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GOVERNMENT INFORMATION AT YOUR FINGERTIPS
FEDERAL DEPOSITORY LIBRARIES



Promoting your Depository and the FDLP

May 16, 2013



The Importance of Promotion

- Increase patronage, civic engagement, and support for your library
- Build relationships in the community
- Meet the needs of your patrons
- Promote your depository's parent organization
- Stimulate an informed citizenry
- Reinforce the importance of libraries
- Provide collaborative opportunities to connect with others on training initiatives in depository librarianship

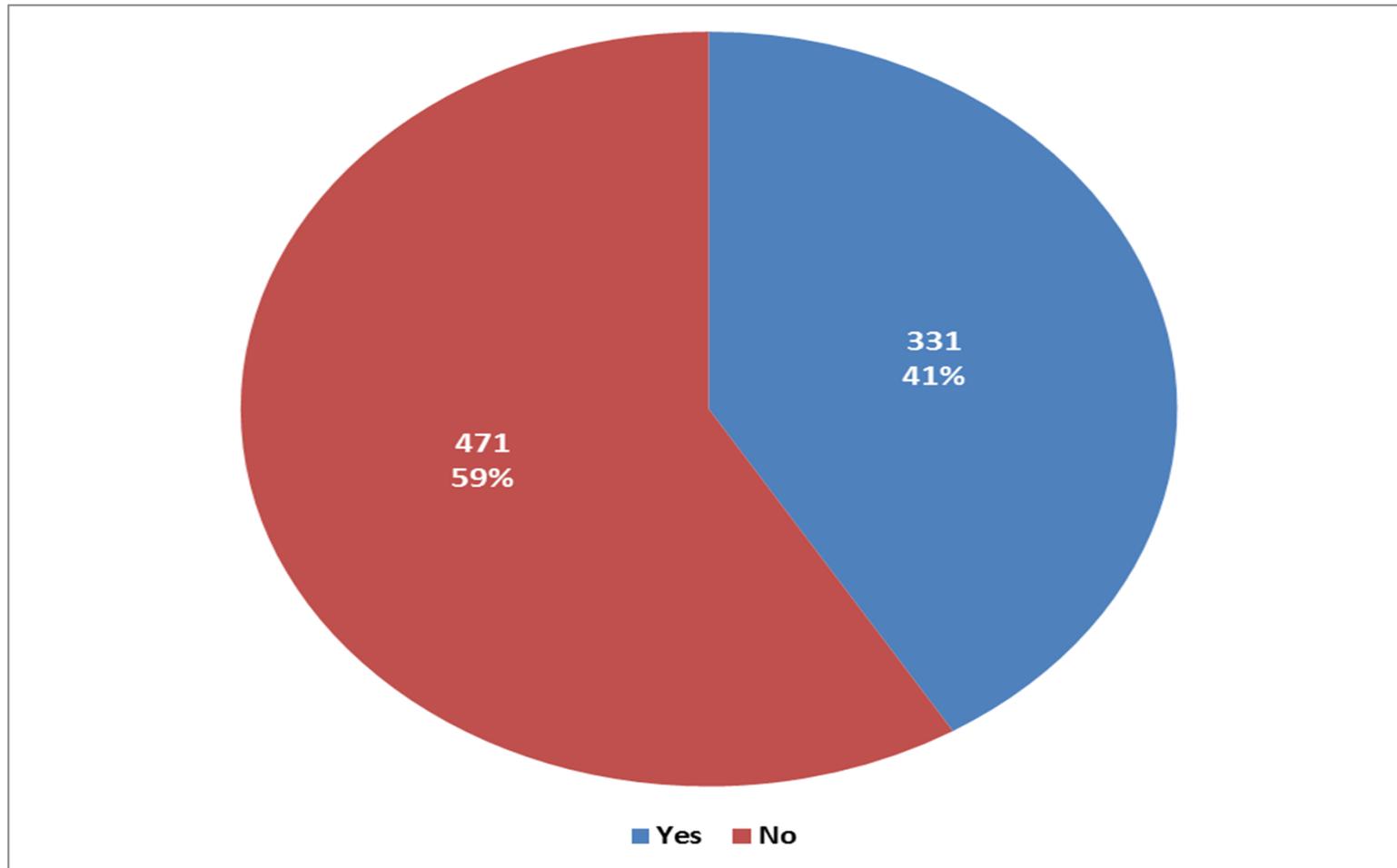


A Community Need

- Ongoing Requests
- Library Forecast Q22: Does your library market its FDLP collection and services to local non-depository libraries or in other venues where members of your community could learn of them?
- Library Forecast Q23: How can GPO assist in effectively marketing the services your library provides?



Q22: Do you market?





