



Sunnyvale

Library Marketing and Outreach

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Board of Library Trustees
August 4, 2025



Marketing and Outreach Update



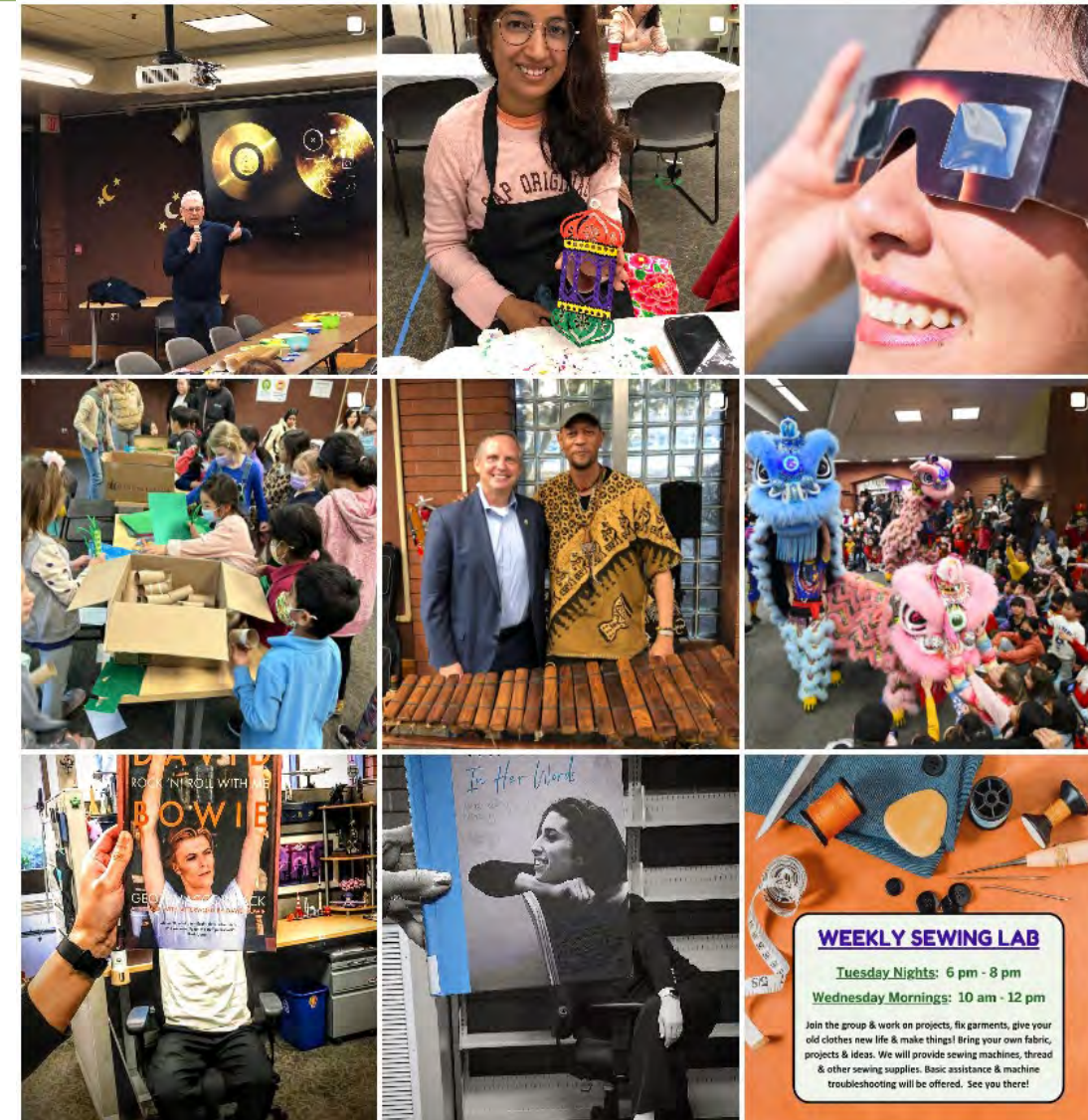
- Marketing
 - ◆ Goals
 - ◆ Channels
- Outreach
 - ◆ Goals
 - ◆ Partnerships
- Questions

Marketing



Goals for Marketing

- Increase awareness of library programs and services
- Communicate library's value to the community
- Attract potential employees, volunteers and community partners to work with or at the library



Primary Channels



- Email newsletter
- In-building marketing
- Social media
- Website
- Out-of-building marketing

Email Newsletter

- Three audience segments: Adult, Teen, Kids



Adult Monthly Newsletter, July 7

Stay cool this summer by coming to the Library. Our building has air conditioning and water bottle refill stations, plus fun programs for all ages.

