

# Using Cute Puppies, Forms, and Social Media to Drive Website Engagement



## Kent District Library (Michigan)

**Randy Goble**  
Director of Engagement  
[rgoble@kdl.org](mailto:rgoble@kdl.org)

**Remington Steed**  
Webmaster  
[rsteed@kdl.org](mailto:rsteed@kdl.org)

## Canton Public Library, MI

**Laurie Golden**  
Department Head, Engagement & Design  
[goldenl@cantonpl.org](mailto:goldenl@cantonpl.org)

**Courtney Luketich**  
Web Resources Specialist  
[luketichc@cantonpl.org](mailto:luketichc@cantonpl.org)

**Kaitlyn Minshall**  
Communication Specialist  
[minshallk@cantonpl.org](mailto:minshallk@cantonpl.org)



Milo  
recommends  
books on  
square foot  
gardening



Creating a pet calendar was the  
convergence of two ideas:

Let's raise  
some money!

Isn't my \_\_\_\_\_  
the cutest ever?!

**Are printed calendars still a thing?**


Studies conducted by  
PPAI & The Calendar Advertising Council  
show that **78%** of consumers still use a  
printed calendar at home or work.





Steven the Seagull  
2023 Calendar

Amazon. Pun Intenc




Funny Quotes & Jokes  
Yearly Calendar  
20xx

Zazzle - In stock  
Funny Quotes & Jokes H...



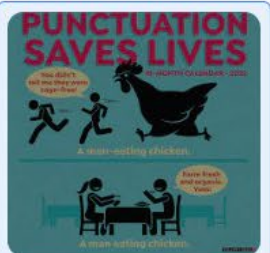
Funny Business Monthly

Amazon.com - In stock  
Funny Business Monthly ...




JOKES  
2024

Walmart - In stock  
Bad Dad Jokes 2024 12 X ...



PUNCTUATION  
SAVES LIVES  
18-MONTH CALENDAR - 2022

Walmart  
2022 Humor Wall Calenda...



BEER SIGNS  
2024 CALENDAR

Just Calendars  
2024 Beer Signs - Square ...



WINE SIGNS  
2024 CALENDAR

Just Calendars  
2024 Wine Signs - Squar...



THINGS  
THAT CAN  
KILL YOU  
2021 CALENDAR

ThisIsWhyImBroke  
33 Ridiculously Funny Calenda...



Dogs Pooping in Beautiful Places

Walmart



Dude with Sign

eBay  
2023 WALL CALENDAR ...



MURPHY'S LAW CALENDAR 2022

Promos On-Time  
Murphy's Law Calendar 2...



Funny Quotes & Jokes H...

Zazzle



WALL CALENDAR - BRAN...

eBay



PUNCTUATION  
SAVES LIVES  
18-MONTH CALENDAR - 2022

You didn't tell me they were cage-free!

A man-eating chicken.

Farm fresh and organic. Yum!

A man eating chicken.

WILLOW CREEK

Willow Creek Press Punctuation Saves Lives 2022 Humor Wall Calendar - Walmart.com

Images may be subject to copyright. [Learn More](#)

Visit



This is how I  
casserole.

THE ART OF DAVID GLENICK - 18-MONTH CALENDAR - 2022



YOGA



Avo GREAT DAY!  
2024 CALENDAR



I don't need  
asking  
for your opinion



MUTT  
MEMES

JUST ASK ME.  
I AM A GOOD BOY.



