

Please stand by for realtime captions. [Captioner is on hold, waiting for event to begin.] Good afternoon everyone and welcome to our session Shine a Spotlight on your Library, we will get started in about three minutes.

>> Good afternoon everyone, welcome to Shine a Spotlight on your Library, my name is Kelly Seifert, I am the coordinator here at JPL, with me today is Scott Pauly, our writer and editor, we will talk to you about resources and tactics, Social Media and all things promotion, before I get started, I would like to walk through a couple of housekeeping reminders, first, question answers. We will have a question and answer period at the end, feel free to chat your questions at the bottom box of your screen, Melissa Fairfield is here with us and she will monitor those questions.

>> Today we are courting -- Recording today's session, and we will send you the slides and also a certificate of participation with the email you used registering for today's webinar. If you need additional certificates because of other people watching with you, just email us at FDLP outreach, this includes the webinar of our webinar today, and email addresses of anybody who is watching with you we will get certificates out to everyone. If you need to enlarge anything you need to see on the screen, you can enter into full-screen mode, you can find that at the bottom of your screen. You will see a bar that appears at the top of your screen, if you're in that mode and you want to return back to the mode that you see here. Just go over to the top of the screen hit the return button and you will be right back to where we started.

>> With that. I will get started.

>> First of all I wanted to touch base with why we are here in the first place. Public service begins with public awareness, if no one knows you are there they will not come to you. They don't know what government documents they have to offer, they will skip right over your area of the library, you can make your time visible to users. As we go through this process it's important to remember promotion should be ongoing and it will raise the visibility to current and potential patrons, we do realize that you are busy and that you have so many roles and hats to wear. Promotion often falls to the bottom of that priority list. We do want to convey the many ways that you can promote your library, to hope that you strive to do so. What are the priorities for promotion here in the library services, this is always our biggest focus. And we also promote our three main web services, the US government, and the catalog US publications, which we refer to as CGP our presentation today is divided in four different part the resources we have to offer, I will give you tips on promoting digital resources specifically, and then Scott will talk about some of the tips you have enhanced your library Social Media effectiveness, and then we will have a Q&A period.

>> What is GPO in the role in this endeavor, first of all it is up to us to create digital tools and resources that you can utilize. We also provide guidance to the libraries. Formally through FDLP.gov.

>> And then informally on an as needed basis through one-on-one consultation. When we visit your library and different channels like that. We will share the good ideas of other libraries frequently. We do this through photo galleries and then also through one-on-one consultations, at GPO etc.

>> Finally we made a pledge in this agency to use our Social Media channel to promote the activities and achievements of FDLP library. We rely on sharing good stories to accomplish this. And promote all sorts of different things in Social Media. Library anniversaries, interesting displays and libraries events, different ways that you commemorate, holidays and other days like Constitution Day, historic collections, you knew services you name it anything interesting that you are doing or giving to your patrons or services we are happy to promote that.

>> Here we have some of our popular promotional tools you can order from us for free, these have been bookmarked, these did go out of stock, and we just placed an order to wreck stock them, you can order them from the page, we will send those out as soon as we get them. These pencils we have are restocked they should be available. Last year we introduced this new detailed come the red item you see here, what we have been communicating to everyone, there have been many past versions, at your

entrance, many of you are very passionate about what part of the decal you enjoy, we are trying to streamline and asking if it's possible to replace your decal with the new one, we have versions with adhesive on the front and on the back, please order your decals if you need to update your version. We also have the sticky notes, and the window decals, standup cardboard bins, as well, and we offer these staff buttons. Ask me what depository libraries can do for you? You can order up to 15 of these at a time, we also have that your library is a Federal Depository, for the patrons, you can order up to five of those at a time, and also the silver presentation folders that you have for your presentation, and then also the classic FDLP publication stickers, and you can put them on your publications, to identify as part of your collection. Each of them have 500 stickers. Some of the new things that we have due to very popular demand, and many requests, we have ordered temporary tattoos, in stock right now we also have new GOV handouts, we've ditched any of those, now out of beta, we have two handouts into new sizes for you to choose from and we are developing new brochures, our goal is to offer both in English and Spanish versions. Stay tuned for those coming soon.

