



Promoting Your Library in the Community

A 60-minute Webinar

1) Why do you think it's more important than ever to promote your library?

2) What are the obstacles that might keep **you** from promoting your library?

3) One effective way of promoting your library is to _____ it. ☺

WHAT SHOULD I TALK ABOUT?

1) What _____ you about **your library**?

2) What _____ can you share about something positive that has happened at the library?

3) What can you _____ this particular audience?

4) What does the library's _____ look like?

5) What is something you're _____ about your library?

6) Remember to use every avenue of your _____ to promote your library:

“Channels”:

Topics:

AND THE GOOD NEWS IS...local groups often appreciate having someone available to speak to their members about something that they might otherwise know nothing about. Positive stories about your library, staff, and services can do wonders for your public image. What are some potential **positive stories from your library?**

What are some topics you could use to speak to others while promoting your library?

Who are the **groups** in your area to whom you could speak?

THE DO'S AND DON'TS OF BASIC PUBLIC RELATIONS IN PROMOTING YOUR LIBRARY ~ DO:

- 1) Be _____.
- 2) Make sure you have the _____.
- 3) Be _____.
- 4) Be _____ when appropriate.
- 5) Be a good _____.
- 6) Address the _____ asked.
- 7) Be willing to say, "_____."
- 8) Consider how your audience will _____ what you're saying.
- 9) Keep it _____.
- 10) Show you are _____, if appropriate.
- 11) _____ and _____ with the message you want them to hear.

DON'T:

- 1) _____ it up as you go along.
- 2) Use your _____ or _____.
- 3) Talk _____ to them.

1) What will I talk about? _____

2) To whom? _____

3) How will I get started? _____

OTHER WAYS TO PROMOTE YOUR LIBRARY:

1) Create _____.

2) Present _____ with new library cards.

3) Offer a _____:

4) Host _____ events.

5) Hold a yearly _____.

6) Develop a _____.

7) _____ at other events.

8) Design _____.

9) Hold a contest to find a _____.

10) Offer to do an insert for a _____.

11) Extend _____ to certain events.

What is one way you already promote your library in your community? _____