MINIATURE  
WRESTLING  
2023 CALENDAR

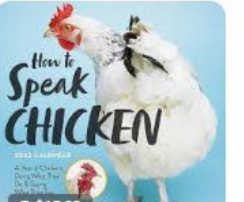


PUNCTUATION  
SAVES LIVES  
18-MONTH CALENDAR - 2022



BAD DAD JOKES  
THE BEST OF THE WORST DAILY CALENDAR

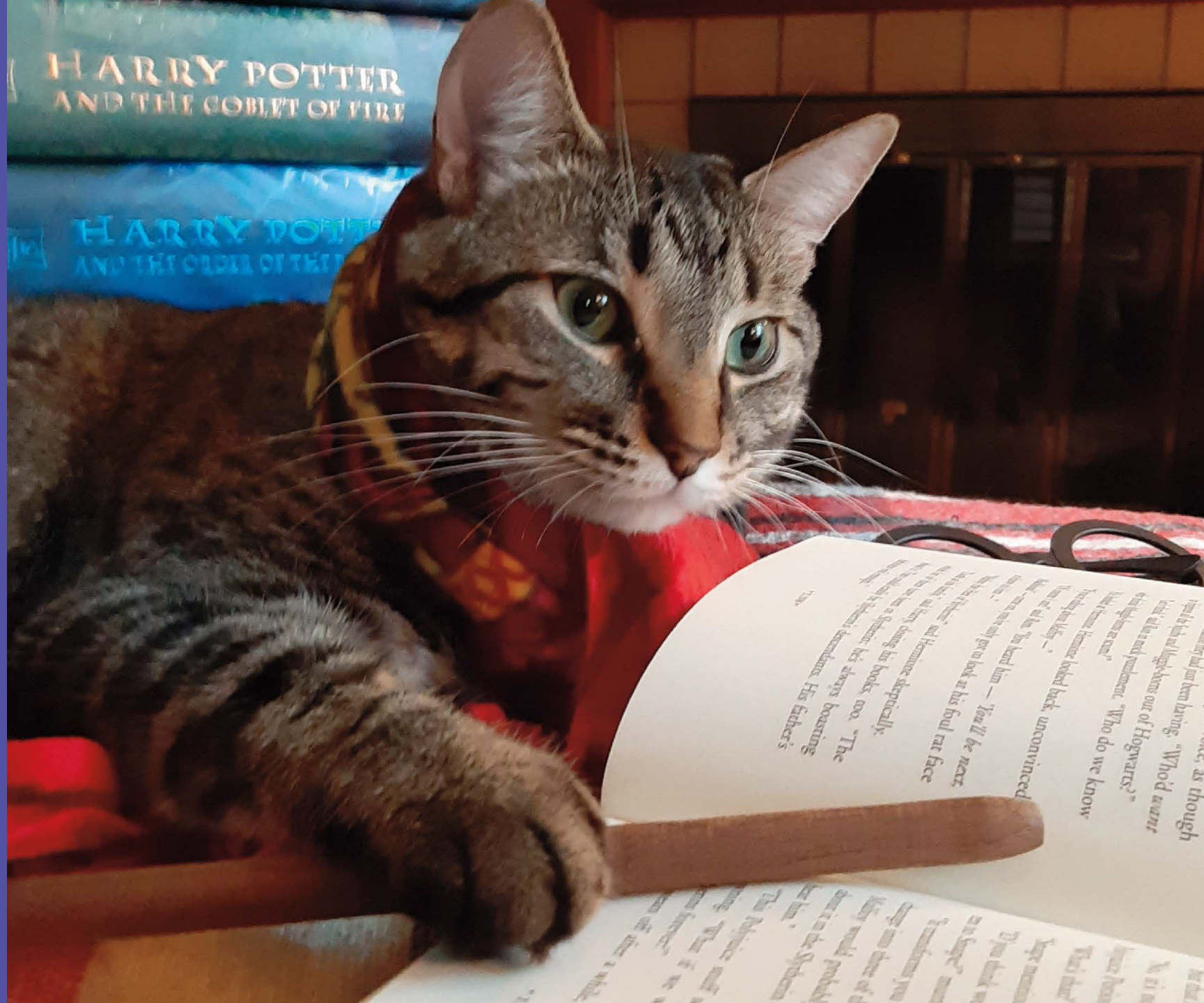
\$17.38



How to  
Speak  
CHICKEN



Rocky  
can name all  
seven of the  
Weasley  
children



# Contest

## Your Pet Could Be Featured in Our Calendar

August 29, 2022

Kent  
District  
Library



# Pet Calendar



Do you have the cutest, most photogenic pet ever? It's time to make them a star! We are accepting photos of pets to be featured in our pet calendar.