>> We also have more resources you could download and print instantly in addition to being able to order, there are four main informational handouts, FDLP, then the two .gov handouts, then you can download and print them yourself if you need it instantly, and also the same as, a bill becomes a law handout.

>> If you are not aware we offer a wide variety of printable activities and games for kids, we just added several more. Including quizzes and connect the dots, go to Ben's guide, and take a look at the games section. Back also by a very popular demand, we are offering lots of constitutional day resources, and we expanded from what we offer last year. We offer each depository to order for free one packet which is 100 constitutions and 10 or 15 I can't recall at the moment, these little Ben lapel pins, if you haven't gotten your packet don't delay, we are offering much earlier than we did last year, we have an inundation of orders, and it slows down the distribution center. We made them available much earlier so that everyone has resources in hand for Constitution Day. This year we did assemble a link to live guides, for Constitution day that you sent over the years. And also a list of trivia that you can use for contest stuff like that, and we have developed our own list and linking to the lists of a few other folks on the page. We also developed quizzes, the ones available from Ben guide, and a list that you can print out, encouraging folks to ask you about the Constitution. Then bullet lists suggestions, on feedback that we have gotten from libraries across the country, the things they do to celebrate constitutional day, contests, things that you can take a look at to get inspiration. We also offer lots of different resources to help celebrate FDLP anniversary in style. New last year we offered a prince -- Press release template, to help with anniversary and media coverage with the events you are having. Downloadable images you will see on the screen, you can use on your website, Social Media's order on your print resources. These are available in five-year increments, starting with five years, and 175 years -- You can choose from many of them, if you don't see your library milestone, you want one custom crafted we will work with you to do that. If you do not see what you need, you can contact us at FDLP outreach at FDLP .gov, if you order a plaque, they come in 20 five-year increments, you can also require attend events from the pages well.

>> This April we launched totally revamped FDLP digital marketing toolkit, including all new images and graphics you can use these on your website on social media, in your library and on your campus. We also now have an animated Ben image, on your screen, just because of the limitations of WebEx, he is not waving to you, if you download the toolkit, you can see he waves. It will draw a little more attention on your website or social media. We have two audio public service announcements in the toolkit, one for depository libraries on college campuses, you can share with your college radio stations and the other one is just 4 AM stations in general that say you have local depository libraries in your area. You can download the MP4 files, or the script to pass along to your radio stations as well.

>> Those are the promotional resources that we provide, next we also provide guidance. We have developed a few resources we have a webpage called obsolete promotional items, what to replace? Over the past several years, we have developed these collection items, as they travel the country, visiting libraries there is a lot, a wide variety laying out some promotional tools that are brand-new, some are very old summer outdated. We wanted to develop this gallery so that you can look at this page and assess what you need to catch, including in this gallery anything that has older URLs or talking about resources, that is no longer valid, or it is out of date, next in the way of guidance, we offer a page that includes general tips and ideas on how to promote your library, and also a similar page for celebrating your depository anniversary, some of those resources I told you about in the last slide, and also suggestions and ways to celebrate.

