

Social Media & Promotional Tips, Tools, & Resources



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October 18, 2016

Agenda

- Promotional Resources from GPO
- Social Media
- Best Practices & Recommendations
- Upcoming FDLP Promotional Activities
- Q&A



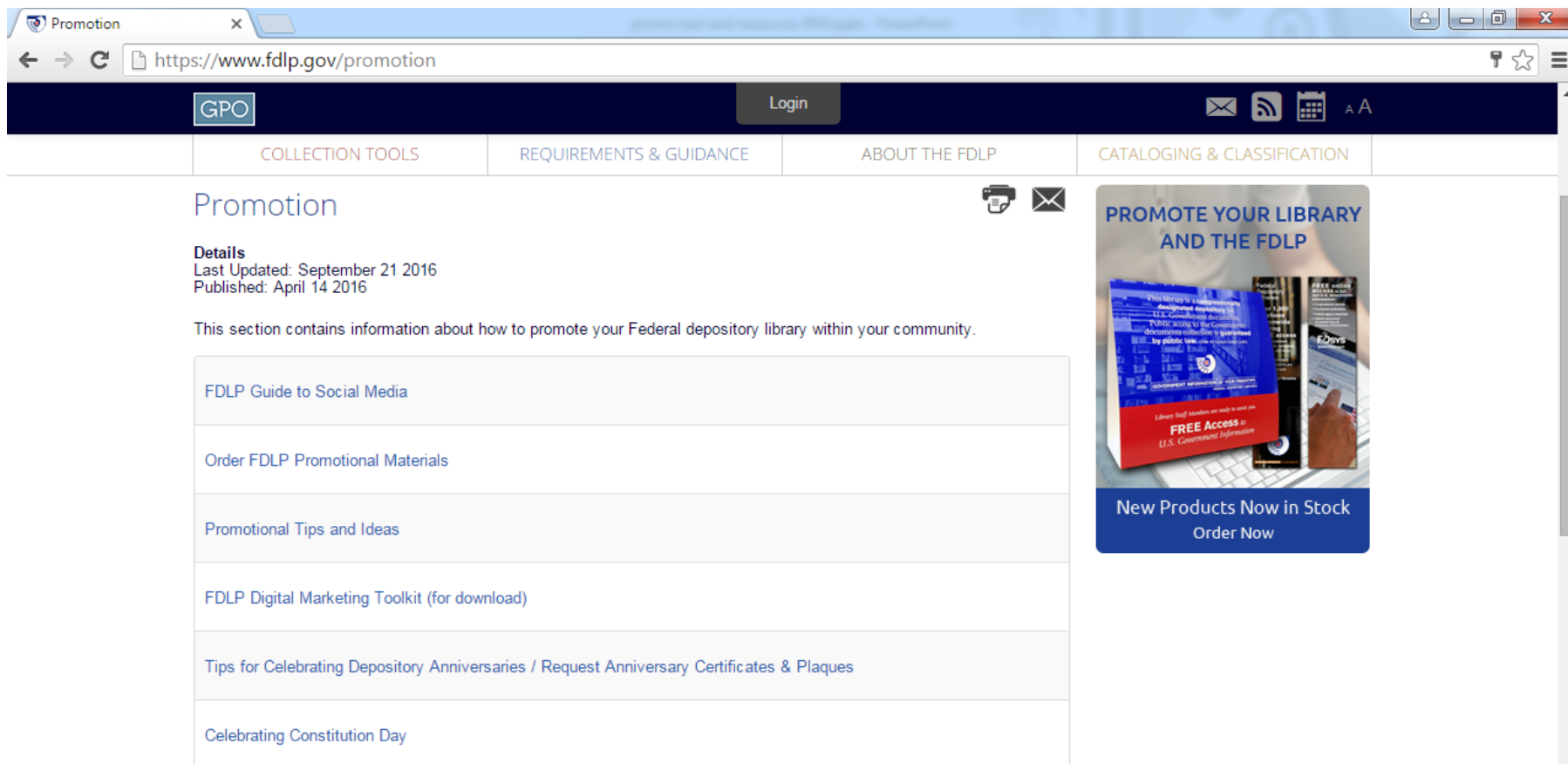
New in 2016



Oldies but Goodies



Requirements & Guidance > Promotion



The screenshot shows a web browser window displaying the 'Promotion' page on the FDLP website. The browser's address bar shows the URL 'https://www.fdlp.gov/promotion'. The page features a dark blue navigation bar with the GPO logo and a 'Login' button. Below the navigation bar, there are several menu items: 'COLLECTION TOOLS', 'REQUIREMENTS & GUIDANCE', 'ABOUT THE FDLP', and 'CATALOGING & CLASSIFICATION'. The main content area is titled 'Promotion' and includes a 'Details' section with the following information: 'Last Updated: September 21 2016' and 'Published: April 14 2016'. A paragraph below states: 'This section contains information about how to promote your Federal depository library within your community.' A list of links is provided: 'FDLP Guide to Social Media', 'Order FDLP Promotional Materials', 'Promotional Tips and Ideas', 'FDLP Digital Marketing Toolkit (for download)', 'Tips for Celebrating Depository Anniversaries / Request Anniversary Certificates & Plaques', and 'Celebrating Constitution Day'. On the right side of the page, there is a promotional banner for 'PROMOTE YOUR LIBRARY AND THE FDLP' featuring images of promotional materials and the text 'New Products Now in Stock Order Now'. The Windows taskbar is visible at the bottom of the screen, showing the time as 11:36 AM on 10/14/2016.