Photo submissions are accepted [online](#) through September 14 and must include a literacy theme. One entry per person. An online public vote will take place September 19-26 to determine the 12 featured pets. The pet calendars, which will feature many KDL programs, will be available in all KDL branches for a \$20 donation by October 31.

We can't wait to see pictures of your lizard reading, your cat listening to music or your dog enjoying an audiobook. Have fun. Get creative. Start taking photos!

Submit your entry at [kdl.org/petcalendar](https://kdl.org/petcalendar).



Development





# Voting

 **Kent District Library** ✓  
September 19, 2022 · 🌐

Which pets will make it into the 2023 KDL Pet Calendar?  
You decide! Vote once daily at [kdl.org/pet](https://kdl.org/pet).

 **Pet Calendar**

**Vote once per day!**



**Voting ends Monday, Sept. 26 at 11:59 PM.**

**[kdl.org/pet](https://kdl.org/pet)**

  7

10 comments 21 shares

# Submittable

## 2022 Pet Calendar Photo Contest


Pet Owner's Name \*

First Name

Last Name

Email Address \*

Phone Number \*



Pet's Name \*

Fun Fact about your pet \*

Does your pet do a special trick? Have a favorite book or TV show? Sleep in funny places? We'd love to hear about it.

Photo of Pet \*

Choose File

Upload a file. No files have been attached yet.

Acceptable file types: .jpg, .jpeg, .png, .tif, .tiff

Save Draft

Submit Form



Information  
Ideas  
Excitement!

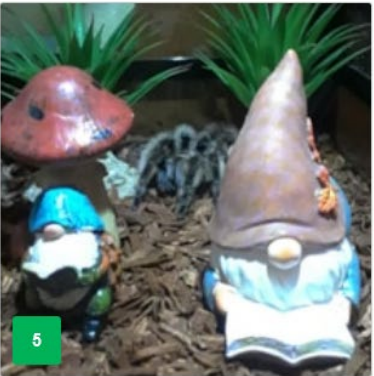
## 2022 KDL Pet Calendar Photo Contest Voting Gallery



Vote once a day through October 3 (extended from Sept. 26)! Please click on an image to see the full version. In the gallery view, the image may be cropped.



21



5



21



12



22



19



Shelly is fond  
of the  
Definitive  
History of  
Ballet








# Creating the calendar





# APRIL

National Pet First Aid Awareness Month

SUN	MON	TUE	WED	THU	FRI
26	27	28	29	30	31
2  Teen Poetry Contest Ends	3	4	5	6	7
9 Easter Sunday (KDL closed)	10	11	12	13	14
16	17	18	19	20	21
23	24	25	26  Middle School Poetry Slam	27  High School Poetry Slam	28
National Library Week (April 23-29)					
30 National Adopt a Shelter Pet Day	1	2	3	4	5

"Without libraries what have we? We have no past and no future." – Ray Bradbury

 BIBLIO  
CON '23






Bandit | Heather Rawe



Fred | Holly Goulet



Shelly | Melinda Slater



Rocky | Julie Woody



Milo | Jaci Cooper



Apricot | Shelby Toren



Ruby | Mary Cook



Arctic | Teresa & Zach Akalis



Benji | Kelsea Wierenga



Walter | Amber DeRoos



Murphy | Jennifer Sowle



Brown Cat | Rachel Groters

This calendar was designed, printed and assembled at the Kent District Library Service Center in Comstock Park, MI.

Find us:

Kent District Library

 [kdl.org](http://kdl.org)

Information Ideas Excitement!

