

>> What we are going to talk about are some promotional ideas, strategies some promotional responsibilities of GPO to support you and what we're doing to [Indiscernible]. First I'm going to talk about GPO's role in how we are here for you going to talk of our promotional offerings new promotional offerings that are coming in 2020 and some ideas and duration that I've heard from the community that are fabulous that I think that you will also enjoy I want to share. Here is our overall number one job is to create tools and resources that you can use that includes tangible promotional items which I talked on the back tables on your way out please feel free to take whatever might be useful to you in your library. Also we create different types of resources. We create a guided create downloadable images and lots of different resources through [Indiscernible] we also provide guided to SD LP libraries [Indiscernible] reading we prepared and published on FDLP.gov as well another thing that we do that we really started just a few years ago formally facilitating idea exchange and what I mean by that is all the time we get emails with photos and details of interest in and celebration and are really cool things that you guys are doing in your communities to promote your library and promote the FDLP. Which is developed a huge collection always but they were being shared with us in house so if you years ago we started I these photo galleries the OPM.gov under emotional menu so we are trying to really show the great examples of what you are doing three specific galleries for December holidays and Halloween, Tuesday anything like that -- and Constitution day and things like that. >> When you have an event that you should when you create a really cool display you sure that we enter share it with our your department -- HR department and GPO we proactively do that we also rely on your help to toss all the cool things you are doing so that we can happily promote you. This is a collection of some of the things that we offer for free available on FDLP L.gov you have to sign in because you have your depository if you haven't been there lately take a look we refresh them as much as possible as much in our budget allows and we do post FDLP event email alerts when we have new or refreshed so you will vacation -- items so you will always get notification. [Indiscernible] we have you -- we give you the access [Indiscernible] we publish some tips and ideas on how to use the curious to promote your library [Indiscernible - muffled dialogue] all the items available downloadable -- toolkit are downloadable it also includes logos and some cool imagery if you have display screens in your library and that. We have celebrating depository anniversary [Indiscernible] celebrate your library's anniversaries and hold special events and also includes flight and press release template it includes customizable anniversary logos that you can download use in different resources like to help you Bureau for your celebration. Out your celebration is over and hopefully Cheryl of the different photos and details with the we that you are anniversary celebration page which is the gallery of photos that you can look through hopefully for inspiration you are planning your next event. The others they you see there if you can even see that all the different other galleries that we offer, that you should day -- Constitution day, Halloween, December holidays [Indiscernible] all of our folks that are traveling around the city the library often were noticing that a lot of the promotional materials is outdated stuff we are trying to really capture all of that outdated information and dig it so you can replace it with new and updated things. If you spot something of yours you can't toss it in order some fresh materials. 2020 is a new year and we are aiming to do anything. We want targeted brochures -- want to is not the word we are doing targeted brochures they already begun production. This is something you guys have asked for in the past [Indiscernible] same with researchers and same with library administration and a half. If you are just in the crystal ballroom for communicating FDLP value I talked about that and how a lot of folks are asking for resources that will help them talk to their coworkers and their leadership for how to communicate that value so that is coming to. >> We have a couple of new promotional items in the works [Indiscernible] we are revamping the digital marketing toolkit because we produce that several years ago and I believe I updated it in 2018 but it really needs some freshening up. [Indiscernible] feasibility examination we need to really determine the cost of this and what it would take to produce with our staff but we exhibit at ALA pretty often we

exhibit times AA that allow -- AALL [Indiscernible] what we want to do is we come to your library pretty often we come for visit comfort training so while were there when you get more for our block with your permission and cooperation we very small table

for a day, and our, three hours and talk to your patrons about the great resource that is you that's within the walls of the library

