



Sizzle, Don't Fizzle!

Tools & Resources for Promoting Your Library, Using Social Media, & Celebrating Milestones

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AGENDA

- 1.
- 2.
- 3.

- Resources from GPO for promoting your library
- Social media tips
- Lessons learned from a successful FDLP anniversary celebration
- Q&A



Increasing your library's



PROMOTE YOUR LIBRARY AND THE FDLP

HOW A BILL BECOMES A LAW

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

ASK ME

ASK ME

ASK ME

**New Products Now in Stock
Order Now**



GPO's Role

- Create promotional tools and resources
- Provide guidance to libraries
- Facilitate idea exchange
- Utilize social media



2017 DLC Meeting & FDL Conference

October 16-18
Arlington, VA



Safeguarding Government Information Access for All

New
in
2016



Oldies but Goodies



2017 DLC Meeting & FDL Conference

October 16-18
Arlington, VA

 Safeguarding Government Information



New in 2017



2017 DLC Meeting & FDL Conference

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Arlington, VA



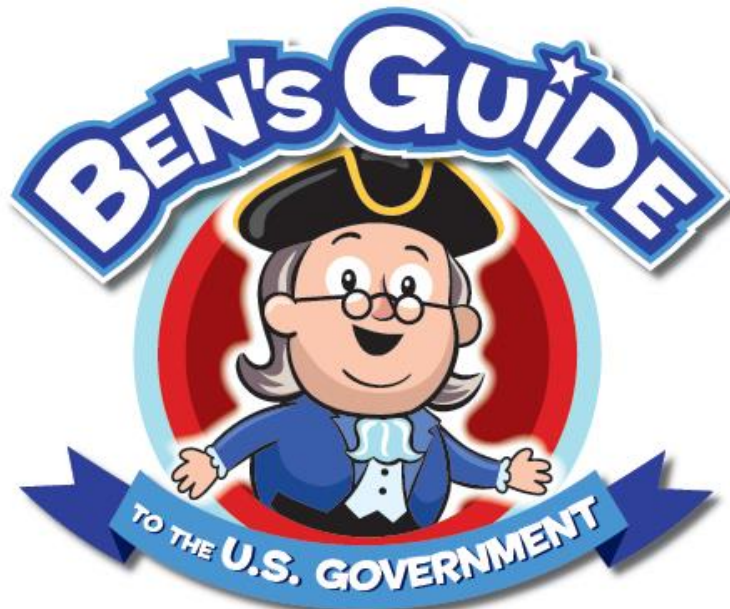
Safeguarding Government Information Access for All



Free U.S. Government information resources, both digitally and in print, are available here!

Ask a library staff member for help.

GPO



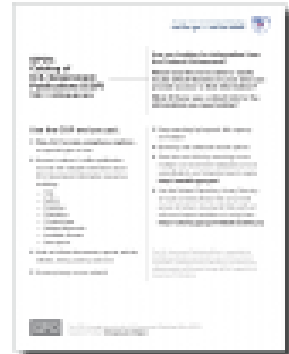
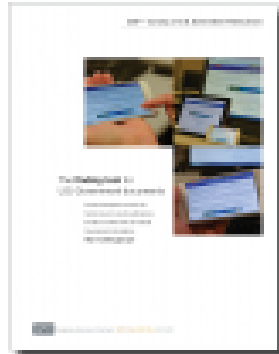
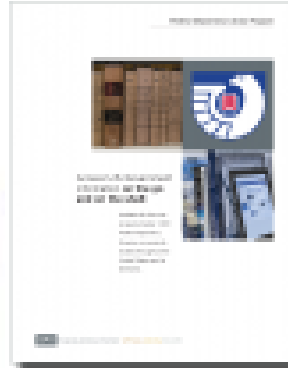
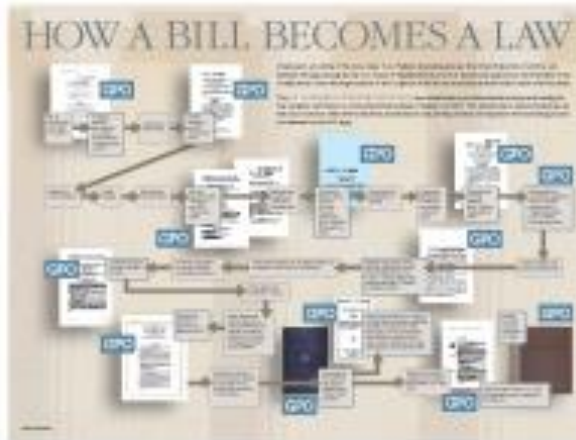
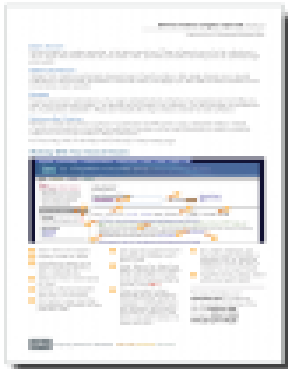
Find free information from the U.S. Government on virtually any topic through the Catalog of U.S. Government Publications