Support for this calendar provided by

 LOGANS  
ALLEY

916 Michigan St NE, Grand Rapids, MI 49503  
[LogansAlley.com](http://LogansAlley.com)

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# Results:

## FINANCIAL

- \$20 pet calendar (discounted to \$5 in January)
- Secured a sponsor for \$1,000 to offset printing cost
- Sold 162 calendars
- \$3,225 revenue

## ENGAGEMENT

- 67 entries
- 347 votes
- Estimated 20,000+ social media reach



# Lessons learned:

## **Keep it simple**

- Requirements will not be understood by everyone
  - Image resolution
  - Image aspect ratio
  - Theme
- Voting

## **Make it free**

- The value of exposure and engagement is terrific



Canton Public Library

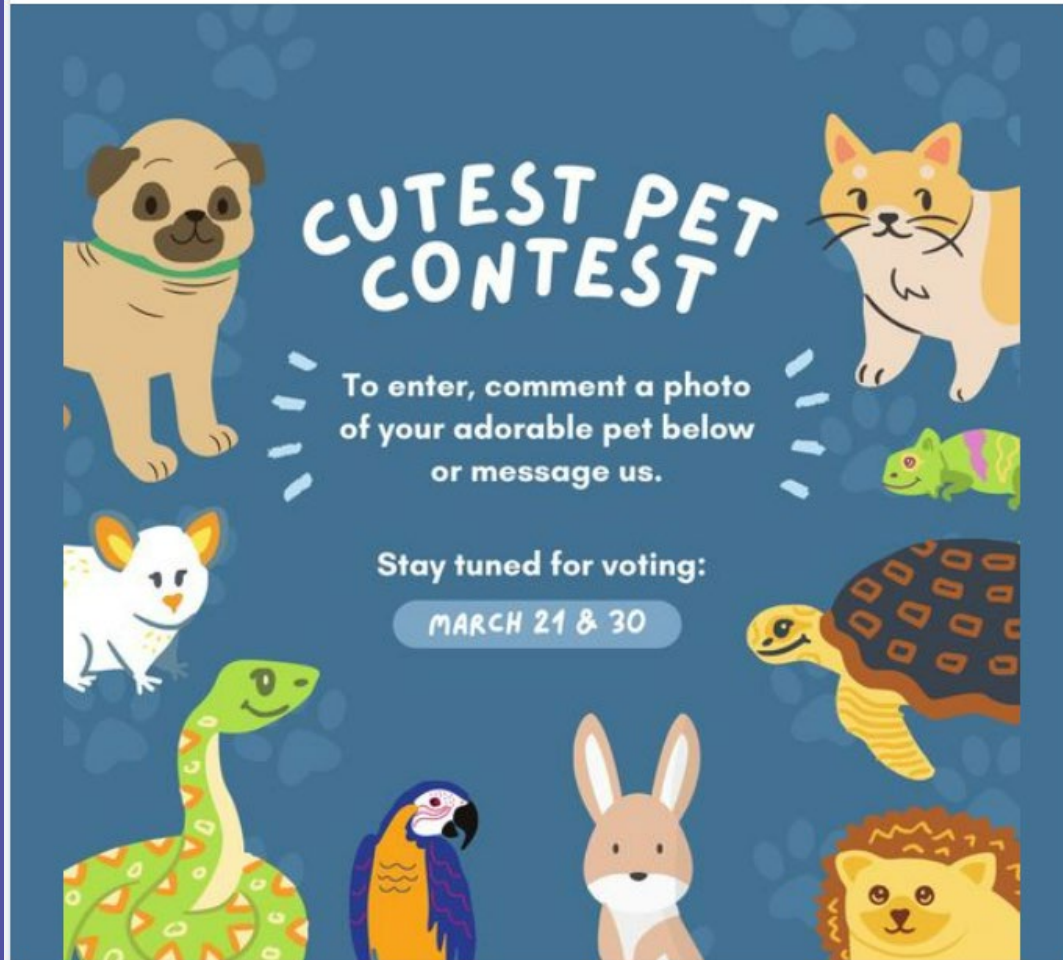
March 7 · 🌐

...

