



Showcasing your Library

New FDLP Promotional Tools

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Strategic Communications Coordinator
October 20, 2015



New FDLP Promotional Tagline

Access U.S. Government information
on the go and **on the shelf.**





FDLP Promotional Priorities

- Federal depository libraries
- Ben's Guide to the U.S. Government
- Catalog of U.S. Government Publications (CGP)
- GPO's Federal Digital System (FDsys)

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GPO's Role

- Create promotional tools and resources
- Utilize social media
- Provide guidance to libraries
- Share good ideas of other libraries

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Depository Library Council Meeting & Federal Depository Library Conference
 GPO & FDLP | **A Rich History, Vibrant Future**
 October 19 - 21, 2015 | Arlington, Virginia

Free U.S. Government information resources, both print and digital, are available here!
 Ask a library staff member for help.

Find free information from the U.S. Government on virtually any topic through the Catalog of U.S. Government Publications
<http://catalog.gpo.gov>

FREE, Digital U.S. Government Information RESOURCES are available here!
 Ask a library staff member for help.

Free online access to U.S. Government resources from Congress, Federal Agencies, the White House, and U.S. Courts.
www.fdsys.gov

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2016 Theme

Ben Guide

FDLP Postcard

Web site buttons

Information Sheet

Marketing Sheets

Ben Bookmark

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FDLP
 Federal Depository Library Program

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COLLECTION TOOLS REQUIREMENTS & GUIDANCE ABOUT THE FDLP CATALOGING & CLASSIFICATION

Depository Library Council Meeting & Federal Depository Library Conference
 LEGAL REQUIREMENTS GUIDANCE INSTRUCTIONS INQUIRIES & DATABASES PROMOTION
A Rich History, Vibrant Future
 October 19 - 21, 2015 | Arlington, Virginia
 Three days of knowledge, information-sharing, networking, and enrichment await you. Visit our event page for more information.

FDLP Basics
 LEARN ABOUT THE PROGRAM

New to GovDocs?
 VIEW OUR QUICKSTART GUIDE


Join the FDLP
 LEARN ABOUT THE BENEFITS

Upcoming Events

FDLP ACADEMY

www.fdlp.gov/requirements-guidance/promotion

9:40 AM 10/7/2015

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Home | Requirements & Guidance | Promotion

Promotion

This section contains information on how to promote your Federal depository library within your community.


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FDLP Promotional Materials for Your Depository Library
 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.

Marketing Ideas to Help You Promote Your FDLP Library
 Your voice as depository librarian is critically important in the promotion of the FDLP and Federal Government information. Keep your audience in mind when you are creating promotional efforts. Tailor messages and benefits to your community.


The FDLP Digital Marketing Toolkit
 Download our toolkit for website buttons, logos, graphics, promotional images, and public service announcements.

Tips for Celebrating Depository Anniversaries
 Your depository library provides an important and valuable service to the American public. Whether it's been one year or one hundred, every milestone is a celebration. It's also the perfect time to highlight your library.



PROMOTE YOUR LIBRARY AND THE FDLP

NEW PRODUCTS NOW IN STOCK
 Order Now

 2:40 PM 10/2/2015

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Oldies but Goodies



ASK ME
 How do I access U.S. Government documents?





This library is a **congressionally designated depository** for U.S. Government documents. Public access to the Government documents collection is guaranteed by **public law**. (Title 44 United States Code)

GOVERNMENT INFORMATION AT YOUR FINGER-TIPS
(www.govinfo.gov)

Library Staff Members are ready to assist you.

FREE Access to U.S. Government Information



Looking for access to **official** Government documents?
 You've come to the **right place!** Ask for assistance today.



FDLP
 FEDERAL DEPOSITORY LIBRARY PROGRAM

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Coming Soon...

- Promotional Video
- FDLP Guide to Social Media
- Ben for your library
- CGP pencils
- FDsys sticky notes
- Folders
- Press release templates
- Promotion webinar

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GPO Social Media





GPO Social Media



GPO Social Media





GPO Social Media



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GPO Social Media



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Guidance to Libraries

GPO Login

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Idea Exchange

Oh say can you ...?
Enter our Star-Spangled Video Contest


Enter between September 8-19, 2014:

- ★ Create a video of your version of the national anthem and upload it to our Facebook page (<https://www.facebook.com/hcclib>)
- ★ You can sing it, dance it, play it on the kazoo. You can employ the spoken word or American Sign Language.
- ★ Just be sure to include the music and/or the words to the first verse of the "Star-Spangled Banner" in your video.
- ★ The person with the most FB likes as of 12 am September 20th takes home a nifty flag backpack. Second place winner receives a flag-adorned tumbler and third place gets a banner-themed spiral-bound journal.

Celebrate the Star-Spangled Banner's 200th Birthday
 @HCC Library
 September 15-19, 2014



Displays



There will be cake!
 Wednesday, Sept. 17, 1 p.m.
 Library 2nd floor

Giveaways

Idea Exchange

SEEKING THE
GOVDOCS EAGLE

with fearless adventurer
DANYA LEEBAW

Think government documents are boring?



Think **again.**

Democracy through governmental
transparency in your library.

GOVERNMENT INFORMATION AT YOUR FINGERTIPS
FEDERAL DEPOSITORY LIBRARIES



<http://blogs.carleton.edu/libeoutreach/2015/09/04/gov-docs-publicity/>

Why?

If you don't tell them, they won't come!





Questions?

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 - ♦ 202-512-1623

- askGPO: www.gpo.gov/askgpo
 - ♦ Federal Depository Libraries > Marketing Strategies/Radio Spots

- Outreach and Support team:
fdlpoutreach@gpo.gov