

Bookmark Your Library: Marketing, Public Awareness and Promotion

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A Library Without Walls: Building Visibility Through Local Identity

Public and University Library “Derviš Sušić” Tuzla, Bosnia and Herzegovina



Who We Are?

- ▶ Public and university library with a 80-year tradition.
- ▶ Center of learning, culture, and digital inclusion in northeastern Bosnia and Herzegovina.
- ▶ Serving diverse user groups: students, researchers, youth, children, and senior citizens.
- ▶ Mission: to make knowledge and culture accessible to everyone



Marketing in our Library

- ▶ Social media (Facebook, Instagram)
- ▶ Posts about events, new books, user stories
- ▶ Interaction with the community
- ▶ Collaboration with web portals
- ▶ Library website (www.nubt.ba): regularly updated information and Online catalog and Cobiss electronic services
- ▶ Bulletins and newsletters, Emailing registered users, Notifications about new books, workshops, promotions..
- ▶ Promotional campaigns
- ▶ Themed months (e.g., "Reading Month"), Reading caravan and Library without walls

The Idea Behind “Library Without Walls” for the Free Marketing



- ▶ Concept inspired by the belief that libraries must go where people are.
- ▶ Brings library programs, books, and knowledge to schools, parks, and rural communities.
- ▶ That is free marketing.
- ▶ Encourages active citizenship, inclusion, and lifelong learning.
- ▶ Focuses on reading promotion and building a culture of literacy.

How We Build Visibility (Marketing, Public Awareness & Promotion)

- ▶ Authentic storytelling — sharing people’s experiences from our programs.
- ▶ Consistent “Library Without Walls” identity in visuals, tone, and media.
- ▶ Community-based marketing — every outreach event promotes the library.
- ▶ Active presence in local media, schools, and online platforms.
- ▶ Celebrating local identity through cultural memory and authors.



Program 1: Square Kilometer of Education

- ▶ Brings books and educational activities directly to children and families in rural or underserved areas.
- ▶ Marketing is conducted in the field, not just online.
- ▶ Promotes library membership and lifelong learning values.
- ▶ Builds partnerships with schools, NGOs, and local communities.
- ▶ Over 1000 children reached in 2024 through school visits and storytelling sessions.



Program 2: Reading Literacy Development

- ▶ Focus on early literacy and developing reading skills in children.
- ▶ Partnership model: **Family + School/Kindergarten + Library.**
- ▶ Includes workshops for parents, teacher training, and interactive reading sessions.
- ▶ Encourages parents as reading role models.
- ▶ Uses storytelling, creative writing, and play-based learning to foster reading joy.



Expanding Literacy Programs

- ▶ Development of age-specific reading programs (0-6, 7-12, teens).
- ▶ Promotion of reading for pleasure, not obligation.
- ▶ Outreach to marginalized children and youth.
- ▶ Collaboration with educators to align with public literacy goals.



Program 4: Digital Bridges

- ▶ Digitization of heritage collections using BookEye V2 scanners.
- ▶ Creating online access to rare and historical materials.
- ▶ Promoting digital literacy and information access.
- ▶ Plans to expand digital library platform and integrate OCR for searchable texts.



Program 3: Library in Motion

- ▶ Pop-up libraries and book corners in city squares, parks, and events.
- ▶ Designed to make reading visible and accessible.
- ▶ Encourages spontaneous interaction with books.
- ▶ Promotes the library's role as a community hub beyond its physical walls.



Making Reading Visible

- ▶ Branded materials: posters, banners, reading corners.
- ▶ Strong social media visuals and storytelling posts.
- ▶ Local TV, radio, and press coverage amplify reach.
- ▶ Outreach events double as mini visibility campaigns.

Community Collaboration

- ▶ Partnering with schools, kindergartens, NGOs, and local media.
- ▶ Volunteer programs for university students in literacy activities.
- ▶ Joint events promoting reading culture and creativity.
- ▶ Building a network of reading advocates and literacy mentors.