<http://catalog.gpo.gov>

GPO



For Download



Printable Activities

BEN'S GUIDE
to U.S. GOVERNMENT



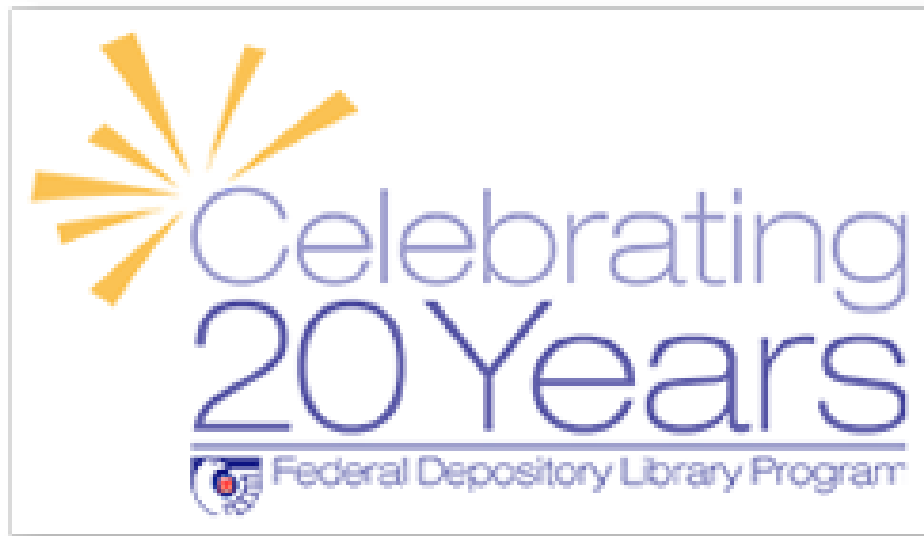
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PRESS
RELEASE





For Download





Promotional Guidance

- Marketing Tips & Ideas
- Tips for celebrating depository anniversaries
- FDLP Guide to Social Media
- Obsolete Promo Items



Idea Exchange

- Celebrating December Holidays
- Celebrating Constitution Day





Idea Exchange: 2018

- National Library Week
- Anniversary Gallery



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Safeguarding Government Information Access for All

COLLECTION TOOLS

REQUIREMENTS & GUIDANCE

PRESERVATION

ABOUT THE FDLP

CATALOGING & CLASSIFICATION

Legal Requirements

Collections & Databases

Guidance

Promotion

Instructions

Promotion

Details

Last Updated: May 23 2017
Published: April 14 2016

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

[FDLP Guide to Social Media](#)

[Order FDLP Promotional Materials](#)

[Promotional Tips and Ideas](#)

