

# Shorewood Public Library

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


## DESCRIPTION

Shorewood Public Library is a municipal library that has great reach into the community, excellent programs for kids, teens, parents of young

adults, and an older community that's embracing technology. They boast one of the highest usage rates in the state.

## STRATEGY

Being a pillar of the Shorewood community, they needed a site that reflects their values with both imagery and brand. They also needed a site that was clean, easy to use and dynamic, and worked on all screen sizes. They have a dynamic events calendar, curated book lists, and a blog that we imported from another platform. They also take great

advantage of their kids and teens sections, and promote both early literacy and adult adoption of technology through their campaigns and bucket systems, and gain audience through great content on the blog and the site.

