



# Promoting Your Library in the Community

A 90-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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## **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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## **TIME TO GET ORGANIZED**

1) \_\_\_\_\_ what you'll be talking about.

2) What do you want them to \_\_\_\_\_ with?

3) How do you prepare a great beginning? \_\_\_\_\_

LINDA BRUNO ~ [www.LindasWorkshops.com](http://www.LindasWorkshops.com) ~ [LindasWorkshops@gmail.com](mailto:LindasWorkshops@gmail.com)  
Online ~ Single ~ 1.5 ~ 08.23

- A \_\_\_\_\_ comment
  - Use \_\_\_\_\_
  - Ask a \_\_\_\_\_ directed at one person or the entire group
  - Create an \_\_\_\_\_ time
- 4) Explain using \_\_\_\_\_, \_\_\_\_\_,  
and \_\_\_\_\_.
- 5) \_\_\_\_\_ throughout.
- ...Do you ever \_\_\_\_\_?
- ...Have you \_\_\_\_\_?
- ...What do you \_\_\_\_\_?
- 6) Leave them with a “ \_\_\_\_\_ :”
- \_\_\_\_\_
- \_\_\_\_\_

***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.

**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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**1) What will I talk about?**

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**2) To whom?**

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**3) How will I get started?**

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**Another effective way of promoting your library is by building partnerships in your community. "Building partnerships" ~ what does that mean to you?**

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**A. BESIDES PROMOTING YOUR LIBRARY, WHAT ARE SOME OTHER REASONS FOR BUILDING PARTNERSHIPS?**

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**B. WHAT ARE SOME OF THE STEPS TO FOLLOW WHEN DECIDING ON A POTENTIAL PARTNER?**

1. Understand the \_\_\_\_\_ the partnership is intended to reach working from a list of \_\_\_\_\_ that could involve partners.
2. Create a list of potential partners for \_\_\_\_\_.
3. Identify the \_\_\_\_\_ of the partnership.
  - a. What do \_\_\_\_\_ bring?
  - b. What do \_\_\_\_\_ bring?
  - c. Most importantly, what are the \_\_\_\_\_ to the community?
4. \_\_\_\_\_ the potential partner.
  - a) Prepare a brief \_\_\_\_\_ sheet. What might **you** include based on what we've already talked about?
    - \_\_\_\_\_
    - \_\_\_\_\_
    - \_\_\_\_\_
  - b) Know your \_\_\_\_\_ including proper spelling.
  - c) \_\_\_\_\_.
5. Accept the \_\_\_\_\_ graciously.
6. If they say yes, \_\_\_\_\_ the agreement, including \_\_\_\_\_ / \_\_\_\_\_ (who, what, when, where, why, how).

7. Be prepared to commit \_\_\_\_\_.
8. \_\_\_\_\_ the partner at every opportunity.
9. \_\_\_\_\_ the relationship.  
\_\_\_\_\_
10. \_\_\_\_\_ the results.

**C. WHAT OTHER ISSUES MIGHT YOU CONSIDER WHEN IDENTIFYING POTENTIAL PARTNERS?**

1. What is the \_\_\_\_\_ of the potential partner?
2. Will I have \_\_\_\_\_ to the partner?
3. Do we have a \_\_\_\_\_?
4. What is the level of \_\_\_\_\_ of the partner?
5. What \_\_\_\_\_ does the partner have access to?

**D. WHO MIGHT BE SOME OF YOUR POTENTIAL PARTNERS?**

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**E. WHAT POTENTIAL OBSTACLES MIGHT HINDER THE INITIAL PROCESS OR CROP UP LATER?**

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**F. ONCE WE HAVE A PARTNER AND A PROGRAM OR PROJECT, HOW CAN WE PROMOTE OUR NEW PARTNERSHIP AND PROJECT OR EVENT?**

1. Contact your \_\_\_\_\_.  
\_\_\_\_\_
2. Have a local \_\_\_\_\_ hand out flyers or door hangers.
3. Create \_\_\_\_\_ and other promotional materials to use within your library.
4. Make sure there is plenty of \_\_\_\_\_ promoting the project.
5. Ask your partner to help you plug into their \_\_\_\_\_.

6. Enlist other \_\_\_\_\_, such as “Friends,” the Board, City Council, employees, etc.
7. \_\_\_\_\_ those who would be interested in this project (age, gender, socioeconomic groups, culture, geographic location, stage of life, special interest, etc.).
8. Develop a \_\_\_\_\_ of people interested in the topic.
9. Invite \_\_\_\_\_ you know and who love your library.
10. Use displays with \_\_\_\_\_ if appropriate.
11. Use \_\_\_\_\_ if appropriate.

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12. Use your \_\_\_\_\_.
13. Depending on the project, hold a \_\_\_\_\_.
14. Promote through \_\_\_\_\_ announcements.
15. Announce via your \_\_\_\_\_ menu.
16. Ask local businesses to help promote through their \_\_\_\_\_ etc.

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IT'S **MY** CHOICE!

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## 10 TIPS FOR SUCCESSFUL PUBLIC SPEAKING

ADAPTED FROM TOASTMASTERS INTERNATIONAL

1. Know the room.
2. Know the audience.
3. Know your material.
4. Relax.
5. Visualize yourself giving your speech.
6. Realize that everybody wants you to succeed.
7. Don't apologize.
8. Concentrate on the message – not the medium.
9. Turn nervousness into positive energy.
10. Gain experience.