We're a third of the way through Summer Reading! Complete the reading challenge for your age group to win a completion prize. Prizes will be available from Aug. 1 to 31.

Happy Plastic Free July! Reducing plastic waste can be as easy as bringing a reusable mug to the coffee shop or your own container to a restaurant for leftovers. Browse [our Plastic Free July booklist](#) or visit [Plastic Free July](#) to find out what you can do to help reduce plastic waste.

Looking for an adventure close to home? Discover Sunnyvale landmarks in our [Adventure Across Sunnyvale](#) scavenger hunt. Also, mark your calendars for the Library's [Passport to Asia: A Summer Reading Spectacular](#) celebrating Asian cultures on Friday, Aug. 2.

Mark your calendar for our next [Friends of the Sunnyvale Public Library Book Sale](#) on Saturday, July 20 and Sunday, July 21.

This month we have three craft programs for adults: [yarn pom-poms bookmarks](#), [sustainable bird feeders](#) and [photo booth props](#).



July 2025

For a complete list of events, visit the [Library's Events Calendar](#).

Summer Reading Program



Sign up between **June 1 and Aug. 31** and receive a **free paperback book**. After registering, stop by the Children's Information Desk to pick up your book.



Our summer programming continues through July! Join us for music, crafts, science and more.

Level Up at Your Library



Join Our Summer Reading Program

Join our Summer Reading Program, now through Aug. 31! Sign up online and log your books, or pick up a print reading log at the Information Desk.



Email Newsletter: Adult

- 53,569 subscribers (default at card registration)
- About 5 emails per month:
 - ◆ Monthly newsletter at the beginning of the month
 - ◆ Additional emails sent once per week to promote upcoming programs.
- Biggest source of registrations for adult programs



IN-PERSON: Adults Create: Sustainable Bird Feeders

Tuesday, July 23, 6:30 to 8 p.m.

Learn how to make a sustainable bird feeder to put in your backyard or patio!

We will be making them with bird-friendly and eco-friendly materials. We will provide all necessary supplies.

This craft will take place in the Library Program Room.

[Registration](#) is required.

Email Newsletter: Teen & Kids

- Monthly with occasional emails each month to help promote certain programs
- Promotes programs, cultural events, services, and databases

Hispanic Heritage Month

For a full list of our Hispanic Heritage Month events, check out our [Seasonal Library Programs](#) page!

Paleta Storytime and Craft
Ages 3 to 5
Monday, Sept. 16, 11 a.m. to 12 p.m.
Library Program Room
No registration

Help us kick off Hispanic Heritage Month at this preschool craft event.

Storytimes

Join us for storytime in the Library Program Room! No registration is required, but space is limited. Doors will close when the room is full.

Storytime	Day	Time	Ages
Toddler Storytime	Tuesdays	11 to 11:25 a.m.	1 to 3 years
Preschool Storytime	Wednesdays	11 to 11:25 a.m.	3 to 5 years
Baby Lapsit & Playtime	Thursdays	10:30 a.m. to noon	0 to 12 months
Night Owl Storytime	Thursdays	7 to 7:25 p.m.	All Ages
Family Storytime	Saturdays	11 to 11:25 a.m.	All Ages

Japanese Storytime
Ages 0 to 5

S.T.E.M.

DNA and Slime Cell Models
Grades 2 to 6
Saturday, Sept. 7, 4 to 5 p.m.
Library Program Room
No registration

Learn how to make a DNA strand with candy, and an animal cell model with slime! Teens from the Bloom Institute will teach participants about DNA and cell structure, with a fun hands-on activity.

