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A few weeks ago, I interviewed three regular library users for my job at novelist, and I discovered something that shocked me to the core. It might also shock you, and it caused a little bit of a controversy on my LinkedIn page. We're going to get into it, why I was shocked, why you should be shocked, and what we can do about it. In this episode of The Library Marketing Show, Hi everyone. I'm Angela Hursh from Super Library Marketing.com you can head on over there and look for the subscribe tab to make sure you never miss one of these episodes, or the posts that I put the longer post that I do every two weeks. I'm also always looking for kudos nominations, so you can contact me there and let me know if you've seen a library, maybe it's yours. Who is doing something interesting in library marketing. We're going to begin today's episode with kudos, which is going to the Manistee County Library. I stumbled across this just kind of like looking through library news Manistee does a thing. It looks like every quarter where they write a list of book recommendations and they submit it to a local media source. I'm going to put a link to this down below, but it looks like they've written the whole article themselves, including beautiful photos of the books. This was a list of Christmas books. I know this is going to publish after Christmas, but I just think this is a fantastic way to reach a new audience and to show that your library has expertise in book recommendations. And this ties into today's main topic of the library marketing show. So I want to give kudos to the Manistee County Library. Let's get into today's topic. So I told you that I interview these three regular library users. Some one of them was a person who came into the library and frequently, one comes in more frequently, but doesn't want to talk to anybody, and the third one is kind of a browser. And when I asked all three of them where they get book recommendations, they listed a whole bunch of other places besides the library. And I said, Have you ever talked to the librarian about book recommendations? And all three of them said, I never even thought that was a thing I could do. And I think this is a library problem, because we assume that people know they can come to us for reading recommendations, but clearly they don't. And I posted about this on LinkedIn, and one of my followers responded, and I really appreciate this person's honesty. She said, I normally love your post, but not today. The last thing frontline staff need to hear is that there's another problem we should solve. Most libraries do everything possible with the resources we have. And still, people come in saying, I don't know about signs and posts only go so far in people, and people don't stop to read them. I understand that, and again, appreciate the honesty. And here's what I think about how to approach this problem, because it is kind of a problem for libraries to solve, but this poster is also right. So how do you balance those two things? Here's the reality, libraries are doing a lot of marketing. We are sending emails, we are doing social media posts, we are putting up signs, and all that is fine, but I have seen that as time goes on, those traditional methods are less and less effective. So now, what do we do? Right? That means that the most effective marketing piece that you have for reading

recommendations is your staff. Whenever somebody walks through that door, you want them to understand that they can come to your staff for reading recommendations. How do we do that, and what does that look like? I have a really simple example. So you just imagine that a patron is checking out a whole stack of books instead of scanning them and just saying, Have a nice day. We need to train our staff to say, I see you're reading mysteries. Do you like twisty plots? Or do you like more cozy stories. This opens the door to a conversation with that patron. They feel seen. They notice that your staff is very friendly and helpful, and it gives you the opportunity to recommend a title or a show, like a TV show or movie that might correspond with what they're reading. To show off your staff reader advisory skills and training staff to do these reader focused questioning doesn't take a whole lot of time or a big budget. There are ways you can get training in readers' advisory that are very simple. And in fact, library reads has a scholarship fund, or I think they call it a prize that helps pay for readers' advisory training. I'll put a link to that down below for you. Really what I wanted to say to this poster was that my intention in asking that question was to make libraries realize that they need to take advantage of those everyday interactions and to be more reader focused. Right? So here's my challenge for all of you, think about how your library can make those personal interactions a part of your culture, because the truth is, the readers want our reading recommendations, and they just don't know how to ask or that they can ask. So I'm curious what you do think of this episode? What do you think of this problem that libraries are facing, and have you implemented any solutions at your library? Let's get a conversation started. For my person who posted on LinkedIn, and for all of us, because I'm curious what you think that's it for today's episode of the library marketing show. But My channel is full of other tips for library marketing. If you're interested in learning more, head to the next video and I'll meet you there.