we are calling this feasibility examination

because they're not sure of all these areas actors but we are taking a very serious look into how we can produce that share -- next year. Of course everyone's mind in 2020 we have been working at [Indiscernible] with the Census Bureau to bring you a very specific packet of sentences 2020 promotional materials what we discovered is a the Census produces about 7 billion different handouts for Census 2020 a lot of them are downloadable so anyone can access that need to help you with that but what we did was we really took a very hard look at all of those different handouts and we read them we thought about our community, your community, your patrons and we felt which would be the most relevant and applicable to your community so we have selected nine brochures and really seven different brochures to of those are in Spanish and one posterior that really focused on a lot of different ask that you told us in the past that you get a lot of questions about. I created a little handout with thumbnails of all of those areas handouts that we are going to offer you so at the end if you want to pick up some of the handouts to check out with they're going to be I also have some of that here is basically a high level overview type Friday of information is Census 2020 at a glance the aspect of confidentiality everything you need to know and one handout things like that. We put this together and what we are planning to do is offer them as either a whole packet you can order a Census 2020 packet and you can get online of these brochures and the posterior or you can take a look at each of the offerings and you can decide for your community that maybe some of those are necessarily applicable or maybe want to focus on a different aspect when we make that available it will be customizable to your library within the boundaries of these nine offerings. >> Another thing as I mentioned in the beginning we get really cool ideas shared with us all the time and I'm always looking for a venue to share those so the galleries are one way another way is these events and conferences. I wanted to share some of the things. First of all we say this and you are also echoing that where your patrons are that's where you need to be it's not always library is outside the library's online so here are just some small sampling of the different events and places that you guys have placed yourselves to promote your depository and the FDLP to the community at large. As I said small sampling the creativity will display, basis and generating that awareness is constantly oppressive kudos to you for that but we get a lot of very creative public libraries have gone to farmers markets and block parties and town fairs so it's a good way for everyone to take a look at this list and think about what's happening in your community do you have the bandwidth to be able to get out and do something like that and what you can do work with -- if you are not a public library work with your public library take a look at the calendar and see what kind of events you might not have thought in the past were applicable veteran out to be great opportunities to talk of free government information. >> Also we know where your patrons are everyone knows they are all over social media . The school of thought on this

is really evolved rapidly with the rapid incline of social media use obviously but there was a time not very long of when folks thought I don't know what SnapChat is a lot of people still don't and it seems silly and it seems irrelevant to my community but it's not irrelevant to your community if that's where your community is what talk to folks about is trying to frame your spot a little differently when it comes to social media doesn't have to be a full on dissertation of everything your library often to get a complete picture if you can capture the attention with something interesting like right now we are close to hallway so the Roswell report or something applicable entirely to is going on and you can highlight that using your library social media

all you need is an attention graph to get someone to come in and find out more. We are asked pretty often about a couple of best practices for social media still. First communicate and be responsive it's definitely not a one-way communication vehicle folks are always commenting asking questions right there in your post. Definitely don't ignore that's be responsive and keep the dialogue going. Studios when possible you know yourself if you are swirling or whatever social media channel you are on is something eye-catching if it's a video you are going to stop and take a look at that and the videos that you create or produce they don't have to be five-star quality Hollywood production they could be literally created on your smart phone on-the-fly [Indiscernible] engage them with projects like that. If you have the ability to include cash and think about as you are scrolling you see a video if it has captions included you are probably going to linger on a little more than just one without the captions that you scroll by. Include fun and action oriented photos if you can with people there's all kinds of studies that when you are looking for social media things with the human element cash your attention much more than inanimate objects so try to use people if possible. Follow and repurpose like I say all the time sharing not stealing if you see a cool idea from another library share it, repurpose it take that idea and turn it into something of your own. Link content what is relevant and fresh and timely and happening around you.

>> There are many ways that we see this community take government information and use it in incredibly unique ways to highlight a few of those. What is in Illinois University libraries [Indiscernible] she uses data to make this amazing map image ever year of where does your Thanksgiving dinner grow and Linda's data -- stated [Indiscernible] according to teachers of contacting me the massacre geography exercises which stated grows the most pumpkins carrots etc. and my sister reteach nutrition grocery store during those weeks the kids were planning balance when you figure out how much they need to feed the class and calculate how much it would cost the class so geography nutrition math all in one and all using government document I will that was really cool.

>> Another way to shine a unique spotlight is to piggyback on thing that are already happening. Indiana University library their library Instagram seed has a map of the month they feature not necessarily government documents but coordinator Emily jumped on that and said hey we have math can we get involved not to which is really cool. Take a look at the creative things library is already doing on their social media and see how you can apply to government documents jump on the bandwagon . Also our library of the year the McIntyre library University of Wisconsin [Indiscernible] if you were in the library for the presentation yesterday you saw they do their [Indiscernible] the feature those library social media feed. Sometimes your best promotion cost for making a supercool podcast. I know that everyone doesn't have the ability to do this but what a cool idea. I pulled a statistic that 144 million Americans listen to or have listen to her regularly listen to podcasts so what better example of being where your users are. I really like this. I would like you to meet Brenda Hanley again Ruth Bader Vance Burke, Benjamin Washington, Betty the riveter, Thomas Patterson [Indiscernible] [Laughter] Eastern New Mexico University Golden student success Center let's stop right there and say what an awesome name for library success Center talk about rebranding into some amazing language really resonates but anyway they created this little guy they got all these little stand up and they had all over the library and they asked students to A look at the little guy learn about each of these historical figures go to the library find the bands take a picture posted on social media tab the library and all the people that successfully did all of that were entered to win a cool prize. Just another great way to pull out government documents and making fun. Another way to shine a unique spotlight comes from celebrating your library so the St. Charles city Charles library [Indiscernible] is always super involved in promoting the library and a couple of years ago they celebrated their 25th FDLP anniversary they month-long special events and that included a feature those government documents classes for the

