

Meredith E. Wickham

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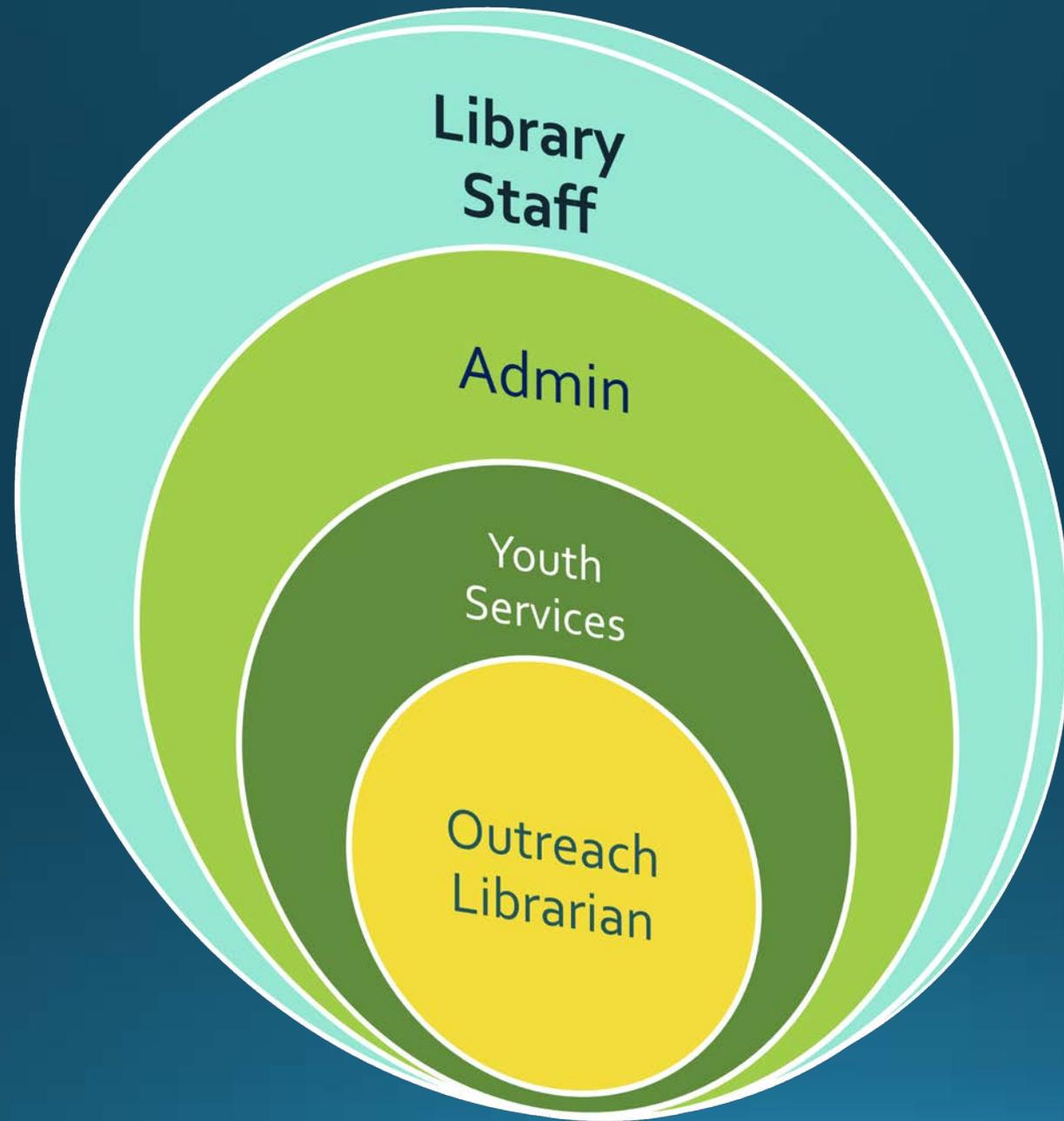
<http://bama.ua.edu/~mewickham>

Idaho Commission for Libraries Info2Go!

# Outreach for Rural Libraries



# Who?



“

Libraries change lives for the better.

”

Sidney Sheldon

ENRICH OUR COMMUNITIES



Library Presence at Festivals

Programs Outside the Library

Promotional Excursions

Web 2.0/Electronic Programs

Community Partnerships

# Festivals & Events



Visit OCPL at [oconeelibrary.org](http://oconeelibrary.org). This library is doing great things!

If the event is a good "fit," plan on...

