3 Steps to FDLP Promotion Success

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

- Your literal community
- Your library community
- Your FDLP community
- Your GPO community
Your Literal Community

• Community and government leaders
• Other community services
• Online community
• Your patrons
Your Library Community

• Branch libraries
• Other local non-depositories
• Other parts of YOUR library
• ALA
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](https://www.fdlp.gov/promotion)
- Consultation
- Webinars
- Talk to us here!
- Library visits
Questions?

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