>> Our next promotional role that we mentioned is idea exchange. Many years now, you have been sharing with us you have been really creative and holiday displays special events, things like that, and you have sent us these great pictures, we have always said we wanted to share these with the community, in 2015 we developed this follow the photo gallery, doing just that. We have celebrating these which is for Valentine's Day Constitution day, we knew this year we developed an anniversary gallery, to add to the different resources that we have access to, now you have access to the photos. Now our last promotional is Social Media. We tried to show the FDLP promotion as much as possible, hopefully you took part in the I love my FDL, and we talked about your libraries and resources your expertise and we also asked to tweet along with this using the hashtag, similarly last summer we held our Bens adventures, and to take him around your town and library and take pictures of Bens adventures, both of those campaign did reach [Indiscernible - low volume] , and we also love to live tweet FDLP van spring meeting and fall conference, each time we have a unique cash tank -- Hashtag -- Also a great way to find out about impromptu and official dinners and happy hours for attendees, not only can you get caught up in the major announcements at these events but you can see how folks are enjoying themselves, and what they are doing as well. Not only do we generate our own ideas via social media, to promote FDLP, we also post about your events and your milestones and collections as well, please remember us when you were celebrating an event, or if you found a really cool historic document, and you want to show that off, we would love to promote that, we have examples of things we have in the past, on the left, you see this historic document poster from World War I, and we use this to promote, as they are promoting a great historic documents, dating back to World War I, and also [Indiscernible - low volume] library put these on and force, and promotion of this day. Also you will see the unofficial mascot, we promoted this as well because we thought it was really cute.

>> Where can you find our FDLP promotional tools? From our homepage or from any page, this top menu that you see is always available, hover over requirements and guidance, click on promotion takes you to the main promotion page that you see here. Then you can get to all of the different resources that I just talked about. Okay back to our agenda for a second, next I want to touch briefly on promoting digital resources. This is a topic that is emerging more and more as we continue to make this digital transformation in FDLP and in your libraries. Often we get request for how to promote the digital resources that we have. I just want to clarify between digital resources and Federal Depository's, and also resources that other libraries. Digital resources are ramp it in libraries, between audiobooks and movies that you can rent, language learning resources, and in the world of government docs, government resources are little more focus to websites, email it seems, to some extent and growing more so all the time videos.

>> Two examples here. An e-book from the historical foundation, and the E magazine from the Department of State. When it comes to digital resources, we have to account for two factors, some they are in opposition to one another patrons do not always visit the library, using the digital resources, we need to be able to promote to them from beyond the walls of the library, and not all patrons are digital

natives, or digital savvy. We do want to talk up your digital resources inside the library, or nondigital platforms to bring those folks into the fold.

>> So within the walls of your library. There are many things that you can do to help elevate the visibility of these digital resources. Very simply you can start by making the list. What digital government resources can you offer your patrons that your local area patrons would be interested in? Aside from access to obvious things like Dove Inco, Ben's guide,, -- And Bens guide, we have a wealth of e-books, if you visit at the top of the page, there is a link called government e-books. Clicking on that centralizing all the e-books that we have access to currently in the CGP, currently 400 e-books at the moment, when you create these lists, they can simply be posted in the area, and also you can create cheat sheets, and step-by-step on how to use the resources and what you use it for. And how to access it steps one and two and three. You can make these available to not only your patrons, but your library staff that you work with also you can give your e-book a physical presence. You can make a little sign that you put in the library, even some have said they made stickers that they put on publications, that they have put on e-books. While you have certain print collections in the library, there are government e-books that may not be the same, but they can complement and give you more information as well. We are talking about making little signs, to explore government publications that will be coming soon. Also training goes a long way and you can incorporate the cheat sheets. I would make this a definite part, you can use these as cheat sheets at the end of your training. Then the simple signage. You can add information to the disk at the digital displays, you have more information that are available digitally on these topics. Beyond your library, if you are able to get information on your website easily. That you can add cheat sheets, and list them as PDFs on your website, and you can feature some of these resources on your homepage. If you have other pages on your website, that feature other things, you can integrate those digital resources for example, if you have pagers or guides that specifically talk about welcome to community, you can look in CGP and other government websites to find other websites you can link to those pages. And also you will want to utilize social media. You will come up with a digital feature, and you can come up with one per month or week, whichever it would allow, and did you know, resources that are in the government collection, you can make top 10 lists, and if you are able you can make a short video with the one minute review of government resources, and you can see if you can get those posted as well, now that everybody has a smart phone nowadays, it's easy to do that. Beyond the library, just to make sure that you are promoting digital resources in your E blast and newsletter, if you have in the library at that you can incorporate some of the resources there. Okay. Now I will hand it over to Scott Pauly and he is the writer and editor of resources and he will talk about resource tips.