Lego Builders
Ages 5 and up
Tuesday, Sept. 10, 4 to 5 p.m.
Library Program Room
No registration

In-Building Marketing

- Print calendars
- Flyers
- Slideshows
- Programs



In-Building: Print Calendars

- Very popular marketing tool with families. Youth calendars available in English and Spanish; adult calendars available in English.

CHILDREN & TEENS: JULY 2025

SUN	MON	TUE	WED	THU	FRI	SAT
LEVEL UP AT YOUR LIBRARY 	1 11 am Toddler Time with Malinky Music Ages 2-5, Program Rm 3 pm Teen Tuesday Science Heroes Grades 6-12, Program Rm	2 3 pm School-Age STEM Days Grades 1-5, Program Rm	3 10:30 am BABY Baby Lapsit and Playtime 0-12 months, Program Rm 3 pm Messy Art Grades K-5, Program Rm Library will close at 6 pm	4 11 am Family Storytime All Ages, Program Rm	5 11 am Family Storytime All Ages, Program Rm	6 11 am Preschool Little Learners Ages 3-5, Program Rm
7 11 am Toddler Time with Aquacate Music Kids Ages 2-5, Program Rm 3 pm Teen Tuesday Hula Hoops Grades 6-12, Program Rm	8 3 pm School-Age STEM Days Grades 1-5, Program Rm	9 10:30 am BABY Baby Lapsit and Playtime 0-12 months, Program Rm 3 pm Messy Art Grades K-5, Program Rm 7 pm Slim Chance Circus @ Washington Park 840 W Washington Ave All Ages	10 4 pm Birthday Storytime* All Ages, Program Rm	11 11 am Family Storytime All Ages, Program Rm	12 11 am Family Storytime All Ages, Program Rm	13 11 am Preschool Little Learners Ages 3-5, Program Rm
14 11 am Toddler Time with Asheba Ages 2-5, Program Rm 3 pm Teen Tuesday Exploring Self-Identity through Art Grades 6-12, Program Rm	15 3 pm School-Age STEM Days Grades 1-5, Program Rm	16 10:30 am BABY Baby Lapsit and Playtime 0-12 months, Program Rm 3 pm Little Messy Art Ages 3-5, Program Rm 7 pm Smiley Stories Latin American Soul @ Fairwood Park 1255 Sandia Ave All Ages	17 11 am Japanese Storytime Ages 0-5, Program Rm	18 11 am Family Storytime All Ages, Program Rm	19 11 am Family Storytime All Ages, Program Rm	20 11 am Preschool Little Learners Ages 3-5, Program Rm
21 11 am Toddler Time with Mariela's Music Time Ages 2-5, Program Rm 3 pm Teen Tuesday String Art Grades 6-12, Program Rm	22 3 pm School-Age STEM Days Grades 1-5, Program Rm	23 10:30 am BABY Baby Lapsit and Playtime 0-12 months, Program Rm 3 pm Little Messy Art Ages 3-5, Program Rm 7 pm Pop and Go Puppets @ Fairwood Park 1255 Sandia Ave All Ages	24 3 pm - 5 pm Early Learning Playtime Ages 0-5, Program Rm	25 11 am Family Storytime All Ages, Program Rm	26 1 pm Mario Kart Tournament Grades K-12, Program Rm	27 2 pm Family Movie: Paddington in Peru Ages 3+, Rated PG Program Rm
28 11 am Preschool Little Learners Ages 3-5, Program Rm 3 pm Teen Tuesday Boba Bags Grades 6-12, Program Rm	29 11 am Toddler Time Ages 2-5, Program Rm	30 10:30 am BABY Baby Lapsit and Playtime 0-12 months, Program Rm 3 pm Little Messy Art Ages 3-5, Program Rm 7 pm Unique Derique @ Fairwood Park 1255 Sandia Ave All Ages	Programs marked with * require registration: sunnyvalelibrary.org . Questions? 408-730-7292. Teen Programs are noted in RED.			31 10:30 am BABY Baby Lapsit and Playtime 0-12 months, Program Rm 3 pm Little Messy Art Ages 3-5, Program Rm