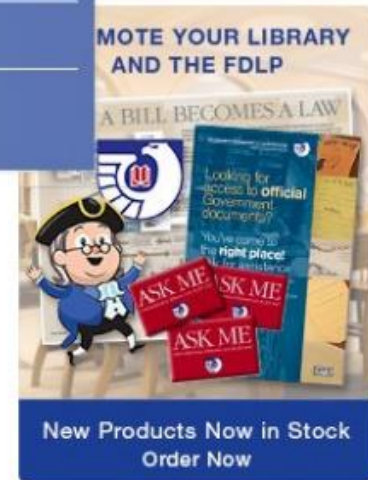
[FDLP Digital Marketing Toolkit \(for download\)](#)

[Celebrating Depository Anniversaries](#)

[Celebrating Constitution Day](#)

[Celebrating December Holidays](#)

[Obsolete Promotional Items: What to Replace!](#)





GPO Social Media – Promoting the FDLP

- New services or displays
- Anniversaries and celebrations
- Special events (Constitution Day)
- Outreach events (conferences, speeches)
- New and noteworthy documents in the CGP and FDsys
- Historic or interesting resources

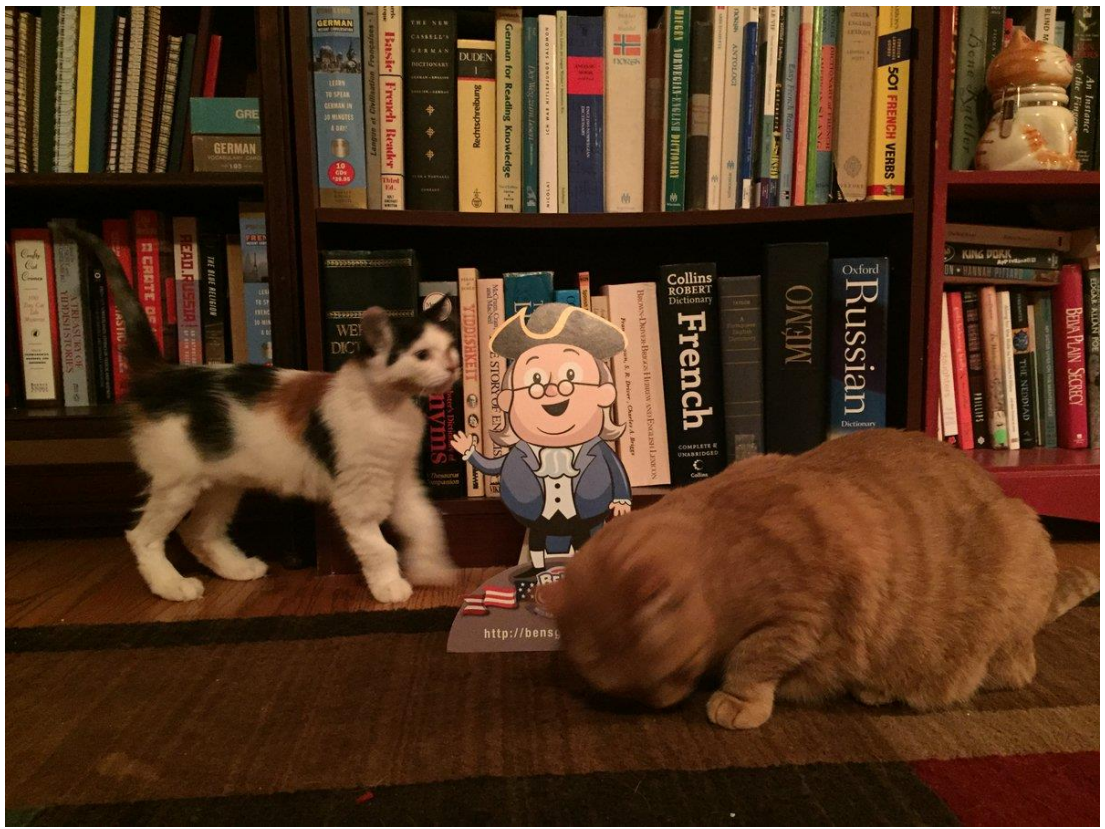


#BensAdventures





#BensAdventures



2017 DLC Meeting & FDL Conference

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Arlington, VA



Safeguarding Government Information Access for All



kseifert@gpo.gov

askGPO > Ask A
Question >
Federal Depository
Libraries >
Marketing
Strategies / Radio
Spots



