



ONE DAY IN THE LIFE OF PENNSYLVANIA LIBRARIES: OCTOBER 15, 2012

Easy Ways to Make SnapShot PA Success Work for your Library

First

1. Use the sample press release and customize it to reflect your library.
2. Brainstorm photos you want to intentionally capture.
3. Share your ideas on promoting SnapShot PA Day with other librarians via various listservs.
4. Get your Friends group, volunteers, parents and others involved.
5. Customize the in-library survey form (add your own stats, logo, etc.)

Then ...

6. Use the quotes and comments that you collected on SnapShot Day in your next annual report.
7. Feature your participation with patron photos and comments in your next newsletter.
8. Ask your local newspaper to run photos with captions.
9. Share the results with your patrons, board, and elected officials.
10. Let your students, teachers/faculty and administrators know about your participation in SnapShot PA Day.
11. Let your customers/clients know about your participation in SnapShot PA Day.
12. Put a SnapShot PA button on your website.
13. Add the SnapShot PA link to your Facebook page.
14. Make a slideshow of the Flickr photos or create a video and run it in the library near the circulation desk.
15. Ask if your municipal, campus or school website or cable station will feature your slideshow or video.
16. Make bold signs with user comments and photos and display them throughout the library.
17. Send an email blast to your library user list/community contacts featuring quotes and photos.