

Showcasing your Library

New FDLP Promotional Tools

Kelly Seifert Strategic Communications Coordinator October 20, 2015



New FDLP Promotional Tagline

Access U.S. Government information on the go and on the shelf.





FDLP Promotional Priorities

- Federal depository libraries
- Ben's Guide to the U.S. Government
- Catalog of U.S. Government Publications (CGP)
- GPO's Federal Digital System (FDsys)

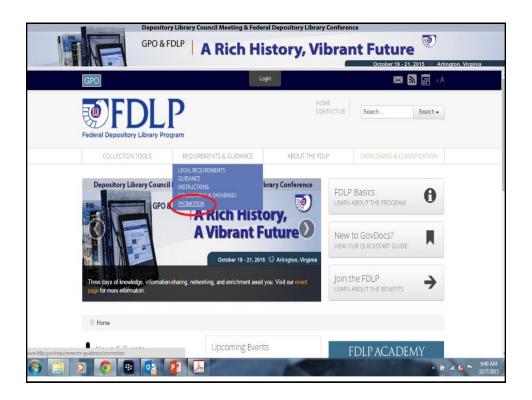
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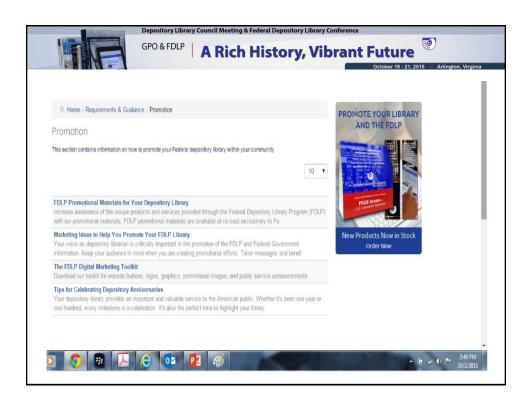


GPO's Role

- Create promotional tools and resources
- Utilize social media
- Provide guidance to libraries
- Share good ideas of other libraries











Coming Soon...

- Promotional Video
- FDLP Guide to Social Media
- Ben for your library
- CGP pencils
- FDsys sticky notes
- Folders
- Press release templates
- Promotion webinar

Depository Library Council Meeting & Federal Depository Library Conference

GPO & FDLP | A Rich History, Vibrant Future

Cetober 19 - 21, 2015 | Arlington, Virginia

GPO Social Meedia

Four Can help

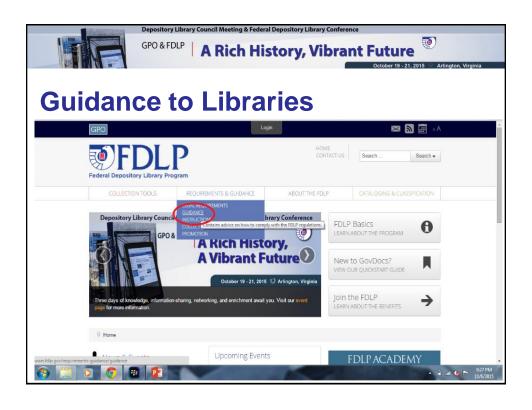
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Questions?

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- askGPO: www.gpo.gov/askgpo
 - Federal Depository Libraries > Marketing Strategies/Radio Spots
- Outreach and Support team: fdlpoutreach@gpo.gov