

Information Agent:

10 ways to put your library into the heart of your community.

Find a niche and fill it.

Does your town have a local interest groups? Of course they do!

Vacation/travel clubs

Rod and gun clubs

Paranormal Associations

Historical Societies

Geneological Societies

Dog and Cat Fanciers

Gardeners

Historians

Critique Groups

Become the expert

Teach classes to your community on

- using the catalog
- basic computer skill
- effectively using the Internet

Offer information as you get it

- tax information
- consumer data
- local history

Offer resources

Contact the local groups and offer resources

Books

Magazines-brides magazine, travel

Databases

Meeting rooms

Geneological resources

Movies

Local Newspaper arch

Go to your audience

Contact the organizations you would like to target and offer to come to them.

Be their speaker

Take a bibliography of titles and a list of types of materials available.

Book talk interesting titles

Rest homes

Service organizations

Group homes

Special needs facilities

Teach classes or booktalk at meetings

Offer to teach a class on

Computer skills

Internet shopping

Internet searching

Internet security

Photo storage

Photo editing

Offer to be a speaker at a service club.

Service clubs are often strapped to find speakers at their meetings. Offer to give a spiel about a particular book or topic of interest to the organization.

Describe what librarians do,
describe interesting questions that have come across the desk.

Soroptimist

Rotary

Lions

Teachers associations

Volunteer organizations

Community organizations

Special Interest organizations

Participate in parades

Most small towns have a parade or two throughout the year. Make a visible splash by asking staff and volunteers to walk or ride in a parade with decorated book carts and toss out candy. If the library has a bookmobile, driving the bookmobile in parades is a great marketing tool.

Write a local column

Try writing a weekly column for the local paper. Here are a few ideas on topics

New books that have arrived the previous week

The upcoming week's programs

Facts about Library sponsored events as they occur, such as Library Card Sign-up Month, Banned Book Week, etc. Holiday's could include titles of favorite books that can still be found at the library

Cool tips and gadgets available free on the Internet

Write newspaper articles and submit

When you have an event, write an article describing it to get people to come. Tie it into a larger trend so that the trend is part of the story and validates the event.

After the event, write a detailed description of the event, including date, time and details about people that participated.

Newspapers like ready to go articles and are much more likely to print a preformatted story.

Write your own article

Tie it into larger trend

Make it copy ready

Be the location for local community events.

Promote the library as a place to meet.

Offer the meeting room and if you have one, offer the projector

Offer space for demos and previews of upcoming events like plays or musicals

Cooking classes- local adult school

Dances classes-local dance schools, high schools

Health and wellness classes-soup making, Tai Chi

Have a Salsa Making contest and get the mayor to be one of the judges.

Musical groups-local schools or community groups

The library gets publicity whenever they advertise their event.

Piggyback on their publicity!

Spam patron email.

Set up a Guest Book for email signatures at every event so that patrons can be notified of upcoming Library events.

At the circulation desk, place a similar sheet out for email notifications.

Conclusion

When it comes to becoming part of the community

Think outside the traditional box

The library is as important as you make it.

Keep current, keep fresh

Know your collection and partner it with local talent

Be the expert, write columns and articles

Be the location where things happen

Teach classes in needed classes. Computing, databases, etc.

Go to your community events, parades, service groups, seniors

Be a guest speaker

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