

SNAPSHOT:

A day in the life of your library

2015



Making Snapshot Day a Success: Using Your Results

1. Share the results with your elected officials, mayors and council members, MLAs, School Board officials, etc.
2. Set up an appointment with the above individuals. If you haven't already, begin to establish a relationship with your elected officials, so that they know you and your library's concerns.
3. Share your results with your board.
4. Use the quotes and comments that you collect in your annual report.
5. Feature your participation and the results in your next newsletter.
6. Ask your local newspaper to run a photo or a short piece highlighting the event.
7. Post photos from Snapshot Day to your Facebook or Flickr page.
8. Make a slideshow of photos from Snapshot Day and run it in the library near the circulation desk.
9. Make bold signs featuring your patron's comments and display them throughout the library.
10. Customize the promotional materials provided by Peace Library System by including your own library name and logo.
11. Take a handout of the results with you when you conduct any sort of outreach.
12. With appropriate consent, send an email to your patrons or community contacts featuring comments and photos.
13. Let your Friends Group know about your participation in Snapshot Day.
14. Ask if your town website can feature the results or photos from the day. Post them to your own website as well.
15. Have fun. Without the people, libraries are just warehouses for books – tell your story!