



Neighborhood Library and Special Collections

Programs | Events

MARKETING PROMOTION TOOLS AND PROCESS

TIMELINES

The dates indicate the marketing promotions process for the 3 Featured Events Flyer/Social Media/eNewsletter and Computer Class booklets per Library.

Monthly Events	Deadline in Event Module	Approval Deadline	Distribution Date	Social Media Scheduled	Email Date
January	October 1	November 15	December 15	December 15	Dec 20/Jan 5
February	November 1	December 15	January 15	January 15	January 25
March	December 1	January 15	February 15	February 15	February 25
April	January 1	February 15	March 15	March 15	March 25
May	February 1	March 15	April 15	April 15	April 25
June	March 1	April 15	May 15	May 15	May 25
July	April 1	May 15	June 15	June 15	June 25
August	May 1	June 15	July 15	July 15	July 25
September	June 1	July 15	August 15	August 15	August 25
October	July 1	August 15	September 15	September 15	September 25
November	August 1	September 15	October 15	October 15	October 25
December	September 1	October 15	November 15	November 15	November 25

LIBRARY MANAGERS WILL RECEIVE PROOFS TO REVIEW AND APPROVE.

APPROVAL IS DUE BY INDICATED DEADLINE OR WITHIN A 1-WEEK TURNAROUND.

Print shop will proceed to print if response is not received by deadline. It will be considered as an understood approval "as-is".

All edits will be sent to NL Social Media Liaison to collect into one document.