



Shine a Spotlight on Your Library

FDLP Promotional Tools & Tactics

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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**

FDLP Promotional Priorities



CATALOG OF U.S. GOVERNMENT PUBLICATIONS (CGP)

AGENDA

- 1.
- 2.
- 3.



- Resources from GPO for promoting your library
- Promoting digital resources
- Social media tips
- Q&A

GPO's Role

- Promotional tools and resources
- Guidance
- Idea exchange
- Social media



Promo Tools



Promo Tools

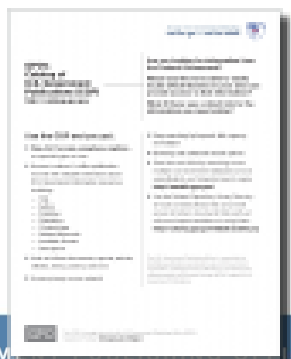
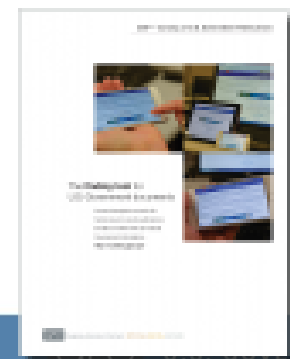
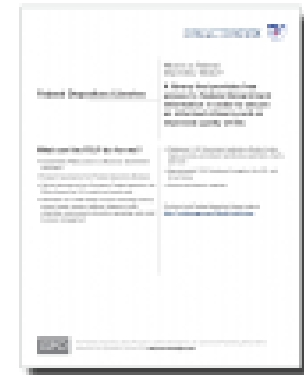
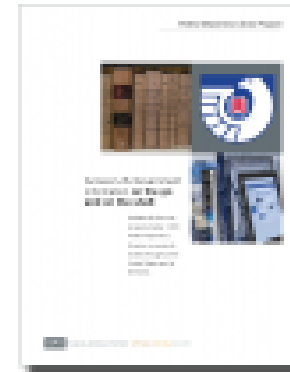
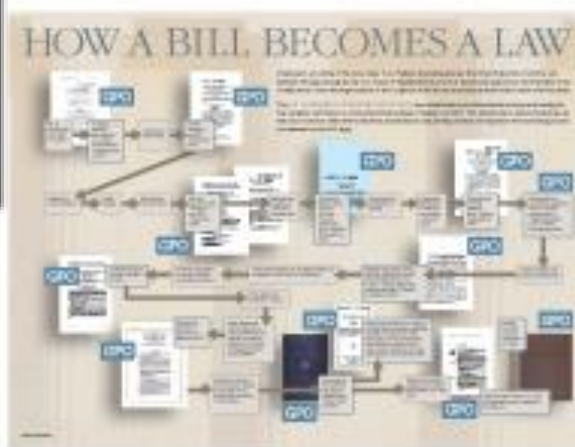
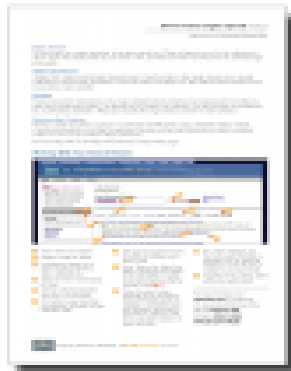


NEW Promo Tools

- Ben temporary tattoos
- **govinfo** handouts & brochures
- New brochures for the FDLP & CGP
(soon)



