



FEDERAL DEPOSITORY LIBRARIES
Free Information, Dedicated Service, Limitless Possibilities

Shout it from the Rooftops & Laptops: A Focus Group on the Future of Marketing the FDLP

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Today's Focus Group...

- Our Task
- Re-Cap of FDLP Marketing
- A New Marketing Campaign
- Promotional & Educational Brochures
- Social Media & Social Networking
- New Promotional Tools
- Wrap-Up



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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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What have we done in the past?

- Make the Connection
- Easy as FDL
- FDsys: America's Authentic Government Information



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A New Campaign

- New plan, slogan, and set of tools
- Focus on civic engagement
- Brainstorm time...



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Slogan Options...

- Federal Depository Libraries: Connecting The People with Their Government
- Engage in Your Government with Federal Depository Libraries
- Federal Depository Libraries and You: Community Partners for Civic Engagement



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Current Promotional Brochures

- 5 current brochures
 - FDLP
 - FDsys
 - Tracking Legislation in FDsys
 - Research Federal Rulemaking in FDsys
 - Catalog of U.S. Government Publications



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Social Media & Social Networking

- How are you using social media and social networking at your library?
- How would you like to see GPO using social media and social networking?



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Potential New Tools...

- Display Plan
- GPO Templates



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Next Steps...

- FDLP Community Site
- askGPO
- FDLP Connection
- Campaign Development & Launch



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Contact Me

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