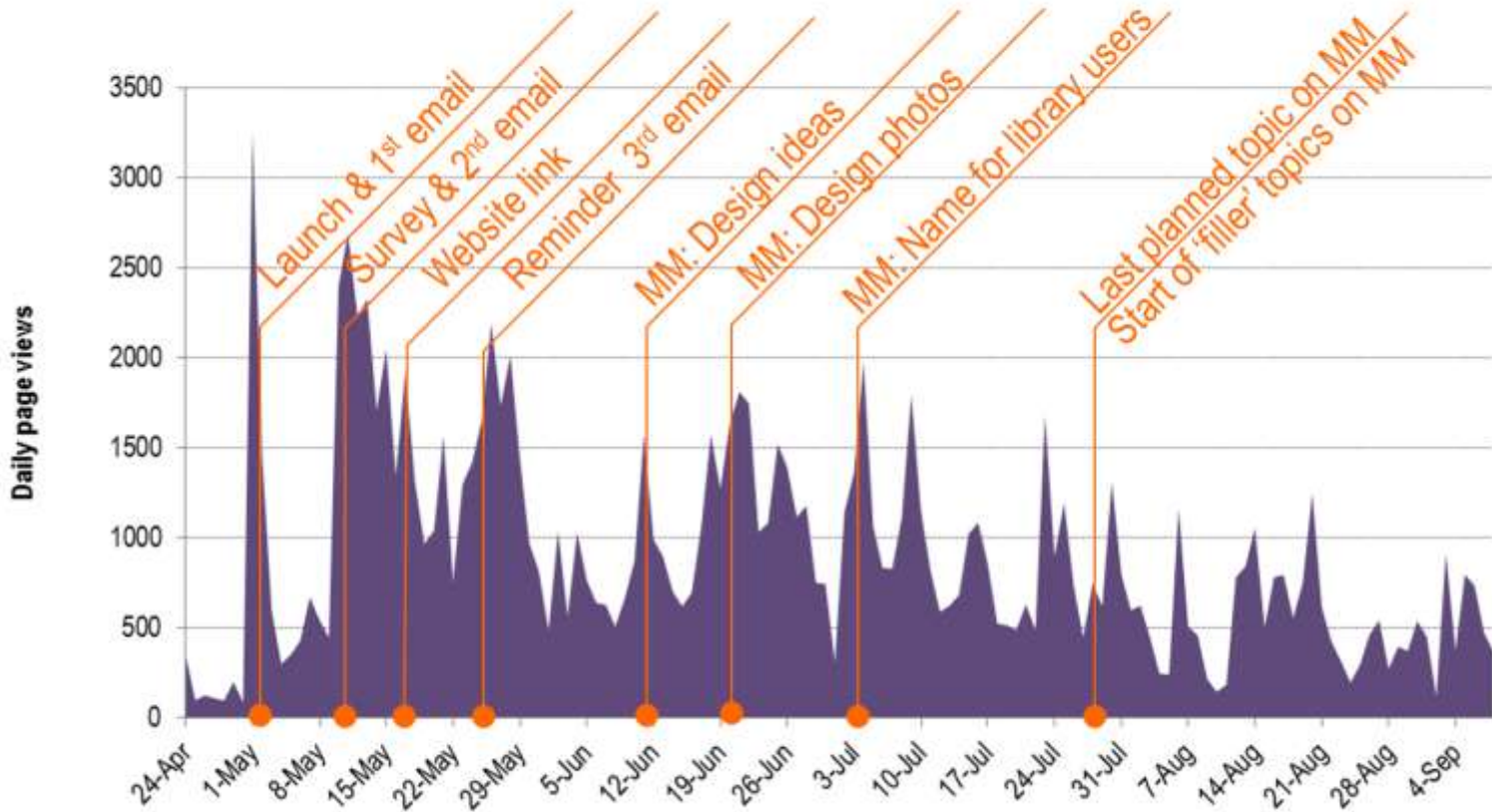
This design element is...
Very useful, A nice add-on