Making It Happen Together: Demonstrating Results

October 17-19, 2016

New in 2016



CGP Media Campaign

- 2,500 articles
- All 50 states
- Readership of over 6,000,000

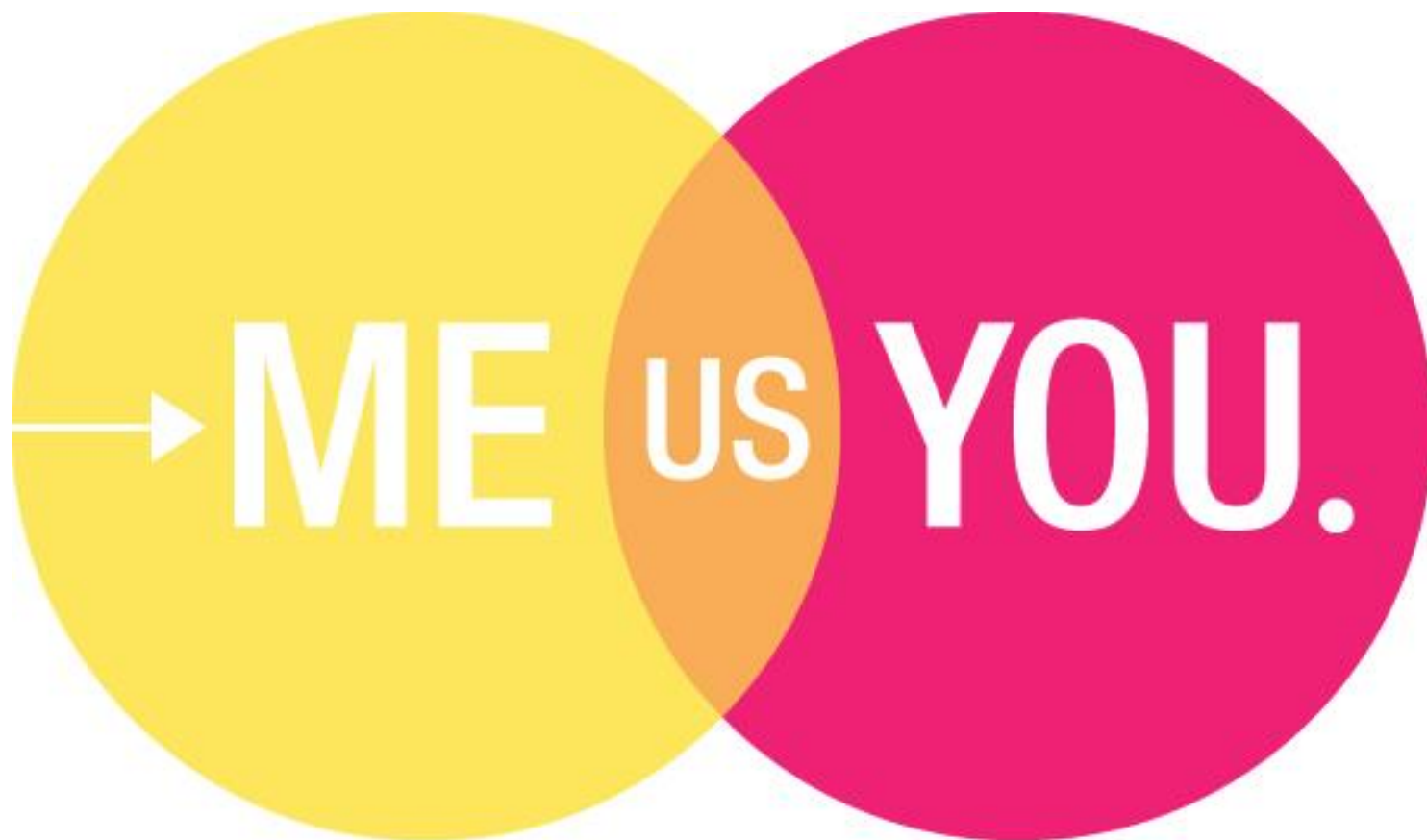
N
NORTH

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AMERICAN

P
PRECIS

S
SYNDICATE

Social Media



Social Media in 2016

#lovemyFDL

Follow @USGPO



Social Media

- Library anniversaries & milestones
- Special events
- Unique services
- Historic or interesting resources
- Human interest
- Fun, different angles
- Featured displays or collections

