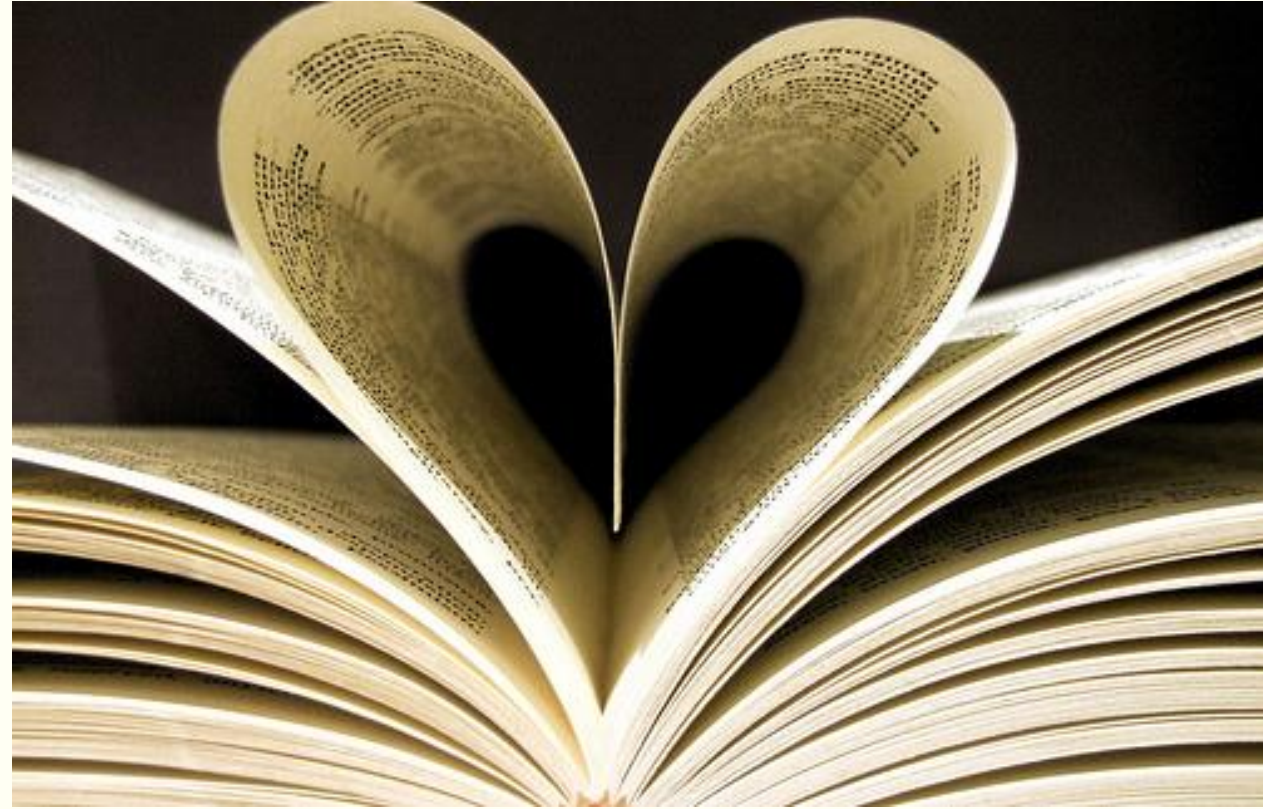


# Promoting the Library:

Working with patrons, the community, and staff to build connections and actively promote your library.

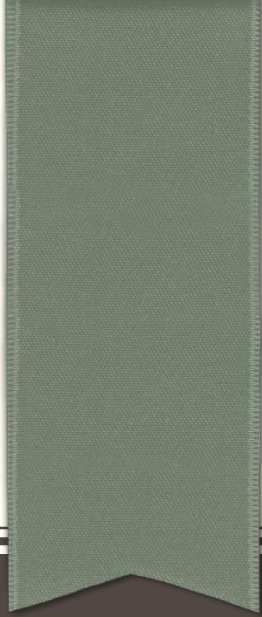


<https://thereaderonline.files.wordpress.com/2012/08/heart.jpg>

# About Me

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- Instructor in the Library and Information Technology Program at Red River College
- Worked in the Library Industry for 10+ years
  - School, academic and public libraries
- Passionate about libraries and building bridges between the library and its community



