

Build Community with a Smartphone Photo Contest!

Victoria Tibbits & Carole Renca



YOUR ROAD TO DISCOVERY, ENRICHMENT, & COMMUNITY

Favorite Place in Essex (2023) - First Place

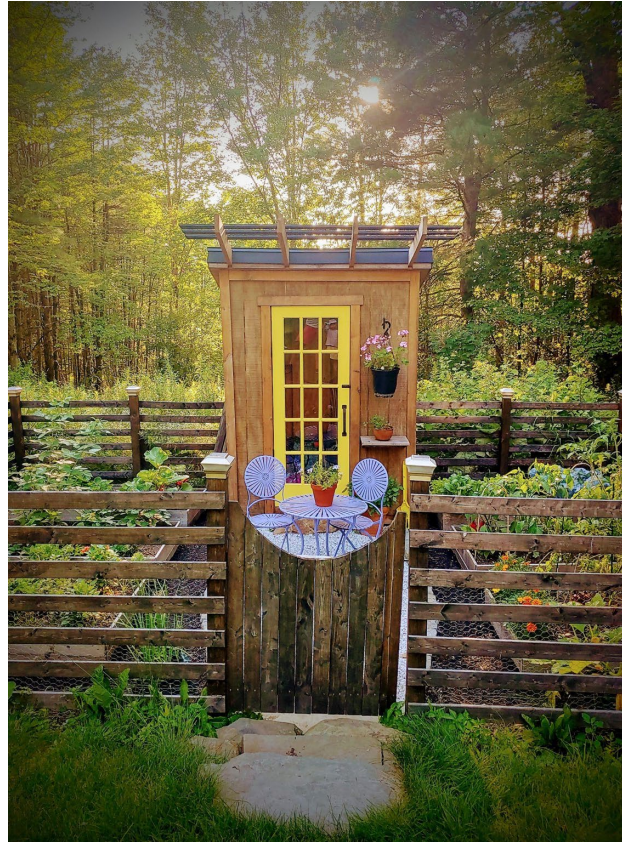


© D.Gregory

Guiding Principle: Community-Building

- Celebrate Town Identity
 - Town of Essex Residents & Businesses
- Easy to Participate
 - Library Card Not Required
 - Smartphone Photos Only
 - Voting station Set Up in the Library for People Without Computer Access

Lifestyle (2023) - First Place



© K.Whelan

Planning & Prep

- Choose Categories to Complement CLSP Theme
- Develop Rules
- Solicit Prizes from Local Businesses with Letter from Library
- Create
 - Entry Form in Google Forms
 - Gmail Templates for Repetitive Emails
 - Publicity Pieces
 - Promote Donor Businesses
- Estimated Time - Staff (12 hrs), Volunteer (3 hrs)

Natural World (2023) - First Place



© B.Hood

The Rules

- Open to Essex Town Residents Ages 18+
- For Amateurs only
- Photo(s)
 - Taken Between a Specific Date Range
 - Submitted by the Original Creator
 - Suitable for Public Viewing by All Ages
 - Permission to Photograph any Identifiable Individuals
 - Black & White, Color, or Reasonably Photo Enhanced
 - Cropping, Blurring, Color Intensity, Brightness, Contrast, or Filters
- One Entry per Category/Photographer
- Email Photos as an Attachment
 - Subject Line Must Include "Photo Contest", Category and Title

The Rest of the Rules

- Entry and Voting Periods Listed
- Winners Determined by the Number of Votes Received
- Photos and Photographers will be Disqualified for Not Following the Rules
- Permission for Essex Free Library to
 - Use, Modify, Reproduce, Publish, Display, Distribute, or Make Derivative Works for Promotional or any Other Purposes Digitally or in Print
 - Copyright of Entry Materials Remain with Respective Entrants

Natural World (2023) - Second Place



© S.Turnbull

Registration & Photo Submissions

- Registration by Google Form
 - Contact Info
 - Address to Confirm Town of Essex Residency
 - Confirm Agreement to Follow Contest Rules
 - Photo
 - Category
 - Caption
 - Title
 - Location
- Submissions by Email
 - Photo
 - Acceptance/Acknowledgement via Gmail Template
- Estimated Time - Staff (5 hrs)

Essex Excursions (2024) - First Place



Ballot & Voting

- Ballot
 - Google Forms with Feed Into Google Sheet
 - Photographers Names Not Included
 - Collect Contact Info to Confirm Essex Residency
 - Select Favorite Photos from Drop Down Menu
- Voting
 - Chromebook available in Library with Slideshow of Entries
 - Ballot Posted on Website, Facebook & Front Porch Forum
- Estimated Time - Staff (5 hrs)

Vermont Ventures (2024) - First Place



©T.A.Tu

Winners & Thank Yous

- **Winners**
 - Based on Number of Votes
 - Notified by Email
 - Photos Displayed for a Month in Library and on Homepage
- **Thank Yous**
 - All Photographers for Participation - Gmail Template
 - Supporting Businesses for Prizes - Handwritten
- **Estimated Time - Staff (3 hrs), Volunteer (1 hr)**
- **Estimated Cost - Copies of Winning Photos (\$20)**

Adventures Abroad (2024) - First Place



Fine-tuning/Improvements

- Have Extra Prizes in Case of Ties
- Repurpose Forms & Templates
- Utilize Social Media More Heavily
- Consider an Opening Night Gallery Event
- New in 2025 - Teen Category

Adventures Abroad (2024) - Second Place



©S.Wade-Harrington

Community-Building Outcomes

- Engaged
 - Community Members Who are Not Currently Library Card Holders
 - More Men than Most of Our Adult Library Programs Typically Attract
 - More Diverse Age-range than Most of Our Adult Library Programs Typically Attract
 - Local Businesses with the Library and Library Patrons
- Created a Photo Gallery for Community Members to Enjoy
 - Fun Way for Photographers to Share Their Photos

Vermont Ventures (2024) - Second Place



©K.LaPointe



ESSEX FREE LIBRARY

YOUR ROAD TO DISCOVERY, ENRICHMENT, & COMMUNITY

Contact Victoria Tibbits - vtibbits@essex.org