National Pet Day is coming up in April, and we're celebrating with a contest. To enter, share your cutest pet pics in the comments below or message them to us. Pets of all kinds are welcome, just make sure your submission is in by March 14.

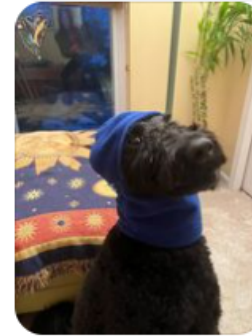
Stay tuned to our social media for two rounds of voting: vote for your favorite pet on March 21, and again to select our finalists on March 30. The winners, earning the title of CPL's Cutest Pet, will be announced on National Pet Day, April 11.

Let's see those adorable pets! 🐾



Whitney Westwood-Ortiz

This is Tico. He's unsure why he would need to wear a balaclava.



Like Reply 25w



Author

Canton Public Library

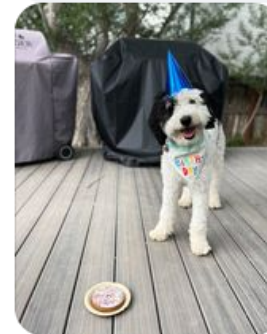
Whitney Westwood-Ortiz Tico might be unsure, but he looks fabulous in his balaclava. Thank you for your submission, stay tuned to vote for him on March 21.

Like Reply 25w



Emily Joy

This is Kona, he's the goodest boy!



Like Reply 25w



Most Relevant is selected, so some replies may have been filtered out.



Author

Canton Public Library

Emily Joy The goodest boy indeed! Thank you for your submission, stay tuned to vote for Kona on March 21.

Like Reply 25w



We asked to see your adorable pets—and you delivered! Now, it's time to vote for our furry, feathered or scaly friends that will be named CPL's Cutest Pets. Take a look at the entries below and vote for your favorite in each category from March 21-28, 2023 to advance onto the final round of voting.

We'll also need your help deciding a winner. From March 30-April 6, 2023, take a look at the top three entries in each category and vote for your favorite. Or, if you are visiting the library, stop by our physical display to cast your vote.

The winners in each category with the most votes will be announced on our [Facebook page](#) on National Pet Day, April 11, 2023. Winners will be contacted directly by CPL's [official Facebook page](#) to pick up their prize.

## Other Pets



Bleonard B Blennipus



Coco & 'Max'ine



Jon's Sea Monkeys



Paint

### Vote for the Cutest Other Pet

- ☐ Bleonard B Blennipus
- ☐ Coco & 'Max'ine
- ☐ Jon's Sea Monkeys
- ☐ Paint

Information submitted in this webform is secure. [Learn More](#)

Submit

## Cats



### Vote for the Cutest Cat

- ☐ Clara & Daphne
- ☐ Echo



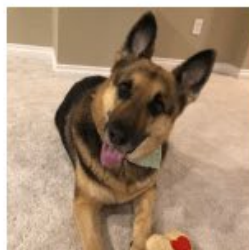
# Photo Gallery



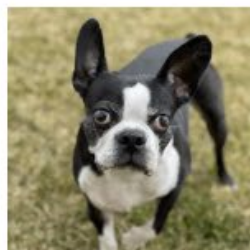
## Dogs



Apollo & Smith



Bear



Bert



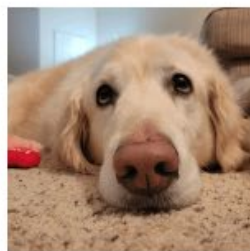
Bowser



Buddy



Charlie



Chloe Bella



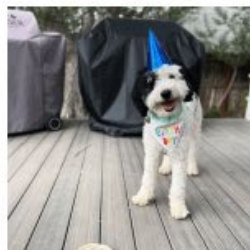
Coco



Ginny



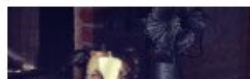
Jordy



Kona



Lola




### Vote for the Cutest Dog

- ☐ Apollo & Smith
- ☐ Bear
- ☐ Bert
- ☐ Bowser
- ☐ Buddy
- ☐ Charlie
- ☐ Chloe Bella
- ☐ Coco
- ☐ Ginny
- ☐ Jordy
- ☐ Kona
- ☐ Lola
- ☐ Louie
- ☐ Lucy
- ☐ Luna
- ☐ Maple
- ☐ Mason & Max
- ☐ Mellie
- ☐ Miski
- ☐ Nilla
- ☐ Nina
- ☐ Nova
- ☐ Pika