NIÑOS Y ADOLESCENTES: JULIO 2025

SUN	MON	TUE	WED	THU	FRI	SAT
SUBIR DE NIVEL EN TU BIBLIOTECA 	1 11 am Tiempo de niños con Malinky Music 2-5 años, Sala de programas 3 pm Martes de adolescentes: Science Heroes Grados 6-12, Sala de programas	2 3 pm Día de STEM para niños escolares Grados 1-5, Sala de programas	3 10:30 am BABY Cuentos y juguetes 0-12 meses, Sala de programas 3 pm Arte desorganizado Grados K-5, Sala de programas Cerraremos a las 6 pm	4 11 am Hora del cuento en familia Todas las edades, Sala de programas	5 11 am Hora del cuento en familia Todas las edades, Sala de programas	6 11 am Pequeños aprendices preescolares 3-5 años, Sala de programas
7 11 am Tiempo de niños con Aquacate Music Kids 2-5 años, Sala de programas 3 pm Martes de adolescentes: Aros de hula hula Grados 6-12, Sala de programas	8 3 pm Día de STEM para niños escolares Grados 1-5, Sala de programas	9 10:30 am BABY Cuentos y juguetes 0-12 meses, Sala de programas 3 pm Arte desorganizado Grados K-5, Sala de programas 7 pm Slim Chance Circus @ Washington Park 840 W Washington Ave Todas las edades	10 4 pm Hora del cuento para los cumpleaños de julio* Todas las edades, Sala de programas	11 11 am Hora del cuento en familia Todas las edades, Sala de programas	12 11 am Hora del cuento en familia Todas las edades, Sala de programas	13 11 am Pequeños aprendices preescolares 3-5 años, Sala de programas
14 11 am Tiempo de niños con Asheba 2-5 años, Sala de programas 3 pm Martes de adolescentes: Explorando la autoidentidad a través del arte Grados 6-12, Sala de programas	15 3 pm Día de STEM para niños escolares Grados 1-5, Sala de programas	16 10:30 am BABY Cuentos y juguetes 0-12 meses, Sala de programas 3 pm Arte desorganizado para pequeños 3-5 años, Sala de programas 7 pm Smiley Stories Latin American Soul @ Fairwood Park 1255 Sandia Ave, Todas las edades	17 11 am Hora del cuento en japonés 0-5 años, Sala de programas	18 11 am Hora del cuento en familia Todas las edades, Sala de programas	19 11 am Hora del cuento en familia Todas las edades, Sala de programas	20 11 am Pequeños aprendices preescolares 3-5 años, Sala de programas
21 11 am Tiempo de niños con Mariela's Music Time 2-5 años, Sala de programas 3 pm Martes de adolescentes: arte de cuerdas Grados 6-12, Sala de programas	22 3 pm Día de STEM para niños escolares Grados 1-5, Sala de programas	23 10:30 am BABY Cuentos y juguetes 0-12 meses, Sala de programas 3 pm Arte desorganizado para pequeños 3-5 años, Sala de programas 7 pm Pop and Go Puppets @ Fairwood Park 1255 Sandia Ave, Todas las edades	24 3 pm - 5 pm Jugando aprendemos 0-5 años, Sala de programas	25 11 am Hora del cuento en familia Todas las edades, Sala de programas	26 1 pm Torneo de Mario Kart Grados K-12, Sala de programas	27 2 pm Película en familia: Paddington in Peru Edades 3+ Clasificada PG Sala de programas
28 11 am Pequeños aprendices preescolares 3-5 años, Sala de programas	29 11 am Tiempo de niños 2-5 años, Sala de programas 3 pm Martes de adolescentes: bolsas de boba Grados 6-12, Sala de programas	30 3 pm Día de STEM para niños escolares Grados 1-5, Sala de programas	31 10:30 am BABY Cuentos y juguetes 0-12 meses, Sala de programas 3 pm Arte desorganizado para pequeños 3-5 años, Sala de programas 7 pm Unique Derique @ Fairwood Park 1255 Sandia Ave, Todas las edades	Programas marcados con * requieren registración en sunnyvalelibrary.org ¿Preguntas? 408-730-7292. Programas para adolescentes están en ROJO		

