

SNAPSHOT:

A day in the life of your library

2015



Disclaimer: Snapshot Day is meant to be a day of celebration not a cause of stress! You can participate as fully or as minimally as you want. If you are strapped for time and/or hands on deck, it is just as valuable to the effort if you print out the Statistic Collection sheet and track use of your library on just one day of your choice.

Get Ready! Get Set! Things to do before Snapshot Day!

1. **Choose any day** to hold your library's Snapshot Day. It's best to choose a day on which you:

- Usually have lots of patrons visiting the library
- Already plan to run a program (like storytime, teen club, etc.)
- Have a school visit
- Have longer open hours
- Have more staff / volunteers present (to serve the crowds of patrons!)

2. **Create buzz and excitement**

- Share the news in person, online (website, Facebook, Twitter), and in print (customize a poster with your library's logo and chosen date - these can be found at <http://peacelibrarysystem.ab.ca/snapshot-day>)
- Invite local VIPs – these can be members of your Municipal Council, Library Board, Friends and volunteers, local media and others. Your VIPs can help spread the word and participate in Snapshot Day activities!

¹ Be sure to obtain photo releases from all people photographed on the big day! If you connect with a local photographer, ensure that they sign a release as well.

3. **Appoint an 'official' photographer¹** to take pictures of patrons (candid and posed) enjoying the library.

- Your photographer can be a staff member, Friend or volunteer
- Or, connect with a local photographer; volunteering to help out can be great publicity for them, too. More often than not, a photographer will have an extensive community network to help promote the event.

Things to do just before Snapshot Day

1. **Dress up your library** for its snapshot!

- If you have time, create a display in your library highlighting your services, upcoming programs and/or new items

2. **Prepare the necessary paperwork** – you will find it all at:

<http://peacelibrarysystem.ab.ca/snapshot-day>

- Print out multiple copies of the ***Statistics Collection Sheet, Photo Release Form, and the Patron Response Card.***
- Post the ***Public Photography Notice*** in a prominent location either at the end of the day before Snapshot Day, or first thing in the morning on Snapshot Day.

Snapshot Day Checklist

1. Ensure your ***Public Photography Notice*** is posted in a prominent location.

2. Place your ***Statistics Collection Sheet*** where it can be quickly accessed. You may wish to tape a copy to your circulation desk.

3. Make sure all team members **keep track** of:

- # of people coming through the door (unless you use an automatic counter)
- # of reference questions asked
- # of people using the public computers
- # of programs/classes held in the library
- # of people attending programs/classes
- Any interesting reference questions asked (with the patron's permission)

4. **Explain the rationale** of Snapshot Day to your patrons – they'll be more likely to share their thoughts on the library if they know what you will do with the information.

- Snapshot Day is a great way for libraries to demonstrate their value within the community in order to ensure continued funding!

5. **Find out what patrons value** about your library by handing each one a ***Patron Response Card*** to fill out.

- Put out a box or basket for patrons to deposit their filled-out cards.
- Patron Response Cards are available at <http://peacelibrarysystem.ab.ca/snapshot-day>
- Consider including a door prize draw from respondents for a free membership, etc.

After the Big Day!

1. Using your data from the *Statistics Collection Sheet* and the *Patron Response Cards*, **complete the Snapshot Day survey** at <https://www.surveymonkey.com/s/PLSSnapshotDay> (there is also a link to the survey at <http://peacelibrarysystem.ab.ca/snapshot-day>).
2. **Download the customizable flyer and brochure** and fill them in with statistics and quotes from your Snapshot Day. Hang the flyers in the library and share the brochure with your Library Board.
3. **Check out the Making Snapshot Day A Success handout** for more ideas on how to use your results.
4. Give yourself a big **pat on the back** for a job well done!