## Form




# Social Media

**Canton Public Library**  
March 21 · 🌐

We asked to see your adorable pets—and you delivered! Now, it's time to vote for the cutest pet to advance onto the final round. Visit our website from March 21-28 to vote for your favorite in each category: <https://bit.ly/3FE6rUa>. 🐱🐶🐹🐰🐊

We'll also need your help deciding a winner. After you vote this week, stay tuned to our Facebook page to see the top three entries in each category who've made it to the final round of voting. The pets with the most votes after the final round will win a prize and be named CPL's Cutest Pets.

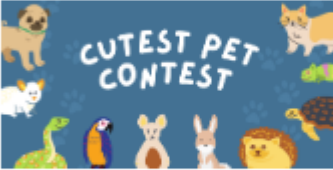


## CUTEST PET CONTEST

Vote now for your favorite pet on our website

ROUND 1 VOTING  
MARCH 21-28, 2023


# Monthly E-newsletter



### Canton's Cutest Pets Contest Voting


The nominees are in and now it is time to vote for Canton's Cutest Pets. [First round voting](#) is open through March 28.

# Homepage

**Canton Public Library**  
connecting your community

Search the  by

[Card & Account](#) [Browse](#) [Services](#) [Research & Learn](#) [Programs](#)




## CHECK OUT OUR NEW WEB PAGE!

*Canton Connections*

MAR 30	ELL Convers...
MAR 30	A Pokemon Pikachu! (re...
MAR 31	ELL Convers...

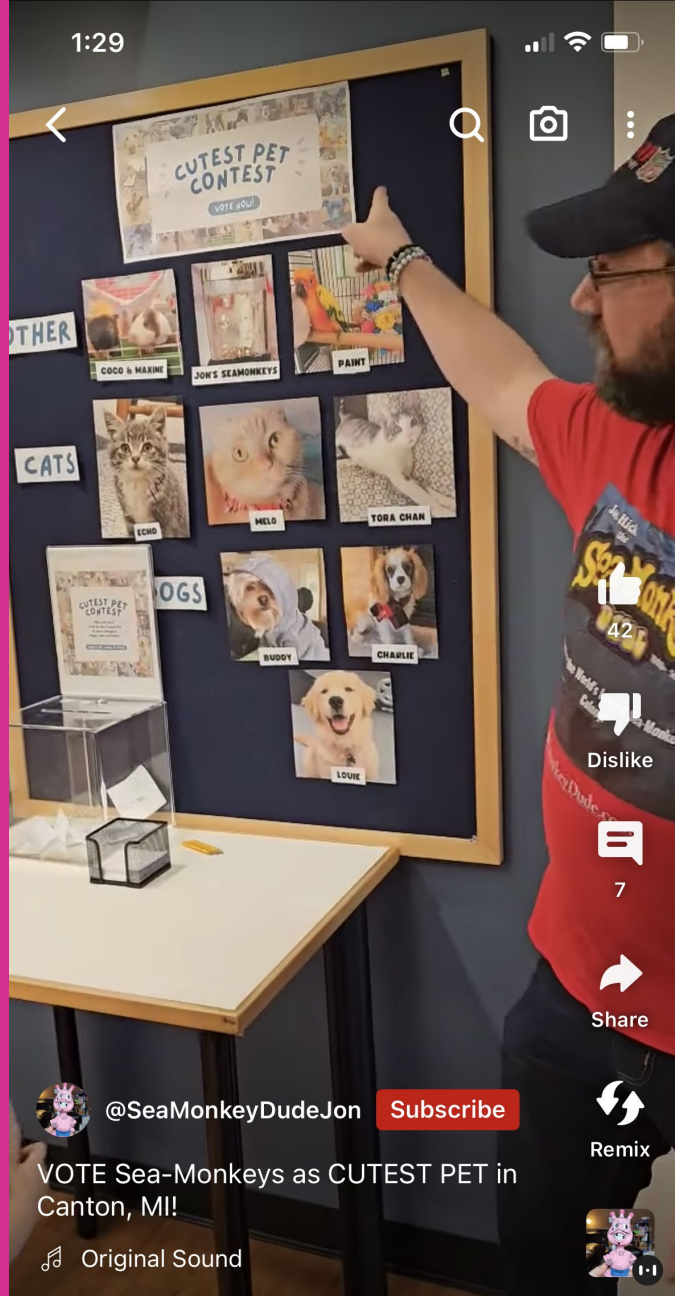
[View more events](#)



