

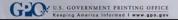
Shout it from the Rooftops & Laptops: A Focus Group on the Future of Marketing the FDLP

October 18, 2011

Kelly Seifert

Office of the Director, Library Services & Content Management

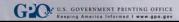
U.S. Government Printing Office





Today's Focus Group...

- Our Task
- Re-Cap of FDLP Marketing
- A New Marketing Campaign
- Promotional & Educational Brochures
- Social Media & Social Networking
- New Promotional Tools
- Wrap-Up

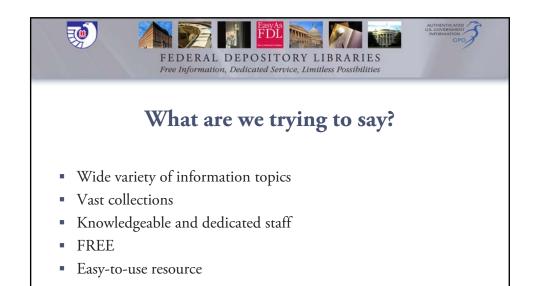


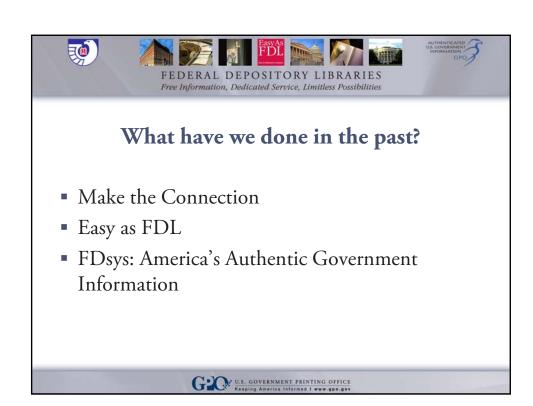


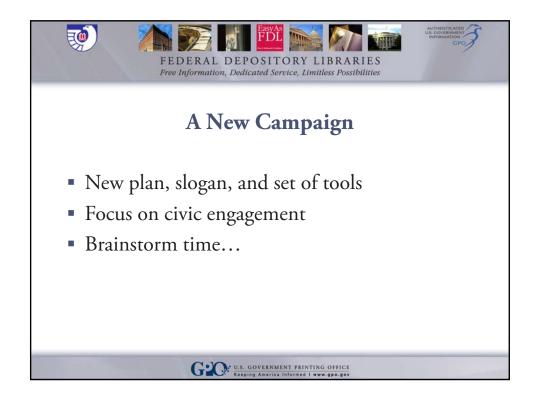
GPO's Task...

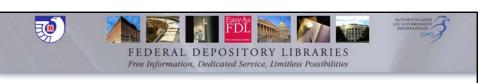
- To market the services of FDLs to the widest audience possible...
- To provide FDLs with the tools necessary to market their own services to both the general public and non-Federal depository libraries...











Slogan Options...

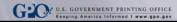
- Federal Depository Libraries: Connecting The People with Their Government
- Engage in Your Government with Federal Depository Libraries
- Federal Depository Libraries and You:
 Community Partners for Civic Engagement

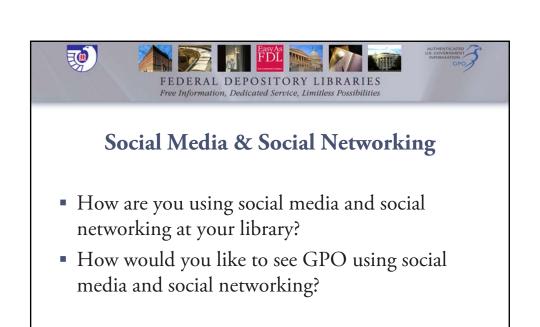




Current Promotional Brochures

- 5 current brochures
 - FDLP
 - FDsys
 - Tracking Legislation in FDsys
 - Research Federal Rulemaking in FDsys
 - Catalog of U.S. Government Publications





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