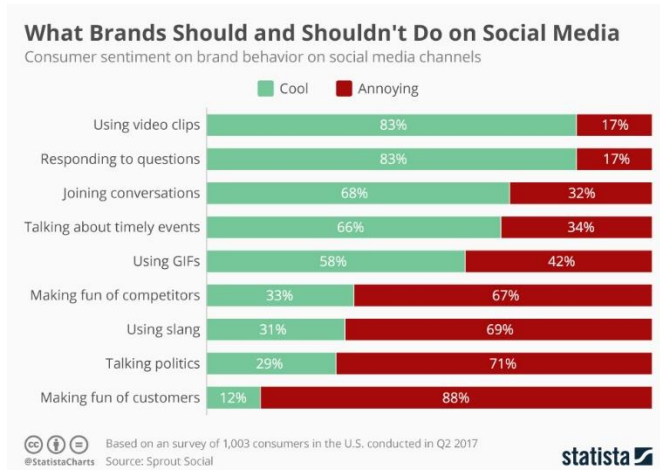
Social Media Tips for FDLs

Some of the best practices and helpful tips
for Libraries using Social Media.

Scott Pauley
Writer/Editor, LSCM



Communicating with Patrons



- Social Media, like all communication, should be a two-way street
- Don't constantly post information while avoiding real engagement
- Nobody likes someone that constantly talks and never listens

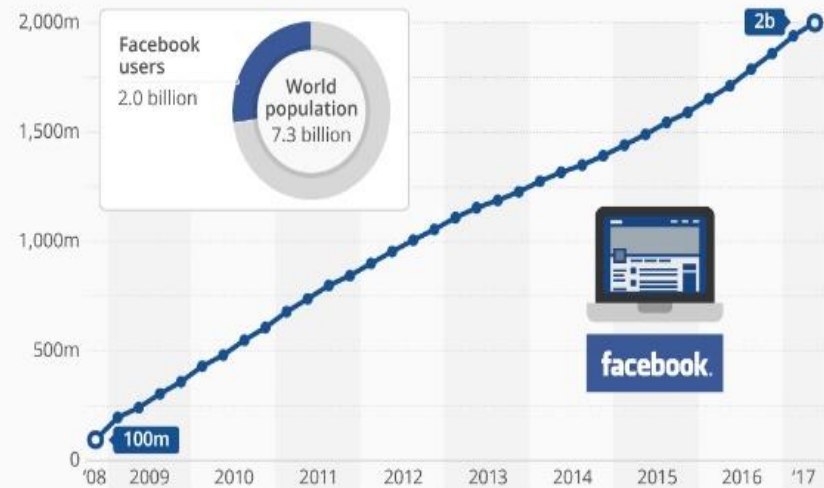


Facebook

- Video is King
- Events
- Networking

Facebook Hits 2 Billion Active Users

Number of monthly active Facebook users worldwide (as of June 2017)



@StatistaCharts Source: Facebook

statista



Twitter

- Move fast, and respond fast
- #HASHTAGS
- Photos





Instagram

- #HASHTAGSGALORE
- Unique Angles
- Stories
- Influencers





Questions?

- Contact me at spauley@gpo.gov

Sizzle, Don't Fizzle! Tools & Resources for Promoting Your Library, Using Social Media, & Celebrating Milestones:



CELEBRATING 50 YEARS IN THE FDLP!

**PARTNERING WITH YOUR CAMPUS INSTITUTION
FOR EVEN LARGER PROMOTIONAL OUTREACH
AND AWARENESS!**

Andrea Craley

Manager for Technical Services & Government Documents Librarian and Depository Coordinator
Harford Community College Library

About Harford Community College Library



- HCC Library is about a 17% selective. Item selection is based on the needs of our patrons to support academic curriculum and the community.
- Formats for the items we select include print, CD, and electronic.
- HCC Library is 1 of 60 selective federal depositories in a region of Maryland, Delaware, and the District of Columbia all covered by the Regional depository library at McKeldin Library at the University of Maryland College Park.
- HCC Library is 1 of only 3 community college library depositories in this region of MD, DE, and DC, and only 1 of 2 community college library depositories in MD.
- All of our print Government Documents are fully integrated into all of our collections, following the Library of Congress classification.
- We maintain the GPO item number and Superintendents of Documents Classification number in all their bibliographic records that we get through the CRDP.

