Promoting the FDLP

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Recap of Kelly’s webinar

- Importance of promotion
- Top ways you can promote
- Social networking
- Community
- FDLP promotional material
Feedback received from May webinar

- Social media
- How to locate
- Promotional ideas
- Real examples
- Time allotment

Social media at GPO

Pinterest
http://www.pinterest.com/usgpo

Facebook
www.facebook.com/USGPO

Government BookTalk
http://govbooktalk.gpo.gov/
Locating promotional materials currently available for order
FDLP Promotional Materials for Your Depository Library

Title:
Increase awareness of the unique products and services provided through the Federal Depository Library Program (FDLP) with our promotional materials.

FDLP promotional materials are available at no cost exclusively to Federal Depository Libraries. When ordering, please carefully consider the questions raised by your library.

Showcase FDLP Services
Advertise Your Depository
Raise User Awareness

View Product List
We want to hear from YOU
http://login.icohere.com/connect/d_connect_itemframer.cfm?vsDTTitle=Promoting%20your%20Depository%20and%20the%20FDLP&dseq=18332&dtseq=77344&mkey=public1172&vbDTA=0&vINA=0&vsDTA=&vPAN=2&vDTC=0&blog=0&vsSH=A

What are you doing with FDLP promotional materials?

- What do you use?
- How do you use it?
- Who do you share with?
- What can we do to help?
Continue the discussion

- What works?
- What doesn’t work?
- What can be improved?
- Provide examples

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