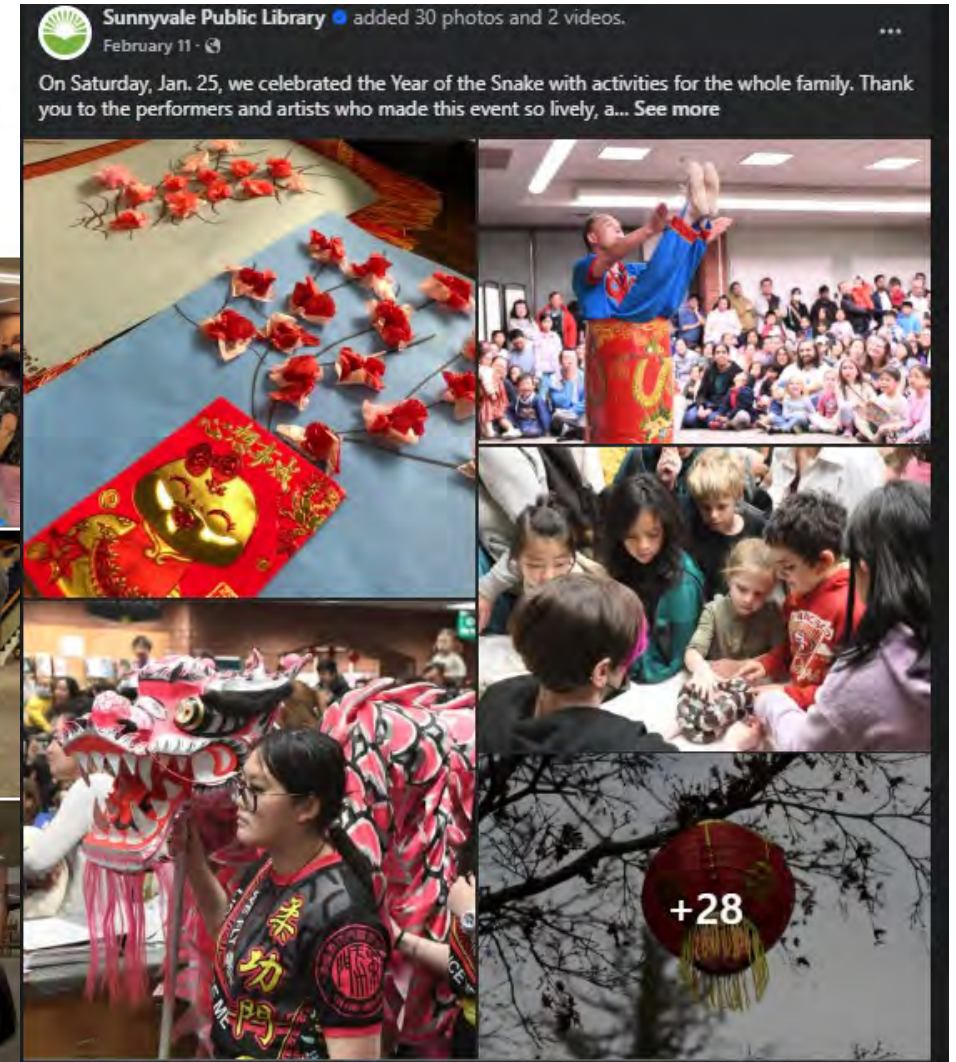
Social Media

- Mainly Facebook and Instagram
- Type of posts:
 - ◆ Communicating value
 - ◆ Informational
 - ◆ Advertising
 - Limited to large programs
 - ◆ Engagement boosters
- New Support: City Web and Communications Specialist will assist social media efforts



