Shine a Spotlight on Your Library

FDLP Promotional Tools & Tactics

Kelly Seifert, Strategic Communications Coordinator, GPO
Scott Pauley, Writer/Editor, GPO
Increasing your library’s Visibility
FDLP Promotional Priorities
• Resources from GPO for promoting your library
• Promoting digital resources
• Social media tips
• Q&A
GPO’s Role

– Promotional tools and resources

– Guidance

– Idea exchange

– Social media
Promo Tools
Promo Tools
NEW Promo Tools

• Ben temporary tattoos
• **govinfo** handouts & brochures
• New brochures for the FDLP & CGP (soon)
For Order & Download
Constitution Day Resources

- Constitution Day Packets
- Links to LibGuides
- Trivia
- Quizzes
- Images
- Posters
- Activity suggestions
Anniversary Resources

Celebrating 20 Years
Federal Depository Library Program

Celebrating 100 Years
FDLP

Celebrating 30 Years
Federal Depository Library Program
Promo Guidance

• Obsolete Promo Items
• Promo Tips & Ideas
• Celebrating Anniversaries
Idea Exchange

• Celebrating December Holidays
• Celebrating Halloween
Idea Exchange

- Celebrating Valentine’s Day
- Celebrating Constitution Day
- Celebrating Anniversaries
Social Media

• #lovemyFDL
• #BensAdventures
• Live tweeting events
<table>
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<tr>
<th>FDLP Guide to Social Media</th>
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<tr>
<td>Order FDLP Promotional Materials</td>
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<tr>
<td>Promotional Tips and Ideas</td>
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<tr>
<td>FDLP Digital Marketing Toolkit (for download)</td>
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<td>Celebrating Depository Anniversaries</td>
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<td>Anniversary Celebrations</td>
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<td>Celebrating Constitution Day</td>
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• Resources from GPO for promoting your library

• Promoting digital resources

• Social media tips

• Q&A
Promoting Digital Resources

eBooks
Websites and databases
eMagazines
Videos
Promoting Digital Resources

2 ideas – sometimes in opposition:

• Patrons don’t always visit the library.

• Not all patrons are digital natives.
Promoting Digital Resources

Inside the library:

• List of digital resources
• Cheat sheets
• Stickers/signs on or near print publications
• Staff / professor training
• Patron training
• Signage
Promoting Digital Resources

Beyond the library:

• Websites
  – PDFs (cheat sheets, lists)
  – Homepage feature
  – Integrate with other features

• Social Media
  – Digital feature
  – Did you know?
  – Top 10 lists
  – Videos (1 min review)
Promoting Digital Resources

Beyond the library:
• eBlasts
• Newsletter
• Library app
• Resources from GPO for promoting your library
• Promoting digital resources
• Social media tips
• Q&A
Social Media Tips for FDLs

Best practices and helpful tips for libraries using social media.

Presenter:
Scott Pauley
Writer/Editor LSCM
Communicating with Patrons

- Social Media, like all communication, should be a two-way street
- Don’t constantly post information while avoiding real engagement
- Nobody likes someone that constantly talks and never listens
Communicating with Patrons

- Social Media, like all communication, should be a two-way street
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Facebook

- Video is King
- Events
- Networking
Twitter

• Move fast, and respond fast
• #HASHTAGS
• Photos
Instagram

- #HASHTAGSGALORE
- Unique Angles
- Stories
- Influencers
Inspiration

• Good Reads
• User Generated Content
• Resources from GPO for promoting your library
• Promoting digital resources
• Social media tips
• Q&A
– Kelly Seifert
  • kseifert@gpo.gov
  • 202-512-1623

• Scott Pauley
  • spauley@gpo.gov
  • 201-512-0168

– askGPO: www.gpo.gov/askgpo
  • Federal Depository Libraries > Marketing Strategies/Radio Spots

– Outreach and Support team: fdlpoutreach@gpo.gov