



GWINNETT COUNTY
PUBLIC LIBRARY

Media Contact:

PRESS RELEASE

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GWINNETT COUNTY PUBLIC LIBRARY WINS MAJOR MARKETING AWARD

June 26, 2026 — Gwinnett County Public Library is the winner of the 2026 John Cotton Dana Award, celebrating library marketing and communications through strategic and creative campaigns.

What began as a creative social media experiment became a viral success when GCPL's IT Manager, Keith Davis, emerged as the star of the library's TikTok campaign. Created entirely in-house, "Social Media Star Keith" increased followers by more than 446%, earned local media attention, and showcased the impact of authentic, staff-driven storytelling.

Our team's goal was to grow followers. We wanted something that would attract a younger audience and inform them of all that our library has to offer. The success of our campaign astonished all of us. It has been so popular, new Keith videos are being created regularly," said Duffie Dixon, Director of Marketing and Communications.

Administered by the American Library Association's (ALA) Core Division in partnership with EBSCO Information Services, the award is considered "the Oscar of library marketing" and provides a \$10,000 grant funded by the H.W. Wilson Foundation.

This grant recognizes outstanding public relations efforts that elevate the visibility and impact of library services.

Here's a look at "the video that started it all"

<https://www.tiktok.com/@gwinnettlibrary/video/7507048167028919598>

To view all of our Keith videos, follow us on [TikTok](#), [Facebook](#), [Instagram](#), and [X](#) @gwinnettlibrary

About the John Cotton Dana Award

The John Cotton Dana Award was inaugurated by The H.W. Wilson Company at the 1946 annual conference of the American Library Association. It was named after John Cotton Dana (1856-1929), a librarian called the father of the modern library. The Awards are funded by the H.W. Wilson Foundation.

About Core: Leadership, Infrastructure Futures

Core: Leadership, Infrastructure, Futures is the national association that advances the profession of librarians and information providers in central roles of leadership and management, collections and technical services, preservation, and technology. Core is a division of the American Library Association.

About the H.W. Wilson Foundation

The Foundation was established in 1952 by Halsey W. Wilson to support the needs of company employees and retirees. Since 1957, the H.W. Wilson Foundation has focused on providing financial assistance to causes that have the greatest impact on improving the spirit, mind, and body of the greatest number of people through aid, support, and cooperation with charitable, benevolent, educational, and religious institutions.

About EBSCO Information Services

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