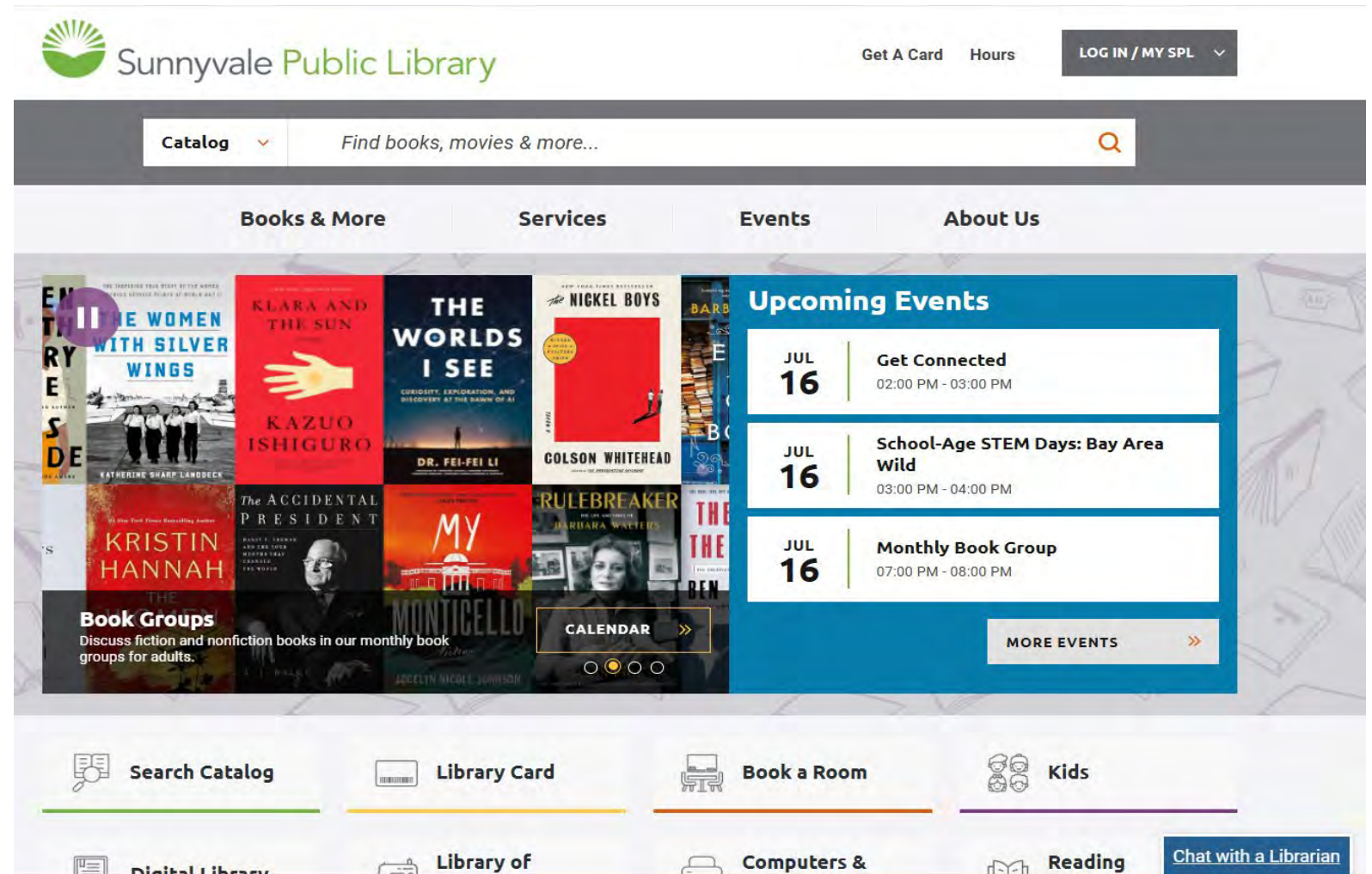
Social Media: Communicating Value

- Post-program recaps have high reach
- Big and small programs
- Stories to illustrate how the Library works for the community



Website

- Slideshow to promote big programs and major service updates
- All events on calendar
- Recent redesign reduced homepage bounce rate by 12%



Out-of-Building Marketing

- Flyers at Senior Center, Downtown
- Flyers at schools and PeachJar for special events

June Movies at the Library

Join us for two free movies in the Library Program Room. Seating is first come, first served. Visit the Sunnyvale Public Library at 665 W. Olive Ave.



NOMADLAND

Thursday, June 6, 1 to 3 p.m.
Nomadland
Written and directed by Chloé Zhao (based on the bestselling non-fiction book), *Nomadland* follows the fictional character Fern (Frances McDormand) as she travels the country in a van searching for work after the Great Recession.

Nomadland was nominated for six Academy Awards, and won Best Picture, Best Director (Zhao) and Best Actress (McDormand).

This movie is rated R by the MPAA and has a run time of 1 hour 48 minutes. It will be presented with English captions for the hard of hearing.



