

## DOS AND DON'TS OF MARKETING THE LIBRARY IN LATINO COMMUNITIES

<p><b>Develop specific strategies</b> for each of your programs / services, identifying your target audience and the most effective mechanism to be used for that particular effort.</p>	<p><b>Don't assume</b> that the usual marketing and PR strategies will also reach this new target audience</p>
<p><b>Produce eye-catching flyers.</b> Promotional flyers are inexpensive and can be disseminated in many different ways</p>	<p><b>Don't pass up a great opportunity</b> to develop your desktop publishing skills.</p>
<p><b>Think bilingual.</b> Whenever possible use English and Spanish in your promotional pieces, signage, library forms, webpage context, etc.</p>	<p><b>Don't exclude anyone.</b> While most new immigrants may speak / understand very little English, their children may not be totally proficient in Spanish.</p>
<p><b>Find qualified translators.</b> Avoid embarrassment for the library and confusion -or vast amusement- on the part of readers; whenever possible, use professional translators.</p>	<p><b>Don't assume</b> that staff members or volunteers who speak the language will automatically be competent translators.</p>
<p><b>Emphasize "free"</b> All promotional pieces should mention that library programs and services are offered free of charge and are <i>open to the general public</i>.</p>	<p><b>Don't take for granted</b> that immigrant families unfamiliar with US libraries will know this.</p>
<p><b>Use press releases and PSAs frequently and enthusiastically.</b> Send to appropriate Spanish-language and mainstream English-language media outlets.</p>	<p><b>Don't wait until the last minute.</b> Send PR pieces with enough lead-time and whenever possible get on a first-name basis with your local media contacts.</p>

<p><b>Be visible. Make noise.</b> Set up presentations and interviews with radio &amp; TV stations, as well as with community groups, civic organizations and schools. Participate in community festivals and other public events.</p>	<p><b>Don't fall for the "if you build it, they will come...." philosophy.</b> That only works for Kevin Costner.</p>
<p><b>Establish partnerships.</b> Work with schools, social service or government agencies, churches, day care centers, etc., focusing on common or complementary goals.</p>	<p><b>Don't go it alone.</b> Take advantage of existing networks and community resources.</p>
<p><b>Develop a good Latino distribution list.</b> Include all organizations and agencies that are willing to assist the library with PR and marketing efforts (information gathering, flyer distribution / posting) and media outlets for press releases, PSAs, etc.</p>	<p><b>Don't try to wing it.</b> Keep careful track of all appropriately helpful PR partners and update list frequently.</p>
<p><b>Be user-friendly.</b> Print library forms, brochures, policies and signs in Spanish as well as in English.</p>	<p><b>Don't miss any opportunity to connect and inform.</b></p>
<p><b>Nurture your staff.</b> Provide appropriate cultural competence training and promptly address any conflicts that may arise due to misunderstandings or miscommunication.</p>	<p><b>Don't underestimate the challenge</b> of providing good customer service in a culturally and linguistically diverse environment.</p>

MULTILINGUAL MATERIALS ACQUISITION CENTER (MULTIMAC)  
THE NEWARK PUBLIC LIBRARY

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