For Order & Download



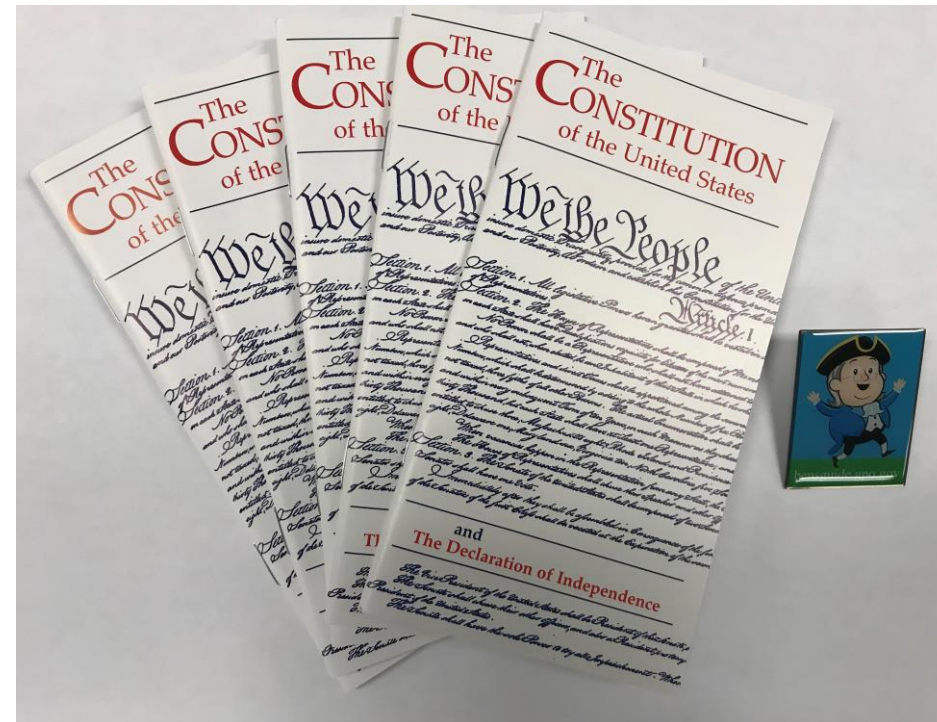
Printable Activities

BEN'S GUIDE
to U.S. GOVERNMENT

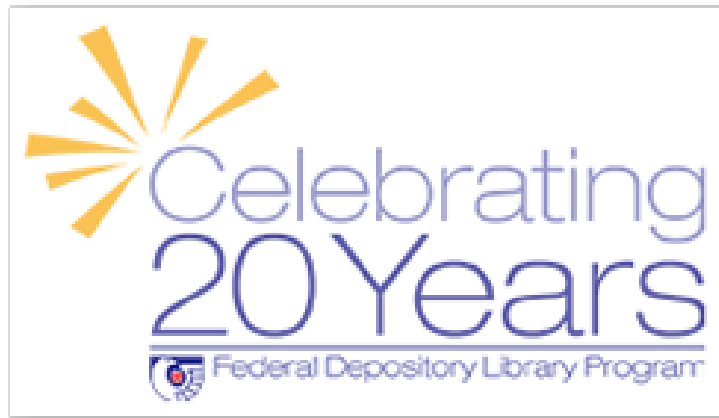


Constitution Day Resources

- Constitution Day Packets
- Links to LibGuides
- Trivia
- Quizzes
- Images
- Posters
- Activity suggestions



Anniversary Resources





Digital Marketing Toolkit



FREE access
to U.S. Government information
both print and digital,
available here!

Ask a library staff member
for help.

GPO



govinfo

Free online access
to U.S. Government information
from Congress, Federal Agencies,
the White House, and U.S. Courts.