>> Thank you Kelly. My name is Scott Pauly, I am the writer here for GPO. I have some specializing in the Navy and just to let you know I do have knowledge and do know what I'm talking about. Okay we will go over today some of the best practices and helpful tips to help drive engagement and interest to your libraries. First and foremost, what is the point of Social Media, whenever you print flyers and signs, you can put them up, but people cannot talk to you about that, you can have the communication engagement directly in the form of media, when you're using this form of media, it is using this form of conversation, and you should be able to engage with your customers on your terms wherever they are, you want to make it a two-way street, and that you are not posting information just telling them things, and asking them for feedback or input, you want to make sure that you are not ignoring, any if you want to ask [Indiscernible - low volume ] --

>> If your institution does not lend to humor, that could be a difficult situation, if you are the person who gets people laughing every time you talk, then you can use a little more humor, if you are not getting good responses, stick with straight lines, show people you are interested in what they are interested in, and you want to figure out what patrons are wanting out of the library, what do you have to offer these are the things that you want to look forward to start conversations we can reach out to them and create a conversation to reach out to them.

>> Facebook is still the king of Social Media, it has broken 2 billion users, one in four people in the world are on Facebook right now. Anybody who says Facebook is not going to be here in the next couple of years, or people are not using Facebook anymore, that is just not true. For Facebook. When you look at how to better use your Facebook to create your messages and work with people. A video is great now, they have changed their secret coatings on getting more reach with videos than you ever have, one of the places to do that is with the live function, you will be able to do that if you have a page, create a cultivated video that you can add to, some people don't have time to edit a video or shoot things, put a video up that is well produced, with live video it is expected to get to see something raw, nobody expects you to speak perfectly you can make mistakes and to show what we are looking at in the events, put it on the Selfie mode go live, tell them about what is going on, show them the library and what you have, with the event, you can create an event, what is beautiful about that. People can then let you know on Facebook, if you put a flyer on campus or around town, you may not necessarily know how many people are coming, but you get a good feel on how many people are coming to your event, and create, to get people to understand what is offered. You can also be asked things about the event and any direct communications or needs you may have available. Networking is huge. And then you can find other libraries that you may want to check out to see who sees Facebook and other social media and they are gaining engagement the best way that you can do this is to go out and figure out who is doing something that works and how can I use that for my library? And then do it. Everybody cannot come up with the new viral poster whatever it is, the best thing you can do is to reach out and look to work out with other people to connect with them. The next Social Media channel is Twitter. It is really one of the only ones that stand out from the rest because it is unique, what you do with this and limited characters how quickly they move, this is the most important thing to know about Twitter, anything you put on their moves fast, it is about 30 minutes, you don't want to put things up you want people to see throughout the day, update people continuously with Twitter, and things that should keep popping. You also want to respond quickly, it could be more difficult to monitor when you have several other jobs like most librarians do, with Twitter you don't want to wait two hours to respond to someone's comments, you can pretty much lose someone it get so buried in the Twitter feed, hashtag's are important onto Edgar -- Important on Twitter. They will allow you to find what you are posting, and also to join a global conversation which is important. Whenever use a hashtag with winning your tweets, then someone will trend the hashtag, and it will show up, just like Kelly mentioned at our events, we hosted twice a year, we have to follow that conversation and searching that hashtag everybody is posting with that, you should use that also with your regular daily posts for your library if you're using Twitter. Keep your conversation so that people can find it without going through a cluttered feed. Photos are important on Twitter, they will increase your engagement by 30%. You can get a lot more people coming in to see what you are posting, when it sticks out, you will seek these, this will stop them in their feed, what are they saying, and what is the tasks, using posts with photos, is a big thing to break out from the noise. And really stand out among all the other posts. Instagram. Not really the new kid on the block anymore. It is the fastest growing of all social media at this point you will find that quickly, you can get Instagram followers about 10 times as fast as you can for Facebook. Instagram is just exploding with people going on there. Growing new accounts.