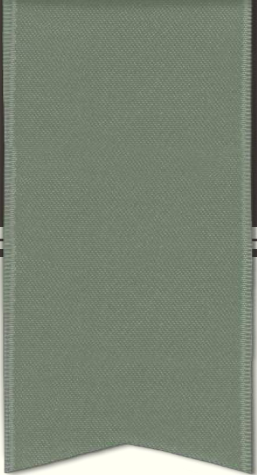
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# WAYS TO PROMOTE THE LIBRARY

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# Promoting the Library- 3 Key Ways

1. Get your patrons involved
2. Collaborate with the greater community
3. Recognize staff as library champions



# GET YOUR PATRONS INVOLVED



<http://www.smesouthafrica.co.za/16470/Brands-consumers-during-tough-times/>

# Get your Patrons Involved

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- **Target Audience-** Your patrons
- **Goal-** to encourage patrons (both users and non users) to use the library and to be creative and excited about doing so
- **Reasons-**
  - Word of mouth marketing—the **best** way to get the word out
  - Patrons representing patron needs gets more activity in the library
  - Creates lifelong library users and library supporters

# Get your Patrons Involved

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- **Strategy-** Start or improve an advisory group

EXAMPLES:

[Teen Advisory Group- Ottawa Public Library](#)

[Older Adult Advisory Group- Toronto Public Library](#)

# Get your Patrons Involved

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- **Strategy**-Help patrons start their own patron run events at the library

EXAMPLES:

[Knitters Helping Knitters- London Public Library](#)

[Scrabble Club- St. Albert Public Library](#)



# Get your Patrons Involved

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- **Strategy**- Create contests or activities that will draw in non-library users.

EXAMPLES:

[Click Create Celebrate- Caledon Public Library](#)

[Bookmark Contest- Ajax Public Library](#)



# Collaborate with the Community

- **Target Audience-** Community groups
- **Goals-** To Identify the library as the center of the community.
- **Reasons-**
  - To encourage community conversations and connections
  - Community and library collaborations create engaged users who will promote the library to others

# Collaborate with the Community

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- **Strategy**-Partner with newcomer organizations

EXAMPLE:

[English Conversation Groups- Edmonton Public Library](#)

# Collaborate with the Community

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- **Strategy**-Partner with career resource agencies

EXAMPLE:

[Resume and Cover Letter Writing Workshops- St. Albert Public Library](#)

# Collaborate with the Community

- **Strategy**-Partner with local writing groups/authors

EXAMPLES:

[Muskoka Writing Circle- Bracebridge Public Library](#)

[Creative Writing Workshops- Hamilton Public Library](#)

# Collaborate with the Community

- **Strategy**-Partner with other local community figures to create info nights for the community.

EXAMPLES:

Firefighters

Police

Local Banks

Local Hospitals

# Collaborate with the Community

- **Target Audience-** Partner with school libraries in/around the community
- **Goals-** To build stronger library partnerships.
- **Reasons-**
  - Collaborations help both libraries expand programs and assistance, improve the quality of their services, and enhance access to services and collections.



# Collaborate with the Community

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- **Strategy**-Partner with local school libraries

EXAMPLE:

[Ideas for Collaboration Between School and Public Libraries](#)



RECOGNIZE  
STAFF AS  
LIBRARY  
CHAMPIONS



<http://cliparwolf.com/image.php?pic=/images/gold-star/gold-star-06.jpg>

# Recognize Staff as Library Champions

- **Target Audience-** Library Staff
- **Goals-** To see staff as valuable resources with talent, knowledge and passion to share.
- **Reasons-**
  - Staff know the community they work with and can enhance relationships based on that knowledge..

# Recognize Staff as Library Champions

- **Strategy**-Look for and fill any gaps

EXAMPLES:

Programs

Services

Materials

# Recognize Staff as Library Champions

- **Strategy**-Use staff talent and expertise

EXAMPLES:

Create and/or lead a program

Perform for patrons/staff

Write book reviews in the local paper

# Recognize Staff as Library Champions

- **Strategy**-Use staff talent and expertise

EXAMPLES:

[Staff Picks Bookmarks-Sherill Library](#)

[Staff Picks Posters- Massillon Public Library](#)

[Staff Picks Displays](#)

# In conclusion

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When people are involved in the process, the more they commit, and the more they want to be involved.

They will, in turn, promote it to others.

Essentially, working **with** patrons, the community and staff promotes the library as **the** place people want to be.



Questions?



<http://hdimagesnew.com/question-mark-hd-wallpaper-2/>



[tnordby@rrc.ca](mailto:tnordby@rrc.ca)



<http://favim.com/image/908568/>

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