



FEDERAL DEPOSITORY LIBRARIES  
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## Promoting the FDLP

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## Recap of Kelly's webinar

- Importance of promotion
- Top ways you can promote
- Social networking
- Community
- FDLP promotional material



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## Feedback received from May webinar

- Social media
- How to locate
- Promotional ideas
- Real examples
- Time allotment



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## Social media at GPO

Pinterest

<http://www.pinterest.com/usgpo>



Facebook

[www.facebook.com/USGPO](http://www.facebook.com/USGPO)



Government BookTalk

<http://govbooktalk.gpo.gov/>

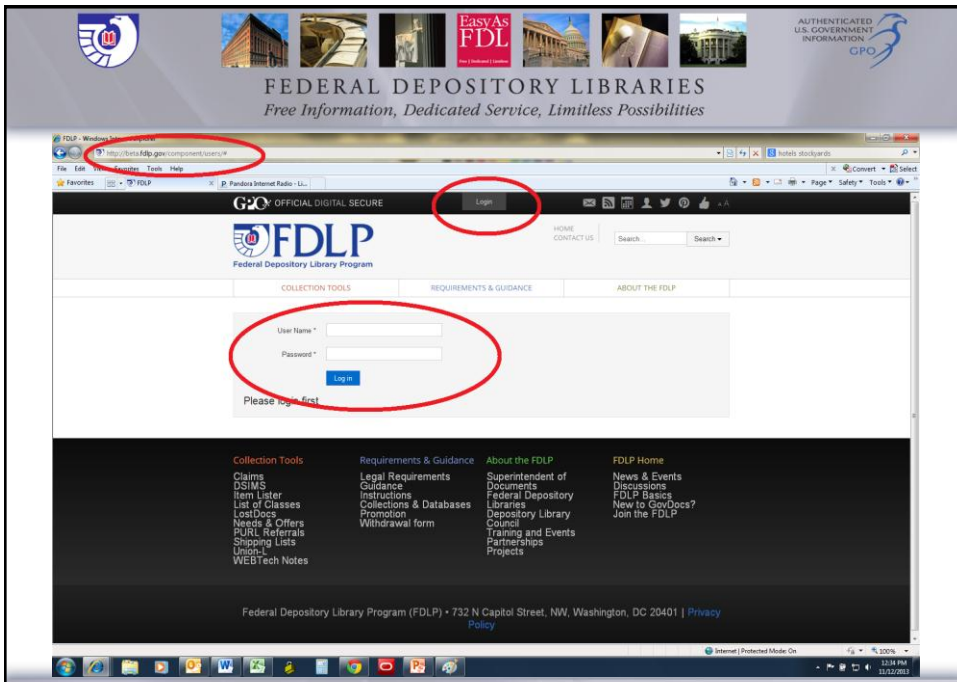




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# Locating promotional materials currently available for order



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OFFICIAL DIGITAL SECURE

COLLECTION TOOLS  
CATALOGS & INDEXING  
PROFOUND!!!  
This section contains information on how to promote your library.

REQUIREMENTS & GUIDANCE  
LEGAL REQUIREMENTS  
GUIDANCE  
PROMOTIONAL MATERIALS & DATABASES  
PROMOTIONAL MATERIALS

ABOUT THE FDLP  
PROMOTE YOUR LIBRARY AND THE FDLP  
New Products Now In Stock  
Order Now

**FDLP Promotional Materials for Your Depository Library**  
Increase awareness of the unique products and services provided through the Federal Depository Library Program (FDLP) with our promotional materials. Promotional materials are available at no cost exclusively to your library.

**How To Submit Your Hi-res FDLP Photos**  
One great way to promote your library is through the art of photography. Sharing your work with others can be one of the most rewarding ways to enjoy library accomplishments visually with your community. Take your best!

**Marketing Ideas to Help You Promote Your FDLP Library**  
Your voice as a depository librarian is critically important in the promotion of the FDLP and Federal Government information. Keep your audience in mind when you are creating promotional efforts. Take messages and benefit.

**Showcase FDLP Using Our Promotional Toolkit**  
Download our toolkit for signs, graphics, and public service announcements.

**Tips for Celebrating Depository Anniversaries**  
Your depository library provides an important and valuable service to the American public. Whether it's been one year or one hundred, every milestone is a celebration. It's also the perfect time to highlight your library.

Collection Tools  
Claims  
DSMS  
Item Locator  
List of Classes

Requirements & Guidance  
Legal Requirements  
Guidance  
Downloads  
Catalogs & Databases

About the FDLP  
Supervisor of Documents  
Federal Depository Libraries  
Depository Library Control  
Training and Events

FDLP Home  
News & Events  
Discussions  
FDLP Service  
New to Depository?

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**FDLP Promotional Materials for Your Depository Library**

Details  
Last Updated: January 24 2013  
Published: December 04 2008

Increase awareness of the unique products and services provided through the Federal Depository Library Program (FDLP) with our promotional materials.

FDLP promotional materials are available at no cost exclusively to Federal depository libraries. When ordering, please carefully consider the quantities needed by your library.

Showcase FDLP Services  
Hang posters and ID your Government staff with buttons.

Advertise Your Depository  
Use table tents and decals to advertise your depository.

Raise User Awareness  
Take flyers or bookmarks to your next event.

View Product List

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Promotional Ordering

FDLP Logo Poster (FDLP001)  
1272 items in stock  
Add to cart

Classification Chart Poster (FDLP002)  
2023 items in stock  
Add to cart

Federal Depository Libraries (FDLP003)  
1208 items in stock  
Add to cart

FDLP Screeners (FDLP004)  
147 items in stock  
Add to cart

Federal Digital System (FDLP005)  
1011 items in stock  
Add to cart

Proceed to checkout

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We want to hear from  
**YOU**

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http://login.icohere.com/connect/d\_connect\_itemframer.cfm?vsDTTitle=Promoting%20your%20Depository%20and%20the%20FDLP&dseq=18332&dtseq=77344&emdisc=2&mkey=public1172&vbDTA=0&viNA=0&vsDTA=&PAN=2&bDTC=0&blog=0&vsSH=A

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U.S. Government Printing Office  
Public Document 4004

Promoting your Depository and the FDLP

Site Administrator

Promoting your Depository and the FDLP (09/16/2013)

Rally Seifert conducts this four-hour webinar. It focuses on GPO-provided tools for promoting the FDLP and specific strategies that depositories can use to increase awareness of their depository collections and services.

Click on "Actual Size" to make it even larger.

**Click Here** To enlarge the viewing screen click on "Maximize" in the upper right corner of your browser window.

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## What are you doing with FDLP promotional materials?

- What do you use?
- How do you use it?
- Who do you share with?
- What can we do to help?

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## Continue the discussion

- What works?
- What doesn't work?
- What can be improved?
- Provide examples



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