### Who Is Canton's Cutest Pet?

View the contestants and cast your vote.





@SeaMonkeyDudeJon [Subscribe](#)

VOTE Sea-Monkeys as CUTEST PET in Canton, MI!

Original Sound



Liked by librarylandlisa and 5 others

scripttheshchnoodle Please VOTE for me for the CUTEST PET CONTEST at the @cantonpubliclibrary. We all know I'm the cutest, in this town, it's time to make it official. LINK IN BIO 🐾🐾🐾🐾🐾





Canton Public Library

April 11 · 🌐

...

After 54 entries and over 6,000 votes, we finally have the winners of our Cutest Pet Contest! Congratulations to Charlie, Echo and Coco & Maxine, officially named CPL's Cutest Pets of 2023.



When it comes to cuteness, all of your pets are winners. Thank you for sharing your furry, feathery and scaly friends with us!



**CHARLIE**

CPL'S CUTEST DOG 2023



**ECHO**

CPL'S CUTEST CAT 2023



**COCO & 'MAX'INE**

CPL'S CUTEST OTHER PET 2023



DOGS:  
2ND PLACE  
**LOUIE**



DOGS:  
3RD PLACE  
**BUDDY**



CATS:  
2ND PLACE  
**MELO**

+2



CATS:  
3RD PLACE  