Social Media

- kseifert@gpo.gov

OR

- askGPO
 - Federal Depository Libraries
 - Marketing Strategies

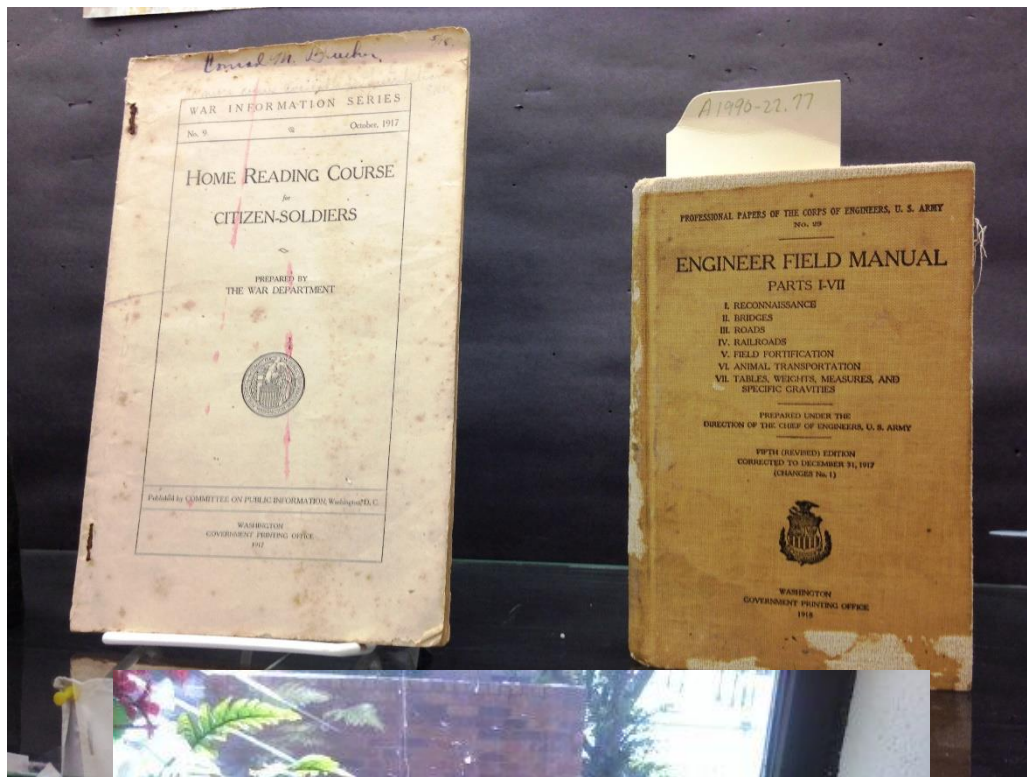


**KEEP
CALM
AND
EMAIL
ME**



Making It Happen Together: Demonstrating Results

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CATALOGING & CLASSIFICATION

Home / Promotion / Federal Depository Library Program Guide to Social Media

FDLP Guide to Social Media



Social Media

Details

Last Updated: September 20 2016
Published: April 15 2016

Using GPO Social Media Resources to Promote Your Library & Federal Government Information

This guide is intended to provide assistance to Federal depository libraries in the world of social media. Engaging your library users via social media is a great way to make them aware and get them interested in library resources and services. The best approach to social media is to take it one step at a time, monitor your social media activities to see what works and what doesn't, and keep communicating.

What is social media?

Social media is a form of communication using Internet-based tools and platforms that enhance the sharing of information worldwide. Social media is a major way people are communicating and getting information. If Facebook were a country, it would be the largest in the world. Facebook has about 1.5 billion users. The population of China is about 1.4 billion people, while the United States has a population of about 322 million.

GPO's Social Media Platforms

GPO's mission since 1861 has been *Keeping America Informed* on the three branches of the Federal Government, so it's natural GPO uses social media as a tool to carry out this mission. Federal depository libraries play a big role in helping GPO inform the public about free access to U.S. Government information. Social media can increase a library's interaction with the public and how they use library services. Social media helps your library stay connected with your patrons when they aren't physically in the library, and it allows libraries to reach out to potential patrons you wouldn't normally have access to.

- ◀ What is Social Media?
- ◀ GPO's Social Media Platforms
- ◀ GPO and Libraries Cross-Promoting
- ◀ GPO Can Help Promote Your Library
- ◀ Best Practices in Social Media
- ◀ Sample Social Media Posts
- ◀ Observances & Events to Spotlight

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Social Media Best Practices

- Social media policies, guidelines, & style guide
- Shared account - one voice
- 'About Me'
- Cross-promote over all channels
- Cross-promote with like-minded organizations

Social Media Best Practices

- Use photos
- Human interest
- Be responsive
- Like, follow, share
- Collect data
- Revise and adjust for the future

Coming in 2017

- New Promo Video
- Refresh Assistance
- Ben's Adventures
- More **govinfo** items and resources
- Anniversary gallery page
- Social media webinar
- Media campaign

Q&A

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I ♥ FREE STUFF