govinfo.gov

GPO



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

GPO





Promo Guidance

- Obsolete Promo Items
- Promo Tips & Ideas
- Celebrating Anniversaries



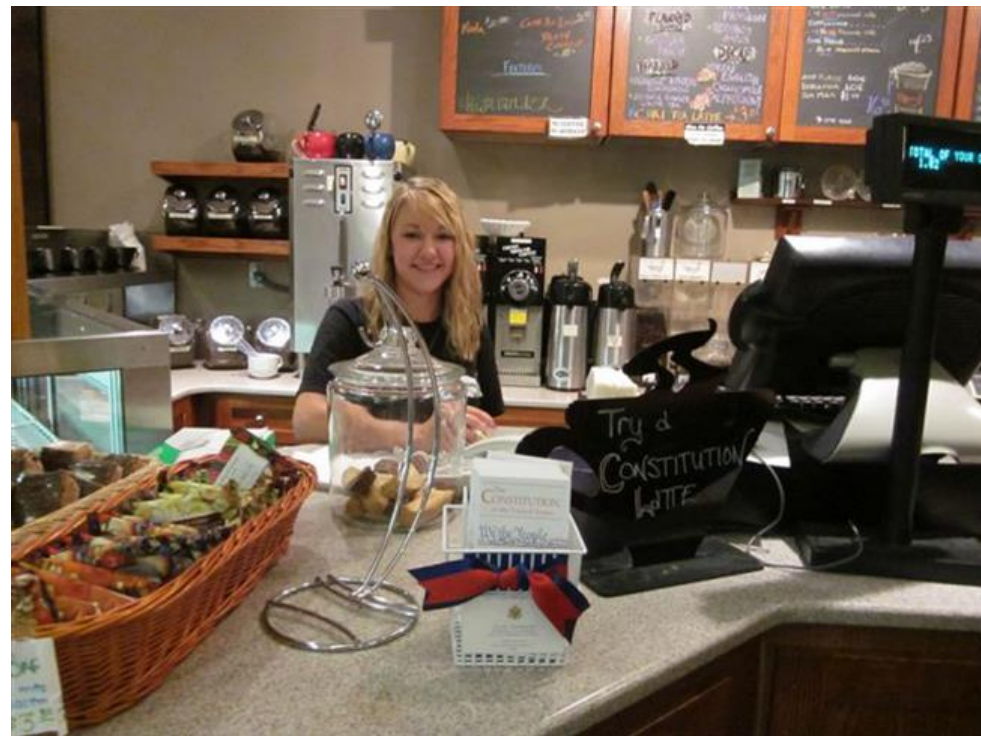
Idea Exchange

- Celebrating December Holidays
- Celebrating Halloween



Idea Exchange

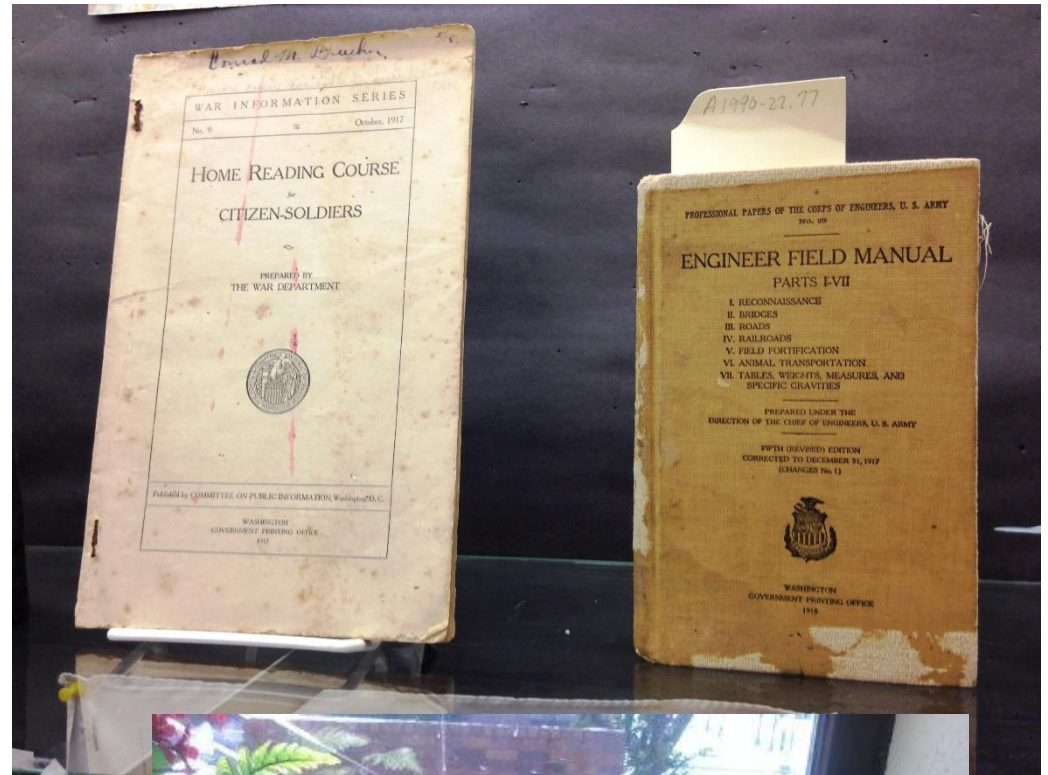
- Celebrating Valentine's Day
- Celebrating Constitution Day
- Celebrating Anniversaries