Historical Facts of HCC Library to Depository Library Status

- Only 10 years after Harford Junior College's founding in 1957, Clarence D. Long of the 2nd District in Maryland felt it was important for a depository library at HJC. On January 17, 1967, Congressman Long sent a letter to HJC President Joseph N. Hankin stating that he had nominated HJC Library for depository status in the FDLP.
- Population had grown due to U.S. Government installations at Aberdeen Proving Ground, Bainbridge Naval Training Center, and Edgewood Arsenal, and to growing industries and agriculture in Harford County, with an expanding Division of Continuing Education at HJC.
- After Congressman Long's designation letter with statements and Superintendent of Documents Carper Buckley's June 1st letters noting he had signed HJC Library into depository status, a June 9th letter from Virginia Phillips at the Regional to HJC Library states that HJC had "been added to the official list of designated depositories for government publications in Maryland."
- Due to redistricting, today Harford Community College is located in the 1st Congressional District.

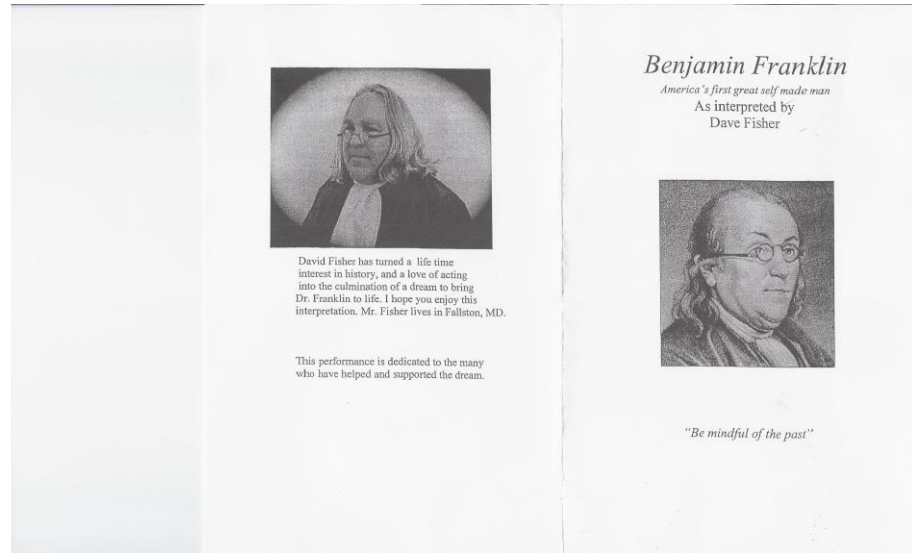


Proposal for a 50th FDLP Celebration



- Gathered and written by Andie Craley, Depository Coordinator and Jen Hart, Library Assistant in Government Documents and submitted to Library Director Carol Allen in May 2016.
- Held until November 2016 when listed as agenda item for the Library Management Team (LMT).
- Proposal discussed to either focus on National Library Week 2017 or Constitution Day 2017 as the date of celebration when there is more potential for campus interaction.
- Actual 50th FDLP Anniversary is June 1, 2017, when only a smaller summer semester on campus.
- LMT decided to focus on Monday September 18, 2017 for the FDLP 50th celebration with Constitution Day and do a promotional event during the April 2017 National Library Week to advertise the upcoming anniversary.
- Elements included possible tie in with HCC campus' 60th celebration and with APG Centennial in 2017, activities like a Gov Doc Scavenger Hunt in the stacks, the proposed speaker for Constitution Day, and proposed invitation list.