>> Facebook has been there for a little time, a little more established, and Instagram is still growing at this point.

>> Good tips for using Instagram well are hashtag's.

>> Hashtag's are the easiest and most effective way to find your post on Instagram. What you will see at times, you will see dropping this down fuel lines, using a dash to break up the text, and you can throw in 15 or 20 hashtag's. You want to make sure that you have researched them to some degree. We talked about this in the conference last fall, when they were using hashtag's at one point the Air Force, they wanted to stop and think about what AF would stand for, or other things, you want to make sure what

you're hashtag's are being used for, who is posting and what kind of brand does that meet? Does that keep with the professional unique angles that your library is focused on. These are your ordinary images things that you see every day when you walk in the library, when you find these angles highlighting some of the features of the library, these are the things that people will stop to interact with. These are the things that people will come into your library, to see those features. Once they are there, we have a conversation you have to offer in the library. And unique angles that stand out. Instagram pick out stories, they are growing, and you can post a video picture, you can put a filter and it will last for 24 hours. You can use a story to tell the daily of what is going on in your library, if you have an event, you can start and Instagram story, and then the beginning and the end, you can do a video if you're doing a book reading, or anything else in your library, you can use video to promote that, it is not going to be stuck on your Instagram forever. These are things that might drive people to come and look at it. There are short terms that are developed with that. Instagram especially with libraries in colleges, or public libraries come you want to figure out is there anybody that has a strong Instagram presence connected to your library? By going to the college are playing football in the college, as long as they have a professional brand reach out to them to have them post things to take your library, basically piggyback on what they have to see, I never knew that we had and Instagram, then I see the quarterback post, that kind of thing. Same thing that goes for public libraries, there are cool interesting things, Memphis had a lot of ties to music and artists. You have to figure out if you have local artist Sir music, people that you can talk to, to come in and work with you. A lot of people want to help out, they want to help out and spread knowledge and information. Inspiration is probably the hardest thing to find when it comes to social media. You struggle with that because you have so many things to do in the day. I try to make a point in finding things that inspire me on Social Media when I look for these posts. One of the things I found are good reads. They do a great job in posting pictures that are group related, and what is more emotionally [Indiscernible - low volume ] , this creates an emotional tie to the relaxation, to be able to breathe and lose yourself in the book, while enjoying nature, if you can use anything that would tie people into something interesting. That has anything to do with coffee, it's going to work out everybody loves coffee. Another inspiration can be generated user content, with these filters that Instagram and all the social medias have, you can search a location in the social media platform, to find out who is posting and what they're posting about the locations go through to see if there is anything you may want to use. There is an app called Ree Graham, to repost someone and their Instagram photo, reach out to them to see if you have the permission to do so, and then using that can also help show other people in real life, enjoying the school in town, in a way that connects to the audience and showing the human side of the library and the emotional side and what that represents beyond books and information.

>> Okay.

>> Now we are on to the Q&A source.

>> If you have any questions for Kelly or I. Just post them in the chat. We will answer them.

>> While we are waiting for your questions, we will put up the slide that has various contact information also if you are on GPO, you can reach us through this path we have posted here. Also sometimes we have referenced the support team. This is where we can reach out for sharing specific photos, you can email myself and Scott, or you can request anniversary images in different milestones. You can reach us in a variety of ways here. Any questions?

>> If you missed the beginning of the session. I said we are recording the session. After tomorrow you will receive an email that provides you a link to the recording and the slides as well.

>> Okay no questions. We want to thank you all for joining us, and we hope you will continue promoting your library and the FDLP. Thank you.

>> [Event Concluded]