The FDLP Marketing Plan Promoting Your Library: It's Easy as FDL!

October 21, 2008 Kelly Seifert Lead Planning Specialist Office of the Director, LSCM U.S. Government Printing Office

0

1

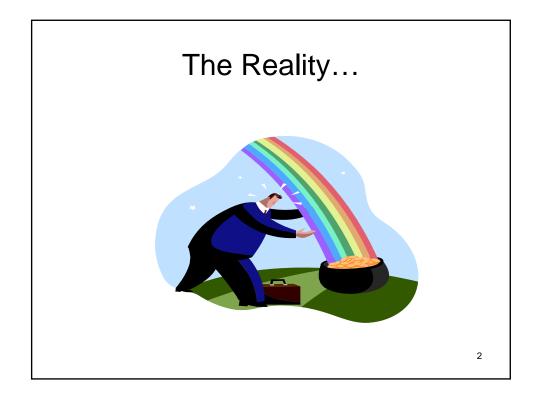
What is a Federal depository library?

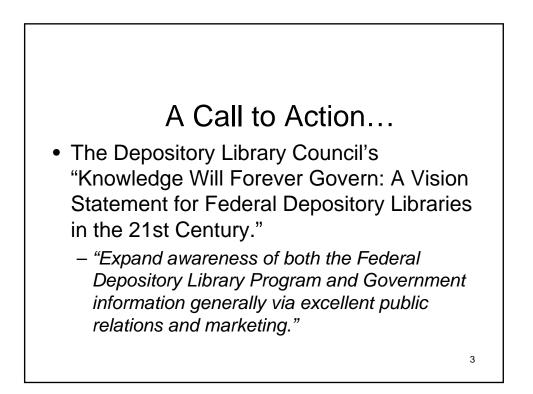
A library in a prison...

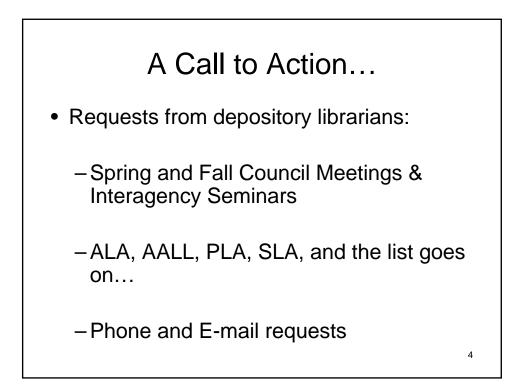
A library where the users donate books...

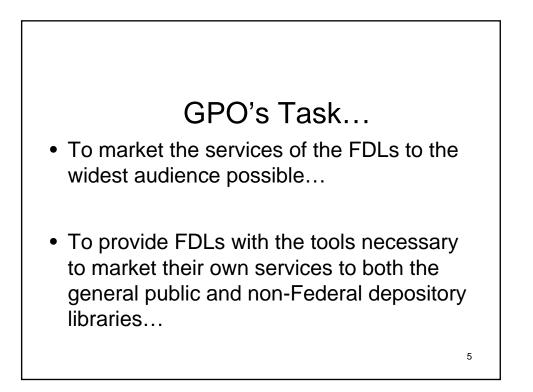
A library that only the Feds can use...

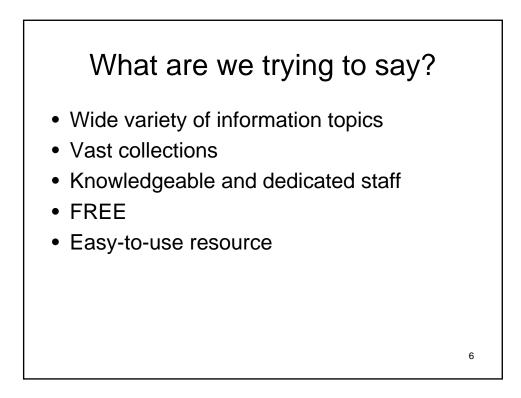
Where the secret publications are...









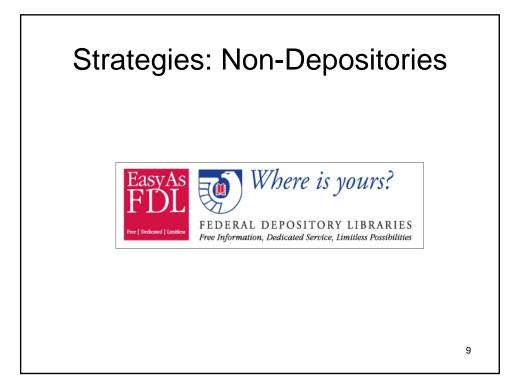




Strategies: Non-Depositories

- Library Ambassador
- Information-sharing
- Display or presentation
- Joint-community events
- Professional & social networking sites
- Virtual Worlds
- Collaborate on training opportunities

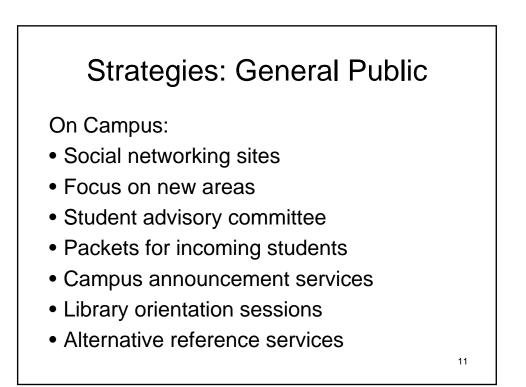
8



Strategies: Non-Depositories

New Web page topics:

- What can Government documents at X institution offer you?
- Current events and Government documents
- A "how to" guide for using Government documents
- About library X: hours of operations, expertise and assistance available, directions, etc.



Strategies: General Public

12

In the Community:

- Local Celebrities
- Community events
- Community orientation sessions
- Local government officials
- Local news organizations
- Local businesses
- Brief surveys for patrons
- Develop a contact list



