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Are you looking for more clicks on your library's emails, social media and websites? The secret may be the faces that you choose. Today we're going to talk about the one thing that makes stock photos actually work, and this is backed by science. Let's get into it in this episode of the library marketing show. Hi everyone. I'm Angela Hursh from the blog Super Library Marketing com. Head on over there and look for the Library Marketing Show tab, because I would love to have a kudos nomination from you. Maybe you've seen a library do something pretty cool, or maybe not even cool, just something that was effective or different, or maybe it was your library that did something that deserves some recognition. I would love to hear from you. Let me know. You can give me an email directly from the Library Marketing Show tab. We are going to begin today's episode with kudos, and our kudos is going to Auburn Public Library. They recently launched a readers' advisory service. It's form based that doesn't seem like a big deal. A lot of libraries do that, but they got the lifestyle reporter from their local newspaper to cover it. They had a big, splashy headline. They had one of their librarians that was interviewed as part of this article, and a customer or patron that used the readers' Advisor service talked about the books that were recommended. This is just a really cool way to reach a new audience of people when you launch something that seems like something a lot of libraries. Do you know that the media has a different audience than your library does? I put a link to this newspaper article down below. Great job. Auburn Public Library, alright, let's get into today's topic, which is how to pick photos that really drive clicks. I will confess to you that I have been doing this for my job at NoveList, and I woke up in the middle of the night recently and realized I hadn't talked about this with my viewers. The reason I wanted to talk about it is a lot of us have to use have to use stock photos. There are libraries that are able to take photos in their libraries, and that is great. It's authentic. In fact, there is a library that I interviewed that was able to do a whole stock photo day. I'll put a link to that article down below. Maybe you'll be able to do that at your library, but if you can't, and you have to use stock photos. There's a trick that I use, and it's very simple. It is to look for the faces that show emotion expressively, if you can. So things like you want, joy, surprise, curiosity. So this works because we're visual creatures, and visual memory is powerful. In fact, studies show that we, most humans, have a 98% recall for images versus an 88% recall for words. I would argue that my ability to recall words is a lot lower than 88% but my ability to recall visuals is definitely 98% also, you know, humans are empathetic creatures, and when we see someone else having an emotion on their face, we're going to respond. That response will usually be to make a decision of some sort, hopefully to use your library or to interact with something some part of your library marketing. Also, faces are just relatable. Basically, I mean, we want to see other humans doing the things that we want to do. And so when you use images that have that are talking about or that show joy or excitement, it triggers something inside of a person that says, I want to feel that emotion as well, and I need to use the library to get that joy

and that excitement. So how do you choose the right photos? This is just how I do it. You may notice that I try to use images or faces almost all of the time for the thumbnails for these videos, and then I look for emotional faces. I'm looking for close ups with some kind of clear emotional expression. I'm looking for something that looks authentic, so it's not overly staged or generic. I am looking for diversity, and my audience is diverse, so I want to try and represent all of the folks who are watching these videos, so I'm not always using the same type of person in all of my photos. I try to avoid things that are like bland or emotionless. I really look for things that are clearly not stock photos. So sometimes I go to different stock photo websites that are not the popular ones. Popular would be pixels and Unsplash, and I see a lot of those photos used in a lot of places. So I look in some other sites. I'll put a link to some of those down below. That helps you build some authenticity. And then I also am always like trying to avoid overused library tropes, so like an empty stacks or posed reading, I want it to look more authentic. What is your favorite source for stock photos? Like I said, I'm going to put them down below, but there are tons of free stock photo sites out there, and I'm sure I don't know all of them, so share your favorite stock photo sites down below in the comments. That's it for this episode of the library marketing show. But my channel is full of other tips for library marketing. If you are interested in learning more, head on over to this next video. I'll see you there.