Planning

- Library Director asked to hold planning until the campus administration had decided on events for the campus' 60th celebration events in order to tie in the celebrations.
- In January 2017, requested FDLP Glass Award and requested attendance by the GPO with a tentative date of September 18, 2017. GPO attendance was confirmed to attend.
- In February 2017, requested local historian David Fisher to present his "Scientist & Inventor" Benjamin Franklin program for the Constitution Day program and he accepted.
- Notified my Regional Librarian Celina McDonald at University of Maryland College Park and asked her to "hold the date" to attend.
- Notified retired Gov Doc Librarian Pam Schott and asked her to "hold the date" to attend. Pam had been at HJC when it came into depository status, and taught Jen and I everything we know!
- In March 2017, the campus administration approved the invitation list to request special dignitaries and community partners to attend the awards program, and the list to request official proclamations and/or citations.



60TH ANNIVERSARY EVENTS

August 29
HCC Night: Aberdeen IronBirds Game
7:05 PM
Join us for cake and festivities as we kick off our 60th anniversary celebration with the community!

September 11
Hays-Heighe House: HCC's 60th Anniversary Exhibit Reception
1-5:00 PM
To bring you closer to the history of the house and the town, and to share the joy of the celebration, we have been fortunate to have the Hays-Heighe House open to the public. Refreshments will be served. Exhibit includes memorabilia and several panels highlighting the College's 60 years and runs September 11-December 22.

September 18
HCC Library: 50th FDLP Anniversary & Constitution Day Celebration
12:30-1:30 PM
Celebrate the Library's 50th anniversary in the historic Depository Library Program and join in events recognizing Constitution Day.

September 28 & October 5
Hays-Heighe House: 1957 Tea
12:30-2:00 PM
Enjoy a trip through American past culture in the 1950s. When HCC was founded in 1957, who were the students working in the kitchen? How did they spend their free time? How did people party and entertain guests?

October 3
Hays-Heighe House: Historical Walking Tour
Join our Community College as observed on a former Harford County home farm, who did it transition from farm land and home to the modern state of the art building we have today? Take a walking tour and learn about the history of our campus.

October 6
National Geographic Live Speaker Series: Dawdell Catch
7 PM, Chesapeake Theater
Investigate and investigate John Dawdell explains how he and his colleagues have developed a state-of-the-art technology that provides a new way to develop new fish-based drugs for various diseases, from cancer to infectious diseases.

October 14
Who Is This? Rescuing Old Photos From Obscurity
12:30-3:30 PM
Generally forgotten will be invited to view thousands of pictures from Harford Community College's 60 years of history to help identify the subjects of these photos.

January 18
Harford Night in Annapolis: Celebrating 60 Years at HCC

October 28
Harford Fest
9:00 AM, HCC Campus
Heather L. Hurd SR Spooktacular
Help us create many delicious "delicious" recipes. Harford's campus is a course that is great for runners and walkers alike. Children will delight in the beauty of the children's area, a costume contest, and the chance to take photos with their special characters. There will also be exhibitors and interactive displays for all ages.

March 10
Illuminate
60th Anniversary Countdown Party
7:00 PM, APSPCU Arena
Join us for a social reception featuring dancing to the disco and a tribute to our years as we honor the past, celebrate the present, and embrace the future. Guests will have the opportunity to look on unique historic items and be a part of the unveiling of HCC's new brand identity. For announcements and ticket information, contact Jackie Williams, 443-870-3848.

harford.edu/60 Our history is only the beginning.

Coordination

- In April 2017, decisions finalized to hold the FDLP 50th awards ceremony on Monday September 18 in conjunction with celebrating Constitution Day.
- Local historian David Fisher's "Scientist and Inventor" Benjamin Franklin Constitution Day program would tie into Hays-Heighe House's "APG Tech Revolution" and "HCC's 60th Anniversary" exhibits and the Library's FDLP 50th anniversary awards event.
- HCC Library 50th FDLP Anniversary & Constitution Day Celebration was listed on the campus' 60th Anniversary Celebration events: <http://www.harford.edu/about/60th-anniversary-celebration.aspx>
- Promoted Office of Student Activities hosting Harford County Board of Elections volunteers to assist with voting registration.
- Coordinated with the campus' Paralegal Student Association with promoting distribution of Pocket Constitutions.