FAREWELL MY CONCUBINE

Sunday, June 23, 2 to 5 p.m.
Farewell My Concubine
Cheng Dieyi (Leslie Cheng) and Duan Xiaolou (Zhang Fengyi) grow up in the Peking Opera Academy. As actors, Dieyi assumes the female roles while Xiaolou plays masculine warlords. When Xiaolou marries a courtesan, Juxian (Gong Li), Dieyi becomes jealous, creating an explosive romantic triangle.

Farewell My Concubine was nominated for Best Foreign Language Film at the Academy Awards.

This movie is rated R by the MPAA. It has a runtime of 2 hours 51 minutes. It will be presented with Mandarin Chinese with English subtitles.

Pursuant to the Americans with Disabilities Act, the City of Sunnyvale will make reasonable efforts to accommodate persons with disabilities. If you require special accommodation, please contact the library at 408-730-7300 or chat with a librarian five days in advance.

The next big Thing.

We want your opinion!



Scan this QR code to take a short survey about the Library's collection of borrowable camping supplies, kitchen supplies, tools and more.

Tell us what you'd like to see!

No smartphone? Take the survey here:
<https://forms.office.com/g/CKLsRWLRbR>

 Sunnyvale Public Library

 LIBRARY OF THINGS

Outreach



Goals for Outreach

- Increase awareness of library programs and services
- Reach non-library users including traditionally underserved communities
- Build meaningful relationships with community members and other stakeholders

Creating Awareness: Youth and Families

- Partner Event Participation
 - ◆ Attended 11 events
 - ◆ Served 558 people
 - North County Resource Fair
 - Family Day at Station 5
- 6 City-Wide Events
 - ◆ 4th of July
 - ◆ Earth Day
 - ◆ Hands on the Arts
- School Engagement
 - ◆ Attended 30 events
 - ◆ Served 2,057 parents and students
 - Reading Nights
 - Back to School
 - ELAC Meetings
 - Offsite and onsite class visits



Open House, Vargas Elementary



*Summer Reading Presentation,
Fairwood Elementary*

Reaching Non-Library Users: Youth and Families

- Offsite Programming
 - ◆ Created 29 programs
 - ◆ Served 2,546 people
 - Storytimes and programs with Recreation camps
 - Storytime at Magical Bridge
 - STEM at Columbia Neighborhood Center
 - StoryWalk events throughout the City



Family Fun Nights, Washington Park



STEM at CNC



Lunchtime Librarian at CMS

Partnerships: Youth and Families

- Cross promote library programs and services with members of other organizations.
 - ◆ Recreation Services
 - ◆ School Librarians and Outreach Coordinators
 - ◆ Sunnyvale School District
 - ◆ Low-income housing developments
 - ◆ Sunnyvale Community Services
 - ◆ Sunnyvale Sister City (Iizuka)



Child Care Fair, LRS Program



Sister City Display



*Welcome Sign at
Meridian Apartments*

Creating Awareness: Adults

- Event participation
 - ◆ Sunnyvale Tech Expo
 - ◆ MidPen Housing
 - ◆ Summer Recreation Job Fair
 - ◆ Sunnyvale Pride Fest
 - ◆ Sunnyvale Farmer's Market



Sunnyvale Pride Fest



BIKE at Sunnyvale Farmer's Market

Reaching Non-Library Users: Adults

- Focus on adults with disabilities, esp. seniors
- Offsite Programming
 - ◆ Senior Center Book Group
- Home Delivery
 - ◆ 38 individual clients
 - ◆ 8 assisted living facilities



Home Delivery tote bag

Partnerships: Adults

- ◆ Recreation Services
- ◆ Assisted living facilities
- ◆ Environmental Services Department
- ◆ Friends of the Sunnyvale Library
- ◆ Sunnyvale Community Services
- ◆ Veterans' Groups
- ◆ Don Edwards San Francisco Bay National Wildlife Refuge
- ◆ Sunnyvale Art Club
- ◆ NOVA
- ◆ Silicon Valley Bike Coalition
- ◆ UC Master Gardeners
- ◆ Repair Café



*Environmental
Services Department*



*Bird Watch
at Don Edwards*



Questions?