Q22: Top Ways You Promote

1. Library Web site
2. Collaboration with area libraries / consortia / associations / government
3. Programs / workshops / classes on depository resources
4. Online subject guides



Q23: Top Promotion Needs from GPO

1. Not sure / no answer
2. Satisfied with current assistance from GPO
3. Free promotional materials
4. Enhance promotional content



GPO's Task

- To promote the services of depositories to the widest audience possible
- To provide depositories with the tools necessary to promote their own services to both the general public and non-Federal depository libraries



The Focus

- Wide variety of information topics
- Vast collections
- Knowledgeable and dedicated staff
- FREE



The FDLP Promotional Campaign

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FDLP Promotional Tools

<http://beta.fdlp.gov/requirements-guidance/promotion>

- FDLP Promotional Materials
- Marketing Ideas
- Promotional Toolkit
- Celebrating Depository Anniversaries



Posters

Screensavers

New FDLP Promotional Materials



Bookmark



Door Sticker



Tabletop Sign



Federal Depository Library Program



Government Information at your fingertips

available for free use at approximately 1,200 Federal depository libraries, conveniently located throughout the United States and its territories.



OFFICIAL DIGITAL SECURE



Catalog of U.S. Government Publications



The finding tool for U.S. Government documents

Access descriptive records for historical and current publications and direct online links to Federal Government information.

OFFICIAL DIGITAL SECURE



GPO's Federal Digital System (FDsys)



View and download U.S. Federal Government documents— for FREE.

- Follow** Congressional legislation from a bill to a law and each step in between.
 - Research** Federal regulations.
 - Explore** United States Court Opinions.
 - View** Presidential documents like the *State of the Union Addresses*, *Public Papers of the Presidents of the U.S.*, and the *U.S. Budget*.
 - Learn** about the U.S. Government through the *U.S. Government Manual* and the *Congressional Directory*.
 - Access** U.S. Federal agency documents and publications.
- FDsys is...**
- Free** Why pay for access to your Government's information? FDsys is FREE to all users!
 - Vast** Study historic and current content.
 - Precise** Get precise search results, quickly.
 - Easy** Conduct basic or advanced searches, or BROWSE for content.
 - Advanced** Sort, filter, and search within search results.
 - Trustworthy** Authentic, digitally-signed PDF files are available, ensuring the integrity of the documents.
 - Dependable** GPO guarantees permanent public access to all FDsys resources.
 - Responsive** Get stuck? Utilize our searchable online Help system at www.gpo.gov/help/index.html or ask a question at www.gpo.gov/askgpo.

About 50 different resources of Government information are available!

Learn more about FDsys at http://www.gpo.gov/fdsysinfo/instructional_video.htm. For more information, visit www.fdsys.gov or contact the U.S. Government Printing Office: Toll-Free 866.512.1800, DC Metro 202.512.1800, www.gpo.gov/askgpo

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FDsys Promotional Materials



National Media Contract

- North American Precis Syndicate (NAPS)
 - Print Campaign
 - Radio Campaign



Coming Soon

- Press Release/Announcement Templates
- Outreach to Library Schools and Federal Government Web Resources



Your Online Audience

- Social Networking
 - Borrow Ideas
 - Friend, Follow, and Post
 - Post Often



Your Online Audience

- Social Networking – Post About:
 - Depository Events
 - New Items
 - Frequently-Sought Materials
 - Hidden Gems
 - Services
 - Facts about Your Library/Collection
 - Links to Government Web Sites



Your Online Audience

- Social Networking
 - Personality
 - Use the Logos
 - Link with Friends



Your Online Audience

- Blogging
 - Coordinate
 - Hot Topics
 - Consult
 - Use Your Resources
 - Let the Public Participate



Your Online Audience

- Social Media
 - Photos
 - Videos



Your Online Audience

- Your Library's Web Site
 - Is the Government Documents collection visible from the library's homepage?
 - Is it clear on the library's homepage that the depository is open to the public?
 - Does the homepage display the FDLP eagle or language to indicate that free Federal Government information is available here?
 - Does the depository have its own Web page linked off of the main library homepage?



Your Online Audience

- Your Library's Web Site
 - Does the depository Web page describe what is available within the depository?
 - Is the depository page updated regularly?
 - Are associated social networking and social media pages being linked from the library's Web site? Blogs and apps?
 - Do you have an event calendar?
 - Is contact information easily accessible?



Your Online Audience

- Email Distribution Lists
 - Use Existing Lists
 - Start Your Own List
 - Tailor Your Message



Your Community

- Existing Communication Channels
 - Newspapers, Newsletters, & Bulletin Boards
 - Local Schools & Community Organizations
 - Local Government



Your Community

- Displays in The Library
 - Fresh & Timely
 - Coordinate with Holidays, Special Events, Moments in History, & Exams



Your Community

- Extend Your Reach
 - Anticipate Needs
 - Reach Beyond the Norm



Your Community

- Engage the Children
 - FDLP Children's Publications
 - Government Web Sites for Kids
 - Reach Out to Schools



Your Community

- Be Everywhere
 - Local Schools
 - Library Schools
 - Community Events



Your Community

- Celebrate Anniversaries
 - Tell Your Story
 - Create Awareness & Excitement



Your Community

- Subject-Based Lists
 - Gear to Local Community
 - Make Visible on Web Site
 - Distribute to Library Staff and Faculty



Contact Us

Questions?

Visit <http://www.gpo.gov/askgpo/>

Click – Ask a Question

Category – Federal Depository Libraries

Subcategory – Marketing

Strategies/Radio Spots