public and a field trip for local children where they hired schoolchildren to the library and completed games and activities using government documents. It also included a scattered thoughts and a craft making event. A way to take a milestone in your library and use that as a way to generate awareness and promote yourself at the same time. >> Of course the way to anyone's heart is the food that you are giving away for free. [Laughter] [Indiscernible] college library I love the sign I had last session as well a lot of you do this to get away cookies for Constitution take K for your anniversary and I've also been told numerous times but if you contact companies big companies like Coca-Cola subways images and like that and told them that you are hosting some kind of special events for your library you can often times get a lot of is estimated so you don't even have to focus on that which I thought was a cool idea as well. Another way of shining a unique spotlight is getting your patrons really involved hands-on activities. This [Indiscernible] when you can incorporate things that your patrons can actually do the level of engagement does really spike things like photo booths voter registration, puzzles a lot of times folks will have puzzle set out over collaborative help us for this giant puzzle together and other things you see here. Inglewood public library.is awesome Constitution to build social media frame that has a process and everyone loved to get involved with things like that.

>> Rice University's founder library took the worksheet that we produce and make available for free demo for, Tuesday and blow it up to make it a collaborative patron event. They posted is and they invited folks that they were the library just the word is circle it and enable them to start conversations with patrons just walking through and had no intention of stopping talking to them first place. Referred often that you need some inspiration so what we've done in a guide to social media is I've compiled a list of commemorations and holidays and things like that and I constantly add to its because I told about things I didn't even know existed looking up and think that's really cool. We have this ongoing list is based on the calendar year and you can take a look at their your collection and think about how you can promote what you have in your library both digital and tangible. Also just take a look around because government and nongovernment websites and resources offer some really cool thing utilizing government information and data

so course I'm sure everyone is familiar with the [Indiscernible] transpose that into really cool positive location is a really simple interface and you pick your background and you shared on social media and you are astronaut characters a cool resource called mapping Congress if you don't know about it you choose a map from the menu to view the members both historic and current some members are noted for the first 200 steam Congress is. You can basically click a state or territory and zoom in or out the historical is members the legislative explore government resource that individual patient allows anyone to explore actual patterns of lawmaking Congress very cool. Of course find national parks they can search national parks by state interests are alphabetically.

>> Another question we get a lot is how we promote digital resources? How do we hand someone something or help them visualize all the digital resources that we have and really bring to the forefront? Obviously digital resources and libraries are super rampant but in the world of government docs for your kind of focus e-books websites and databases any magazine and I'm sorry about that I don't know what that says or how it got in there so excuse me. One of the challenges in promoting digital resources is to ideas as they oppose one another your patrons and always visit the library so we have to reach the outside the library to tell them about these digital resources and live your patrons are digital natives they are inside the library and they are not necessarily paying attention to the resources that you have that are not combined with the walls

. A lot of ideas that we share before about promoting digital resources in the library can be as simple as make a list of some of the cool digital resources you have post them may cheat sheets on how to access these digital resources. A lot of folks have poking stickers signs near print resources that have an

electronic quote letter something similar that point them to. A lot of it involves training, training professors other staff and even if you can offer it to patrons about how to access all the various government information available electronically. >> Of course beyond the library the same thing applies on your website or you including these lists and she she revolving homepage feature is another good idea of hot electronic document. Integrated with other features are you including be in [Indiscernible] with any physical display that you put in the library social media obviously digital features on their did you know are very popular with featuring those electronic resources a reviews wasting couple of times again nothing high-tech nothing that requires a lot of quality behind the smart phone and a couple of student workers that take electronic or physical government documents do a quick review of that. Of course utilizing your E blast in your newsletters and if your library have of those things as well. Finally the last point I wanted to make about the social media and the electronic resources and integrating all that and one thing that we see very often is that library's website often does not highlight their social media channel. A lot of them do but many do not know when I can't your library's website or Twitter or face etc.

and vice versa present the Facebook pages certain libraries their website their hours their contact information is in your about section so those channels of communication really have to be cyclical and point back to your various points of communication and how to reach you and how to make that quick and easy so that they can access where you are in every different place. Any questions?

