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## MEDIA RELEASE

### CONTACT:

Elysa Parks, Outreach Librarian  
270-887-4262  
[Elysa@hccpl.org](mailto:Elysa@hccpl.org)

**Hopkinsville, KY – July 9, 2020** – Hopkinsville-Christian County Public Library (HCCPL) is the recipient of the Libraries Lead with Digital Skills Grant. This is an initiative of the American Library Association (ALA) and the Public Library Association (PLA), sponsored by Grow with Google, the tech company's economic opportunity initiative. HCCPL will be using this grant to present a 5-part series for Small Businesses and Non-Profit agencies called **Social Success for Small Businesses & Non-Profit Organizations**.

This **FREE** series will be held from August-December and will focus on specific social media marketing programs that are beneficial to the small business entrepreneur or non-profit agency. The series will cover the following topics

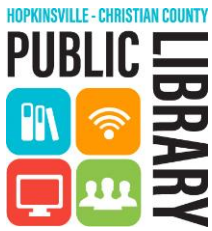
- *All About Instagram – August 10*
- *Attracting Visitors with TripAdvisor – September 26*
- *Creative Content on Canva – October 5*
- *All About Facebook – November 9*
- *Marketing & Communicating Your Brand – December 7*

Class sizes will be kept to a minimum of 15 participants. Each participant will receive a copy of the 2019 book, *Social Media Success for Every Brand: The Five Storybrand Pillars that Turn Posts into Profits* by Claire Diaz-Ortiz. Participants attending 3 or more classes will also receive a cell phone/camera/GoPro tripod to help them create content for their business or organization. Individuals may register now from the library's Facebook event page.

DeeAnna Sova, HCCPL Executive Director, shared, "There are many FREE or inexpensive options to promote, sell, and brand your organization, but often small business owners and non-profit leaders have limited staff and training budgets to obtain the courses or information that is available. Our hopes for this series are to provide free basic course information to help these types of businesses take their organizations to the next level. In the world of digital marketing, just when you think you have it figured out, it changes."

"Libraries have long been America's gathering place for learning. From learning new digital skills for the workplace, to creating a résumé or growing your business online, people are going to libraries as resources for professional growth now more than ever," said Nicky Rigg, program manager for Digital Skills outreach at Google. "Grow with Google is excited to support library programs across the country to help ensure that economic opportunity exists for everyone."

This program is funded by Libraries Lead with Digital Skills, which was created so that local libraries can combine their own program offerings with Grow with Google training materials to offer virtual community workshops or other activities aimed at empowering small businesses to grow online or assisting job seekers to prepare for and find work.



1101 Bethel St · Hopkinsville, KY 42240

T: 270-887-4262

F: 270-887-4264

Hccpl.org

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The Grow with Google initiative draws on Google's 20-year history of building products, platforms, and services that help people and businesses grow. Through this initiative, we aim to help everyone across America – those who make up the workforce of today and those who will drive the workforce of tomorrow – access the best of Google's training and tools to grow their skills, careers, and businesses. Learn more at <https://grow.google/>.

The courses will be led by experts from across the region that understand our community's customers, clients, and donors that we are all trying to reach. Mrs. Sova added, "Being a part of the non-profit community means I have to find unique ways to champion the library's cause. While the library doesn't have a retail storefront, we still have a product, mission, and story to share, and these 5 courses can make a big impact on how we communicate with our audience."

Follow the library on Facebook and Instagram or check our website, [www.hccpl.org](http://www.hccpl.org), for information about programs and events.