EXPLORE TREASURES
—AT YOUR LIBRARY—

Ben's Treasure Quest

Customers will get clues that lead them to library treasures. Upon completion, there will be a treasure waiting for them.

Tuesday, April 11 from 10:00AM-2:00PM
Library, 2nd Floor



NATIONAL LIBRARY WEEK
APRIL 10-14

Participate in this event and have your name entered to win 2 memberships to Lasker Tapsy Gardens.

HARFORD COMMUNITY COLLEGE
Library
Ask. Explore. Create.

Constitution Day 2017

"Scientist and Inventor"
Making Science Come Alive . . .



Local historian David Fisher brings to life the First Public Printer of the United States and father of modern scientific experimentation, **Benjamin Franklin**. Learn about Dr. Franklin's many inventions and his discoveries about electricity and other areas of science.

"I never said of myself that I was a genius. My genius, if it is such, came from observing commonplace phenomena and applying the principles behind them in a productive way."

Monday, September 18, 2017
12:30-1:30 PM
Hays-Heighe House
at Harford Community College
401 Thomas Run Road , Bel Air, MD

Includes a boxed lunch. Free admission; reservations are required.
RSVP by September 11, 2017
443-412-2042 or ACraley@harford.edu

Join us at 1:45 PM in the HCC Library, room 328, to celebrate our 50th anniversary as a Federal Depository Library. The Honorable Davita Vance-Cooks, Director of the U.S. Government Publishing Office, will present an award.

Cake will be served at 3:00 PM on the second floor of the Library.

Venue is wheel-chair accessible. Patrons requiring other accommodations must contact ACraley@harford.edu at least two weeks prior to the event.

HARFORD COMMUNITY COLLEGE
Library
Ask. Explore. Create.

Celebrating 50 Years
Federal Depository Library Program

60 HARFORD COMMUNITY COLLEGE
Our history is only just beginning.

Promotions

- On Tuesday April 11, 2017 during National Library Week, "Ben's Treasure Quest" NLW activity was held from 10 AM to 2 PM. Jennifer Hart created this scavenger hunt activity with 3 displays easy to find, as a promotional event of our 50th FDLP anniversary and to promote this library treasure. Secured from GPO to use the Ben's Guide image.
- Events submitted to Harford LIVE and press releases through campus Marketing department
- Constitution Day flyers distributed through campus channels, HCC Board of Trustees, the Hays-Heighe House event mailing list, to Harford County Public School, Harford County Public Library, Historical Society of Harford County, Maryland Historical Society
- Events listed in weekly employee online newsletter "News & Whoos" starting in September 2017.
- Events and article in the online Spring and Fall 2017 HCC Library Quarterly Newsletters



Celebrating 50 Years

HCC Library's Membership in the Federal Depository Library Program
Harford County's Source for Government Documents






Promotions

- Created Library Digital Signs, HCC Library Webpage and Facebook Events and Posts, & a special “Celebrating 50 Years” PowerPoint
- Promotional table at campus OwlFest September 7, 2017
- Promotional table at HCC Library Expo September 12-13, 2017
- Library Display case reserved from September through November 2017
- Constitution Day 2017 LibGuide: http://harford.libguides.com/government_information
- Government Documents at HCC Library LibGuide: <http://harford.libguides.com/govdocs>
- Will have promotional table during a second HCC Library Expo during the campus’ Harford Fest on October 28, 2017 as part of the campus’ 60th anniversary celebrations.