→ Use an outreach platform that allows flexibility in using graphics







5

Committed participants expect the website to be updated regularly



→ Plan to put up multiple engagement opportunities each 1-2 weeks

6 Less committed participants need to be drawn in

 <p>Be a Book Buyer Decide how to spend \$30 of the Library's budget and purchase books, movies or music of your choice to add to the library.</p>	<p>200 Points</p> <p>14 Available</p> <p>Not Enough Points</p>	 <p>Pre-book a Group Study Room Book our group study rooms at Brighthouse in advance for 7 sessions.</p>	<p>400 Points</p> <p>48 Available</p> <p>Not Enough Points</p>
 <p>Showcase Your Work at the Library Display or demo your art, crafts or writing at the library and give us the opportunity to highlight the talents of Richmond.</p>	<p>150 Points</p> <p>37 Available</p> <p>Not Enough Points</p>	 <p>Tim Hortons' Gift Cards Enjoy a cup of Joe while you ponder the library of the future.</p>	<p>300 Points</p> <p>0 Available</p> <p>Sold Out</p>
 <p>Birthday Party at the Library Host your kid's birthday party at the library with a special storyline.</p>	<p>800 Points</p> <p>4 Available</p> <p>Not Enough Points</p>	 <p>Ideas for Fines: Remove up to \$10 in Late Charges Just like Food for Fines, but this time we're looking for your ideas. Want to avoid late charges in the future? Renew your books easily online through My Library Account and sign up for email courtesy notices.</p>	<p>600 Points</p> <p>0 Available</p> <p>Sold Out</p>

- Add simple, one-question polls
- Include rewards, which need not have economic value

7 Ensuring a two-way conversation is essential

Seating Options Posted August 19, 2013 ↔ 308 Interactions 📅 Topic is now closed



This is one everyone agrees on: More seating! Tell other library users through images which type of seating is best.

 Photos 189  Comments 119

[See the Photos](#)

→ Get back to people building on past insights they provided

8 Making sense of all incoming information is equally important

6	MM Topic	Comment	Comment type	Comment topic	Comment tone	Comment usefulness	Comment recurring theme
32	01--ROOM FOR IMPROVEMENT POLL	Location in east richmond By Angela E	P	LO	0	1	expansion
33	01--ROOM FOR IMPROVEMENT POLL	Location By Angela E	G	LO	0	0	expansion
34	01--ROOM FOR IMPROVEMENT POLL	Larger spaces for the library would be good. Can we, in the future, utilize public libraries for the elementary and high schools so that we don't have 3 separate libraries in 3 separate buildings all within walking distance of each other? Multi-use spaces? Just seems more efficient. Take Hugh Boyd for example- community centre and school sharing common grounds. Add a library to service	P	DE	+	2	expansion
35	01--ROOM FOR IMPROVEMENT POLL	There aren't enough places to just sit and read a book By Masaa M	C	DE	-	0	overcrowding
36	01--ROOM FOR IMPROVEMENT POLL	designated sitting areas? By To G	P	FA	0	0	overcrowding
37	01--ROOM FOR IMPROVEMENT POLL	There should be more living room space so people can sit around and read books or study or whatever. By Minh C	P	DE	++	1	overcrowding
38	01--ROOM FOR IMPROVEMENT POLL	There are plenty already. By To G	R	NA	-	0	
39	01--ROOM FOR IMPROVEMENT POLL	Some libraries has loads of seats, but other libraries don't. By Jennifer L	S	NA	0	0	
40	01--ROOM FOR IMPROVEMENT POLL	A reading room? And seats strategically placed between shelves? By David L	P	DE	0	1	space
41	01--ROOM FOR IMPROVEMENT POLL	There should be more tv series on DVD available By Jessica U	P	CO	-	1	personalization
42	01--ROOM FOR IMPROVEMENT POLL	usually there are multiple copies. By To G	R	NA	0	0	
	01--ROOM FOR IMPROVEMENT POLL	yes, there are multiple copies, but they should have the newest seasons of tv series. By Jennifer L	S	NA	-	0	new

→ Establish an analysis framework, especially for written comments



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