

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

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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...

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The Reality...



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A Call to Action...

- The Depository Library Council's "Knowledge Will Forever Govern: A Vision Statement for Federal Depository Libraries in the 21st Century."
 - *“Expand awareness of both the Federal Depository Library Program and Government information generally via excellent public relations and marketing.”*

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A Call to Action...

- Requests from depository librarians:
 - Spring and Fall Council Meetings & Interagency Seminars
 - ALA, AALL, PLA, SLA, and the list goes on...
 - Phone and E-mail requests

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GPO's Task...

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

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What are we trying to say?

- Wide variety of information topics
- Vast collections
- Knowledgeable and dedicated staff
- FREE
- Easy-to-use resource

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FDLP Marketing Plan: 3 Main Components

- The Campaign



- Targeting Non-Depositories
- Targeting the General Public

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Strategies: Non-Depositories

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

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Strategies: Non-Depositories



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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.

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Strategies: General Public

On Campus:

- Social networking sites
- Focus on new areas
- Student advisory committee
- Packets for incoming students
- Campus announcement services
- Library orientation sessions
- Alternative reference services

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Strategies: General Public

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

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What is GPO doing?

- Promotional Videos and Podcasts
- Promotional Materials
- Marketing Tip of the Month
- Notices to Federal Agencies & Congress
- Presentations
- Public Service Announcements
- Outgoing GPO E-mail
- Social Media Sites
- E-mail Distribution Lists

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Think Beyond...

What are some aspects, services, or collections that FDLs offer that are not well-known?

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Think Beyond...

What comes to mind when you hear the word, "library?"

- Books
- Silence
- Boring
- Intimidating

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Think Beyond...

What makes your library unique?

- Virtual Reference
- Library Events
- Study Groups
- Games/Contests
- Hidden Perks

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Think Beyond...

So what's a typical Federal publication anyway?

- Tax forms
- Laws
- Legal documents – for use in court
- Congressional investigations
- Governmentese

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Think Beyond...

What can be found at Federal depository libraries?

- Health & Nutrition
- Military & U.S. History
- Travel
- Maps
- Business & Statistics
- Pictorials

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Think Beyond...

Unique, Fascinating, & Entertaining?

- Do you Know Oatmeal?
- The Meat Handbook
- Distinguishing Bolts from Screws
- I lost \$350 in Two Weeks. Ask me How!
- Patents in Space
- "Slam" your way to good health by eating five fruits and vegetables a day!
- History of Air Training Command, 1943-1993

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Get Staff Buy-In...

The most convincing promotion will come from the library staff.

- Develop best practices.
- Encourage staff to highlight promotional items or displays.
- Hold refresher training sessions on customer service practices.

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Let the Slogan be your Guide...

- What do you have that people don't know about? Do they know they can access it all for free?
- How can your expertise enhance their experience?
- What other unique products and services do you offer?

Yes, the possibilities are LIMITLESS!

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Feedback is Key

- We need to talk results!
 - GPO survey methods
 - Success stories
 - Sharing tips
 - Continuing feedback
 - Statistics

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Let's Get Started Together...

What we're doing:

- Campaign release
- Congressional & Federal agency education
- Reaching new audiences

What you can do:

- Read it!
- Order the products.
- Think beyond.
- Use the products with the strategies.

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How about you?

- What have you done?
- Any success stories to share?
- Help us head into a Phase 2 Marketing Plan.
- Call me!

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Questions?

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<http://www.fdlp.gov/promotion/marketingplan.html>

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