Harford Community College Library
welcomes your presence at its

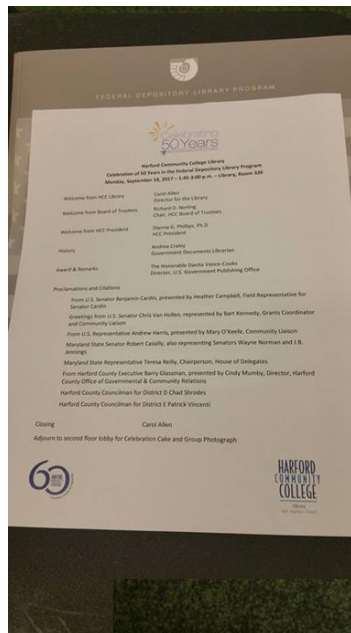
Celebration of 50 Years
in the
Federal Depository Library Program

September 18, 2017 • 1:45 - 3:00 p.m.

Harford Community College Library, Room 326
401 Thomas Run Road, Bel Air, Maryland 21015

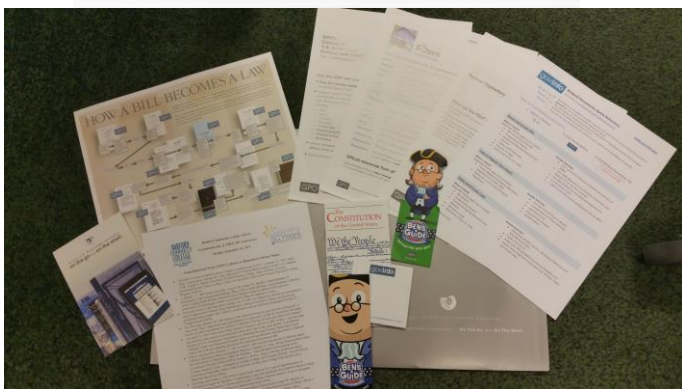
The Honorable Davita Vance-Cooks
Director of the U.S. Government Publishing Office
will present an award to the Library.

RSVP by August 28, 2017.
Phone: 443-412-2042
Email: acraley@harford.edu



Preparations

- 50th FDLP logo received from GPO.
- Flyers, Invitations, and Agenda designed and produced
- Work orders sent across campus departments for rooms & setup reservations, boxed lunch, cake, tables, setup of flag banners, campus photographers.
- Secured 8 Proclamations, Citations, or Certificates from Harford County and Maryland State Governments.
- Prepared GPO folders of promotional FDLP and HCC Library information for all guests of the Awards ceremony and 3 Constitution Day programs – approximately 120 guests!





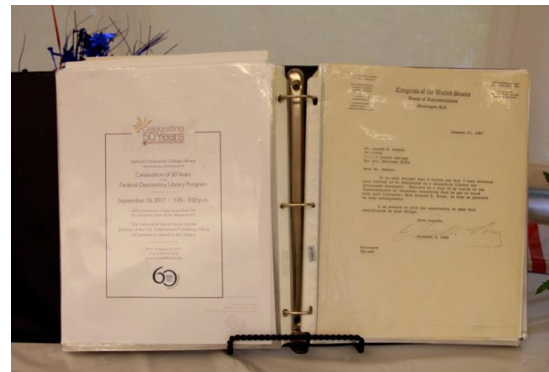
Displays and Decorations!





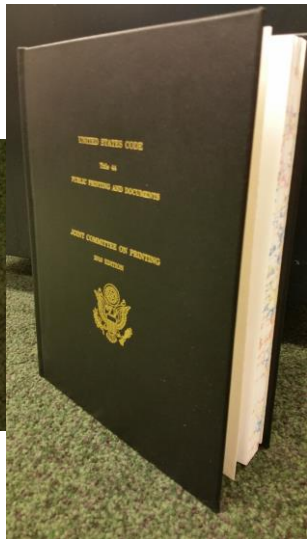
Celebration!

- 3 Performances of the Benjamin Franklin “Scientist & Inventor” Constitution Day Program due to community interest!
 - Monday September 18, 2017 at 12:30 PM and 3:30 PM
 - Monday September 25, 2017 at 1:40 PM
- The Honorable Davita Vance-Cooks, Director of the U.S. Government Publishing Office, presents HCC Library with its 50th FDLP award at 1:45 PM on Monday September 18, 2017. GPO Chief Public Relations Officer Gary Somerset also attended.





Celebration!



On To Another 50 Years in the FDLP!



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