Social Media

- #lovemyFDL
- #BensAdventures
- Live tweeting events







COLLECTION TOOLS

REQUIREMENTS & GUIDANCE

PRESERVATION

ABOUT THE FDLP

CATALOGING & CLASSIFICATION

Legal Requirements

Guidance

Instructions

Collections & Databases

Promotion

De...
Sp...
Virtual Meeting
April 18-20/2018
#DLCVirtual18

Join the U.S. Government Publishing Office (GPO) and the Depository Library Council for our annual spring Virtual Meeting. [Read more.](#)

THE PROGRAM



New to GovDocs?
VIEW OUR QUICKSTART GUIDE



Join the FDLP
LEARN ABOUT THE BENEFITS



🎙 News & Events

Acting GPO Director Jim Bradley Retires

Upcoming Events

- Webinar: USGS Library Materials for Earth's Age (March 06, 2018 2:00 pm EST)



COLLECTION TOOLS

REQUIREMENTS & GUIDANCE

PRESERVATION

ABOUT THE FDLP

CATALOGING & CLASSIFICATION

[FDLP Guide to Social Media](#)

[Order FDLP Promotional Materials](#)

[Promotional Tips and Ideas](#)

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

[Celebrating Depository Anniversaries](#)

[Anniversary Celebrations](#)

[Celebrating Constitution Day](#)

[Celebrating Halloween](#)

[Celebrating December Holidays](#)

[Celebrating Valentine's Day](#)



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- Resources from GPO for promoting your library
- **Promoting digital resources**
- Social media tips
- Q&A

Promoting Digital Resources

eBooks

Websites and databases

eMagazines

Videos





Promoting Digital Resources

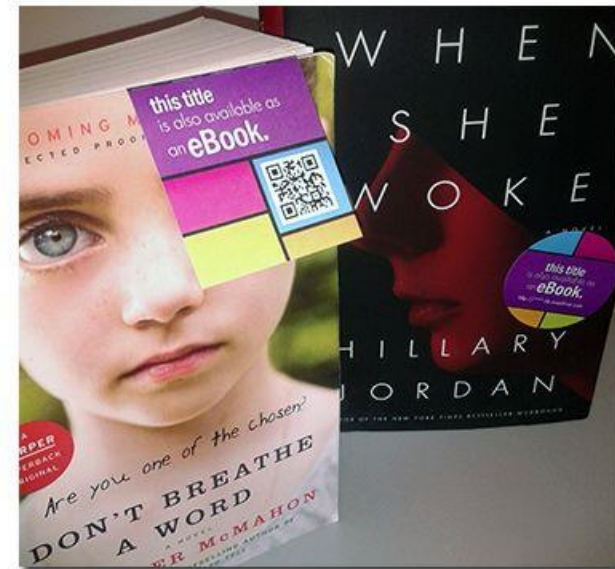
2 ideas – sometimes in opposition:

- Patrons don't always visit the library.
- Not all patrons are digital natives.

Promoting Digital Resources

Inside the library:

- List of digital resources
- Cheat sheets
- Stickers/signs on or near print publications
- Staff / professor training
- Patron training
- Signage



Promoting Digital Resources

Beyond the library:

- Websites
 - PDFs (cheat sheets, lists)
 - Homepage feature
 - Integrate with other features
- Social Media
 - Digital feature
 - Did you know?
 - Top 10 lists
 - Videos (1 min review)





Promoting Digital Resources

Beyond the library:

- eBlasts
- Newsletter
- Library app





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Social Media Tips for FDLs

Best practices and helpful tips for libraries
using social media.

