



FEDERAL DEPOSITORY LIBRARIES  
*Free Information, Dedicated Service, Limitless Possibilities*

## Tools for Promoting the FDLP and FDsys

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## A Call to Action...

- The Depository Library Council's "Knowledge Will Forever Govern: A Vision Statement for Federal Depository Libraries in the 21st Century."
  - *"Expand awareness of both the Federal Depository Library Program and Government information generally via excellent public relations and marketing."*





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## GPO's Task...

- To market the services of FDLs to the widest audience possible...
- To provide FDLs with the tools necessary to market their own services to both the general public and non-Federal depository libraries...



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## What are we trying to say?

- Wide variety of information topics
- Vast collections
- Knowledgeable and dedicated staff
- FREE
- Easy-to-use resource



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## FDLP Marketing Plan: 3 Phases

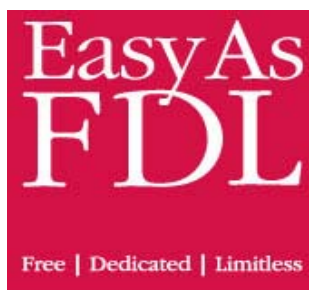
- Phase I: The campaign and tools/tips
- Phase II: An expansion of tools/tips utilizing the campaign
- Phase III: Coming soon!



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Easy as FDL...

<http://www.fdlp.gov/component/virtuemart/>





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## Let the Slogan be your Guide...

- What do you have that people don't know about? Do they know they can access it all for free?
- How can your expertise enhance their experience?
- What other unique products and services do you offer?

Yes, the possibilities are LIMITLESS!



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## Other FDLP Desktop Resources

<http://www.fdlp.gov/outreach/promotionalresources>

- Depository Anniversaries
- Easy as FDL Audio Public Service Announcements
- FDLP Marketing Plan
- FDLP Promotional Graphics
- FDLP Promotional Materials
- Promote the FDLP at Your Library with the Easy As FDL Video
- What Does the Public Know About the FDLP? GPO Takes to the Streets



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## The New Era: FDsys

- Promotional plan created and team assembled
- 24 promotional activities identified
- Implementation stage



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## FDsys Promotional Activities

- Review of Current Promotional Stock
- New and Revised Brochures
- *GPO Access* Online and Print References
- New FDsys Promotional Items



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## FDsys Promotional Activities

- New Training Materials
- FDsys Web Page for the FDLP Desktop
- FDsys Web Page Re-Vamp
- FDsys Web Page on gpo.gov



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## FDsys Promotional Activities

- Outreach to National Library Associations
- Outreach to Congressional Offices
- NAPS Campaign
- CRM Re-Vamp



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## How about you?

- What have you done?
- Any success stories to share?
- Help us head into Phase 3 of the FDLP Marketing Plan.

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## Contact Me

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Use askGPO: the category, “Federal Depository Libraries” and the subcategory, “Marketing Strategies/Radio Spots”

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