



# Promoting Ourselves in the Community

A 60-minute Webinar

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

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

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

## **WHAT SHOULD I TALK ABOUT?**

1) What \_\_\_\_\_ you about **your library**?

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

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3) What can you \_\_\_\_\_ this particular audience?

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4) What does the library's \_\_\_\_\_ look like?

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

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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?**

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

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

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***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?** \_\_\_\_\_

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