

October 22-24
2018
Arlington, VA



Depository Library Council & Federal Depository Libraries
**FEDERAL DEPOSITORY
LIBRARY CONFERENCE**



#FDLConference

3 Steps to FDLP Promotion Success



Kelly Seifert, Strategic Communications Coordinator, LSCM, GPO

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**YOUR
STORY**



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FDLP.gov

- Conference banner
- Blue button for Slides & Handouts
- Elements of Your Marketing Strategy handout

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Your Community

- Your literal community
- Your library community
- Your FDLP community
- Your GPO community

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Your Literal Community

- Community and government leaders
- Other community services
- Online community
- Your patrons

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Your Library Community

- Branch libraries
- Other local non-depositories
- Other parts of YOUR library
- ALA

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Your FDLP Community

- Follow on social media
- FDLP.gov online galleries
- Network here!
- Talk with your regional



Your GPO Community

- <https://www.fdlp.gov/promotion>
- Consultation
- Webinars
- Talk to us here!
- Library visits

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Questions?

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