

Abstract

The University Library celebrated its first Valentine's Day @ the Library event in 2024 with the aim of promoting government resources. To capture patron attention this event highlighted free printable Valentine cards available from various government websites. To support this activity, digital posters were created promoting government resources, and an information table was set up featuring some of the printable Valentine cards and promotional material from the Federal Depository Library Program (FDLP). With positive response towards programming, we are expecting to continue this event in the future.

Benefits

- New and fun way to engage our users.
- New activity provides another way to showcase and highlight government resources.
- New opportunity to expand library programming.
- Content is open access.

Resources & Giveaways

Poster Resources

- [Valentine's Day Fun Facts | Census.gov](#)
- [Links To Free Valentine Cards From The U.S. Government](#)

Information Table / Giveaways

- Promotional items (pens, bookmarks, water bottles, etc.) for giveaways from various library vendors and the FDLP.
- Printouts of Valentine's Day library poster.
- Printouts of some Valentine cards from the [U.S. Fish & Wildlife Service](#).

Community Engagement



Poster Presentation

Poster Statistics

 **50** Downloads

 **10** Readership Countries



ScholarWorks (IR) Dashboard Statistics

Final Thoughts

Positive response from this activity has shown it is an effective strategy for promoting and highlighting government resources. However, the time spent searching for resources and possibility of links becoming inactive over time are drawbacks to be considered. Despite these issues, it is a good strategy and paves the way for similar future initiatives.