Presenter:
Scott Pauley
Writer/Editor LSCM

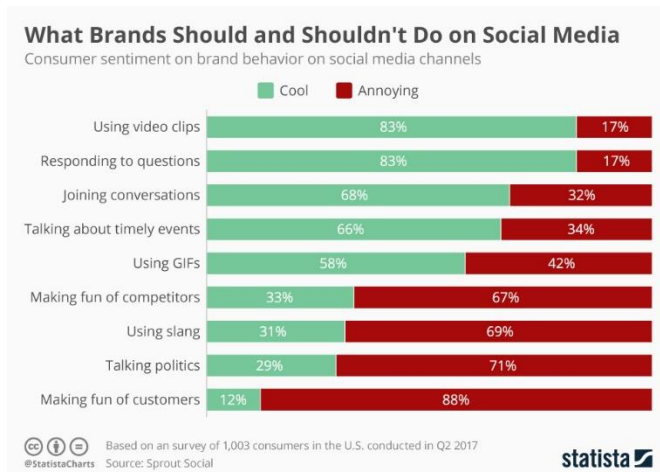
Communicating with Patrons

- 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





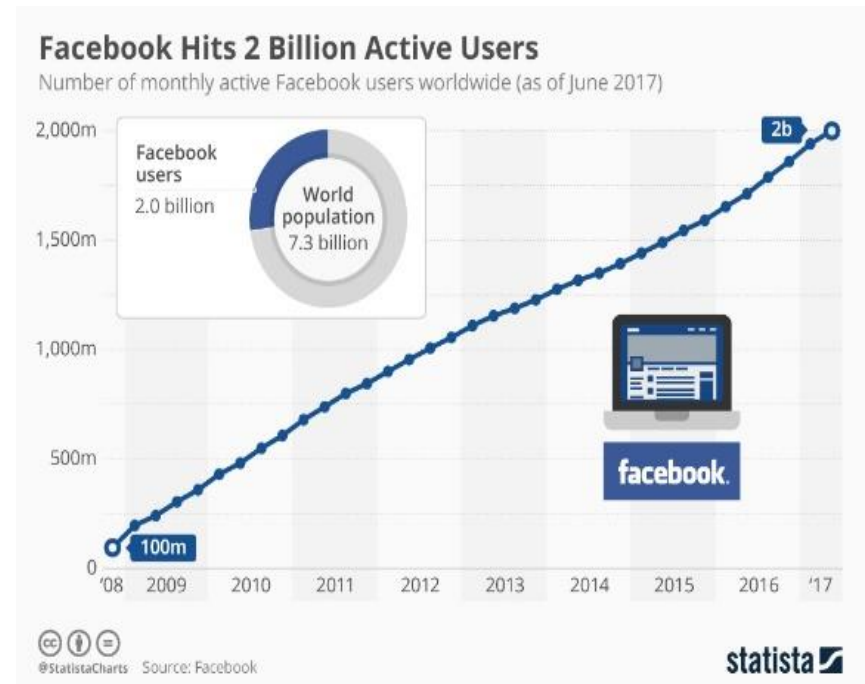
Communicating with Patrons



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- Nobody likes someone that constantly talks and never listens

Facebook

- Video is King
- Events
- Networking



Twitter

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



Instagram


- #HASHTAGSGALORE
- Unique Angles
- Stories
- Influencers



Inspiration

- Good Reads
- User Generated Content



 goodreads • Follow

goodreads @l13bobo found a real-life bookworm! #goodreadswithaview

goodreads #bookcaterpillar #bookworm #bookstagram #booklover

senem_says A bookworm. 🐛

l13bobo Thx the leaf and caterpillar fell from the tree onto my book while sitting at Shawnee PA State Park the other day!

buffstyle Awww

buffstyle @l13bobo omg that's so cool haha

m.lekus That's so cool!!!

fafan_chwan I do love this picture

lindsays_books Sooo cool!!

7saga Great shot!

psayff 🐛


the7cana Great shot!

  1,071 likes

SEPTEMBER 27, 2017

Add a comment...



 goodreads • Follow

goodreads Now we're ready to tackle Monday! What book are you starting off the week with?

Load more comments

lewis.isaac.91 The couple next door

emilyfordham Finishing The Underground Railroad and then moving onto Nutshell



debra.a.g The 7 Habits of Highly Effective People. Moon Over Manifest

trjivar Humble Gifts by Serbian author Ugljesa Sajtinać, the book won the prize for the finest European fiction.

queen_of_the_seasons Tower of Dawn by Sarah J. Maas!!

kathydesepioshort Mightier than the Sword. Jeffrey Archer.

deannacopeland_ The man who couldn't

  1,134 likes

SEPTEMBER 25, 2017

Add a comment...



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

- Outreach and Support team: fdlpoutreach@gpo.gov