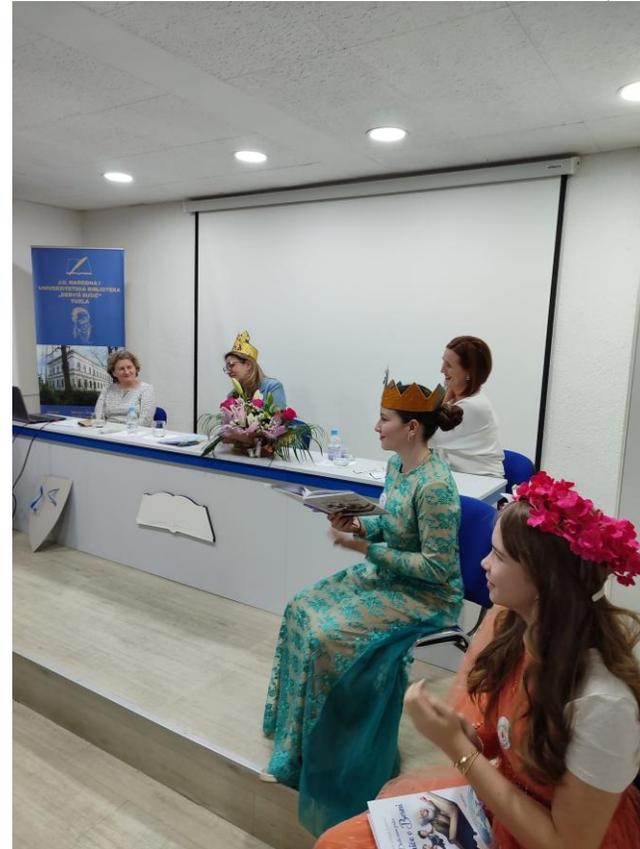


Innovation and Inclusion

- ▶ Programs designed for people with disabilities, seniors, and rural communities.
- ▶ Our collection includes numerous Braille and audio books, ensuring access to reading for people with visual impairments.
- ▶ Inclusive reading formats: audiobooks, large print, and digital editions.
- ▶ Library as an inclusive cultural and educational environment for all.

Youth Engagement

- ▶ Youth-led programs such as the **Group Chat** English conversation club.
- ▶ Creative writing, media literacy, and digital storytelling workshops.
- ▶ Empowering young people as library ambassadors.
- ▶ Collaboration with the University of Tuzla and American Corner Tuzla.



Library as a Third Space

- ▶ Library as a social, inclusive, and safe space for interaction and creativity.
- ▶ Supports learning, collaboration, and community well-being.
- ▶ Extending the concept through outdoor and digital activities.
- ▶ Strengthening the emotional bond between the library and its users.

Sustaining Visibility and Engagement

- ▶ Ongoing storytelling through social media and press.
- ▶ Annual campaigns (e.g. A Month of Reading Without Walls).
- ▶ Expanding partnerships for shared branding.
- ▶ Measuring reach: attendance, online visibility, and engagement.

Impact Beyond Library Walls

- ▶ Thousands of users engaged annually through outreach programs: 360 programs - 24.000 visitors and participants in 2024
- ▶ Strong collaboration with educational institutions and cultural organizations (schools, universities, cultural institutions, NGOs, associations...)
- ▶ Recognized locally for innovative approach to literacy promotion.
- ▶ Increasing number of young users and families participating in library events.

Challenges We Face

- ▶ Limited financial and human resources for outreach activities.
- ▶ Need for sustainable project funding and mobility support.
- ▶ Lack of digital infrastructure in some partner schools.
- ▶ Balancing traditional library work with growing community needs.

Vision for the Future

- ▶ Strengthening regional and international partnerships.
- ▶ Expanding literacy programs to reach every child in Tuzla Canton.
- ▶ Creating a regional hub for reading promotion and innovation.
- ▶ Building digital access to all local heritage collections.

Invitation for Collaboration

- ▶ We believe libraries can transform communities.
- ▶ We are open to partnerships, knowledge exchange, and joint projects.
- ▶ Together, we can build a future where reading connects us all.

Thank you!

► **Contact:**

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