>> I will start with a couple of questions we had online. One Carolyn really likes the idea of the traveling exhibit even one that makes its way through different sets of states. Shells of think Linda is great and Stephanie asks are you considering any regular folded brochures we still have a wall-mounted brochure back in your car and half by 11 sheet work well for that. >> We have started to move away from the same half by 11 one cheaters a couple of years ago that was really popular about was one sheet you don't have to do anything back in front you to see what is on there but it's not really into really work for most libraries that we are finding the new brochures that we created are some of those trifolds. We do have those two versions of that one to put in your library and one that you can customize and sent to your local branch and non-FDL libraries and we do have those in Spanish as well those of the type format that we are moving toward. >> Another question, how about election day promotional material?

>> That is an excellent idea. Is definitely a frontrunner on our list of things that we are going to work on next. >> Hi I like the idea of the traveling exhibit but when I first heard you say that I thought you were talking about a toolkit or some kind of roving group of items are publications that we can promote and I would like to suggest that I don't know if you haven't already I haven't looked but I saw one of the posters they gathered like items [Indiscernible] handy to have a jumpstart list of things I can pull from our collection already and promotional items that go together with it may kind of somatic presentation. >> We don't have that yet that is going to be part of that feasibility study or whatever I called it where we think about can we package something so things that we can hand you and say plug and play. And/or that physical idea of our present their reaching out to your patrons right where you are that will definitely be part of that. >> [Indiscernible] when can we expect the census brochures to be available for order?

>> Where we are currently is we have selected the ones that we want to use and long story about print orders and writing print orders and how it operates GPO so census is already procured their lot what they are ordering what we are doing a separate order we are in the process of doing that procurement of the order now what we expect is early January

. >> Hi Terry Taylor from the New Jersey date library. Another census 2020 brochure question. These the brochures that are currently available off the census website? Are they anything different? >> There are

a ton of the website. Is currently on there for download. We are just basically printing and patching them and shipping them for you. >> Andy [Indiscernible] Harford community college library. One of my biggest challenges I'm hoping [Indiscernible] we have [Indiscernible] I have to submit things I submit things ahead of time which I can't do but the biggest thing is if the GPO post something and hey we have is in our library I can't grab it and do it that's one of my biggest challenges I'm hoping to revisit with the library director. >> That is a big challenge that we have heard that over and over but I also have been seeing the types a little bit folks are open to having multiple users input content. I think there's a lot of fear behind that was Andy going to post if we let her if we only sure on social media? With our agency I can't post anything myself I work with our PR office but they are more and more responses to hey the Constitution day let's pose this right now next week. I'm hopeful is turning because it is a con issue with folks having access to that. >>

They are on the FDL the P.gov homepage -- FDLP.gov homepage I can post them. >> Can you get regular consultants of the Carpenter pencil sharpening the hassle? The next two you're going to be in trouble with a lot of these people because folks love our Carpenter pencils. Yes that is the problem and we kind of go back and forth sometimes we have the regular traditional pen and folks love the novelty of the Carpenter pencil we are looking into being able to procure more sharpeners because the issue has been they are exceedingly sensitive to have Carpenter pencil sharpener's sorry try to limit the quantity but they are in demand but yes we also are going to go back to the regular traditional pencils [Laughter]. >> Think you my name is will [Indiscernible] I have access to PPL.gov docs [Indiscernible] we have a professional handling the PPL page and PPL Twitter and Instagram stuff like that. Now obviously I think [Indiscernible] do I have to tell my supervisor and say hey I will be spending some of my working time on social media promoting our resources or action go ahead and do it when I caught I will tell them [Indiscernible] what would you do if you were in my shoes. >> I don't want to get you in trouble at all possible tell you that I always ask for permission. I always ask for forgiveness and not permission that's not necessarily a good thing [Laughter] Just on that me at U.S. GPO is the handle for all GPO's that has evolved to when they started it was a bizarre GPO printer or something strange so it was evolved.

>> Depository library is that you are in charge of outreach and programming for the depository program and then

social media's part of it. >> I recently got control of our social media which have been left on email and phones from people who work there anymore and had to track down people so I can send codes and change the password back our social media and now I've put up all the shared drive everybody has access but we have a calendar social media calendar and constitutional day

[Indiscernible] 7-Up so that meal try to get together and say okay what are we doing for domestic violence month and we use golf docs in the display [Indiscernible]. >> That's good if you have the resources to do that. I shouldn't even read this, you can whittle the GPO Carpenter pencils with a pocket knife [Indiscernible]

. I'm not recommending anyone use a knife. Anyone else? As I said I did bring a lot of our promotional items so feel free to grab something that might be useful to you and if you're interested in seeing [Indiscernible] census handouts I have a stack of handouts appear. Thanks everyone. >>

[Captioners transitioning]