Easy Ways to Make SnapShot PA Success Work for Your Library

1. Use the quotes and comments that you collected in your annual report.
2. Feature your participation with patron photos and comments in your next newsletter.
3. Share the results with your patrons, board, elected officials.
4. Put a Snapshot PA button on your website.
5. Add SnapShot PA link to your Facebook page.
6. Make a slideshow of the Flickr photos and run it in the library near the circulation desk.
7. Make bold signs with your patron's comments and photos and display them throughout the library.
8. Customize the data collection form (add our own stats, logo etc).
9. Send an email blast to our patron list/community contacts featuring patron quotes/photos.
10. Let your Friends group know about your participation in SnapShot PA.
11. Let your students, teachers and administrators know about your participation in SnapShot PA.
12. Let your customers/clients know about your participation in SnapShot PA.
13. Ask if your municipal website or cable station can feature your slideshow.
14. Use the sample press release and customize it to reflect your library. Ask your local newspaper to run photos with captions.
15. Share your ideas on promoting SnapShot PA with other librarians via various listservs.