**TORA  
CHAN**

# Winners Announced on Social Media & Prizes Awarded



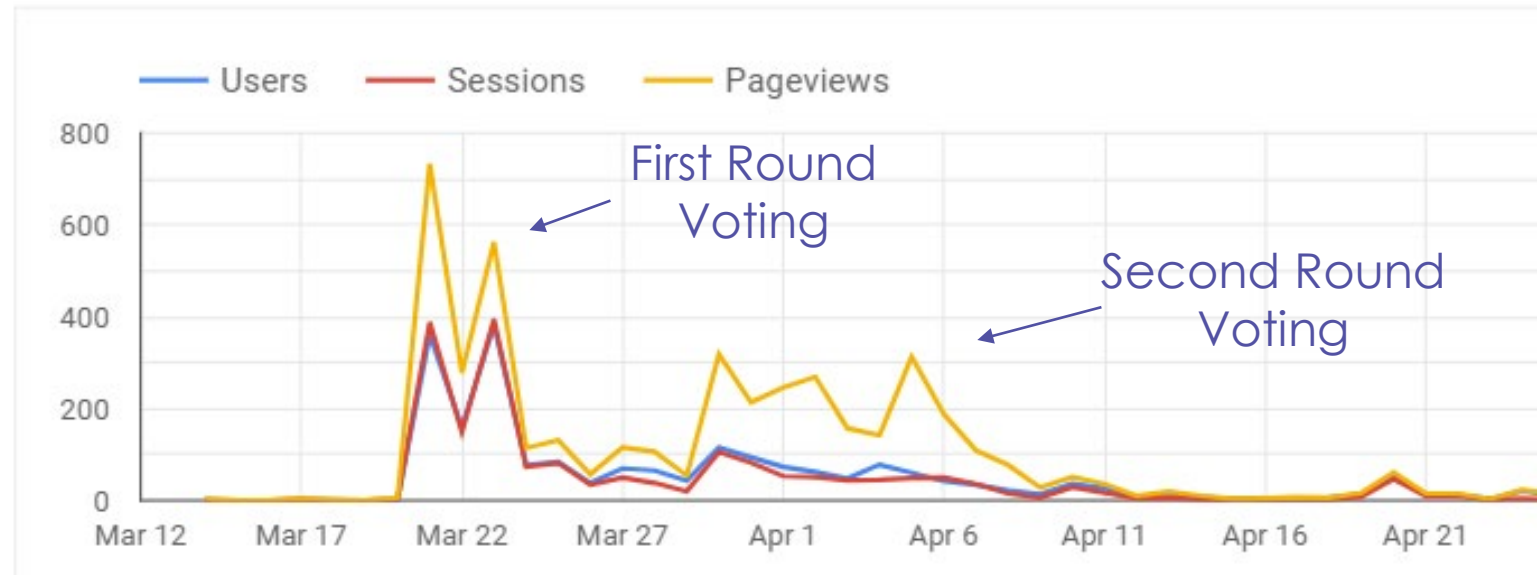
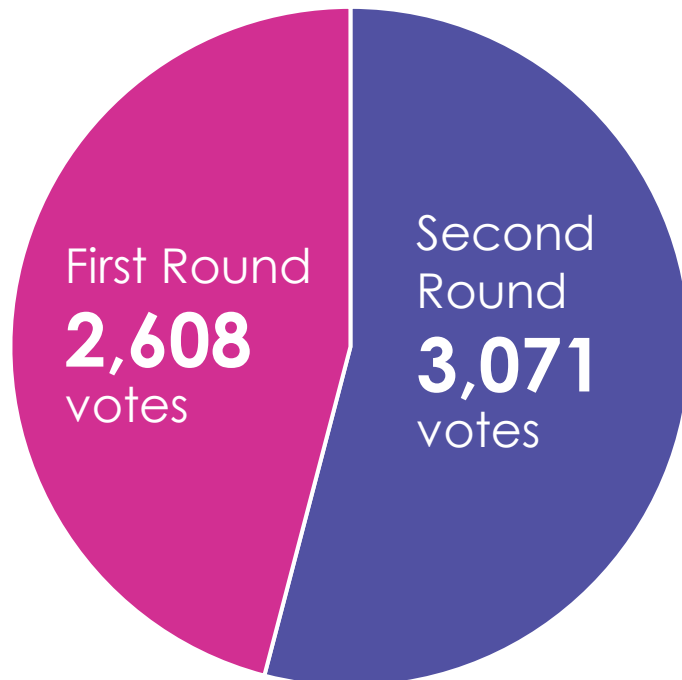
# The Numbers Speak for Themselves



**5,679**  
total online votes

**1,398** link clicks from Facebook  
directly to the website voting page

## Traffic to Our Voting Webpage





# Want to See It in Action?



Follow [@CantonLibrary](https://www.facebook.com/CantonLibrary) on Facebook to experience our Halloween Pet Costume Contest, starting October 1. →





# Thank you!



Laurie Golden  
Department Head, Engagement & Design  
[goldenl@cantonpl.org](mailto:goldenl@cantonpl.org)

Courtney Luketich  
Web Resources Specialist  
[luketichc@cantonpl.org](mailto:luketichc@cantonpl.org)

Kaitlyn Minshall  
Communication Specialist  
[minshallk@cantonpl.org](mailto:minshallk@cantonpl.org)

Randy Goble  
Director of Engagement  
[rgoble@kdl.org](mailto:rgoble@kdl.org)  
616.647.4146



Remington Steed  
Webmaster  
[rsteed@kdl.org](mailto:rsteed@kdl.org)  
616.784.2007