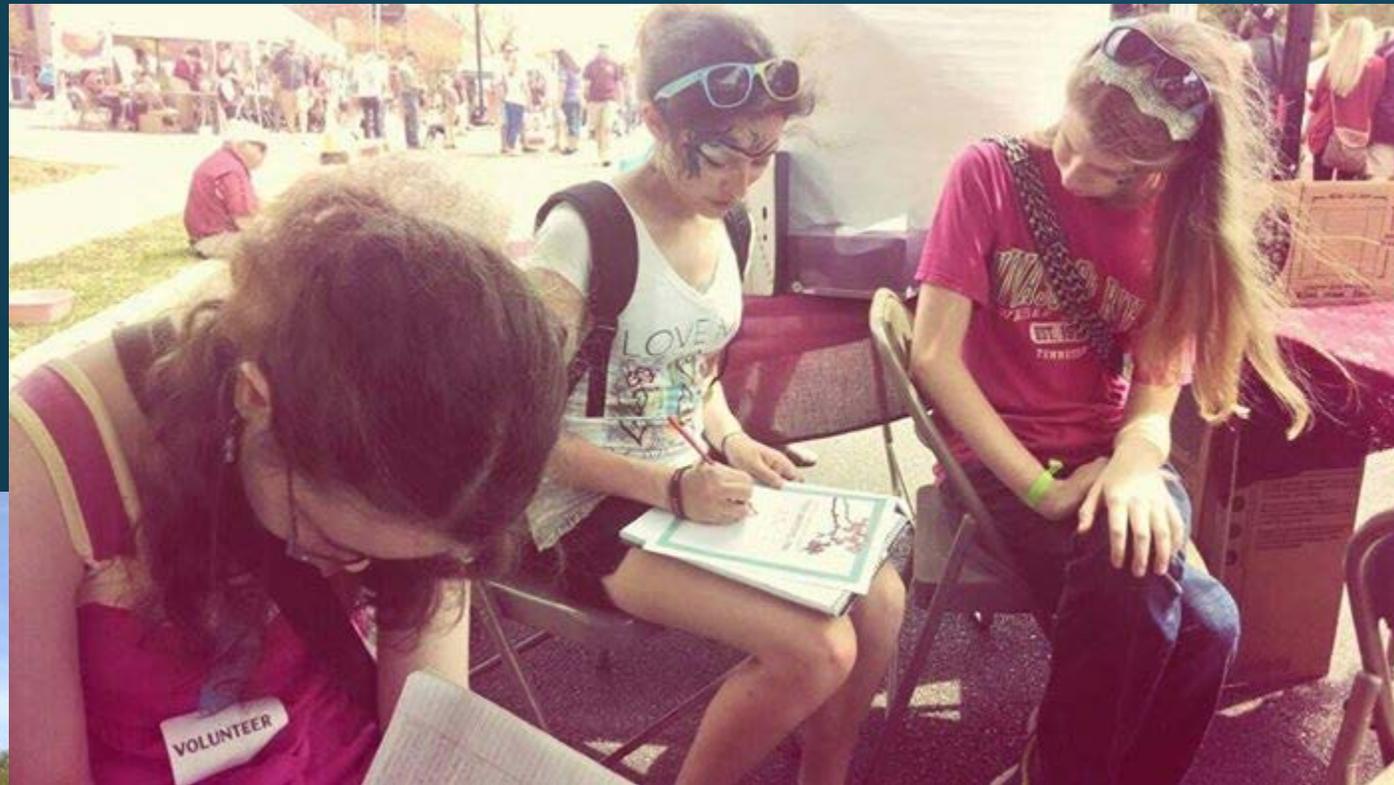
## Minimum Investment

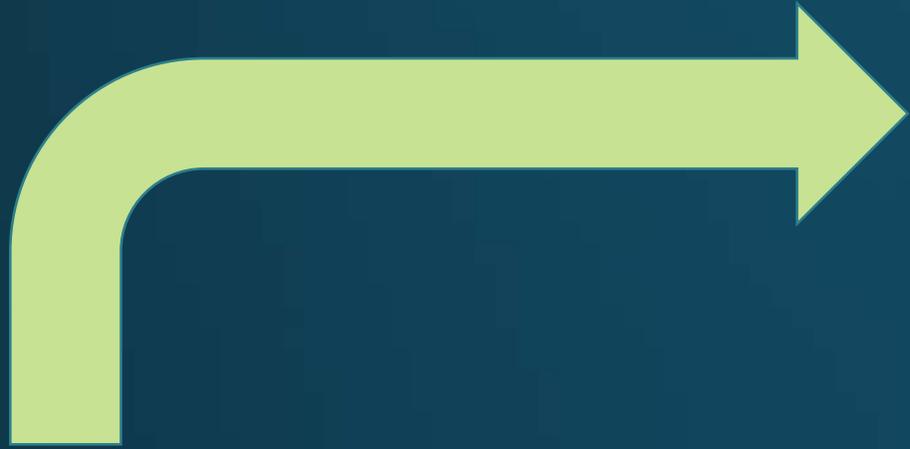
- Staff Hours
- **Signage**
- Tent
- **Tablecloth**
- Materials

## Suggested "Extras"

- Talking Points
- **Game**
- Crafts/Coloring Pages
- **E-book or other Demo**
- Drawing or Giveaway

# LIVE Outside the Box





Invite  
Them  
To  
Go  
With  
You!!!



# Outreach by Proxy

Cross-  
promotion

Branding

Contests

Prizes

Verbal  
Marketing

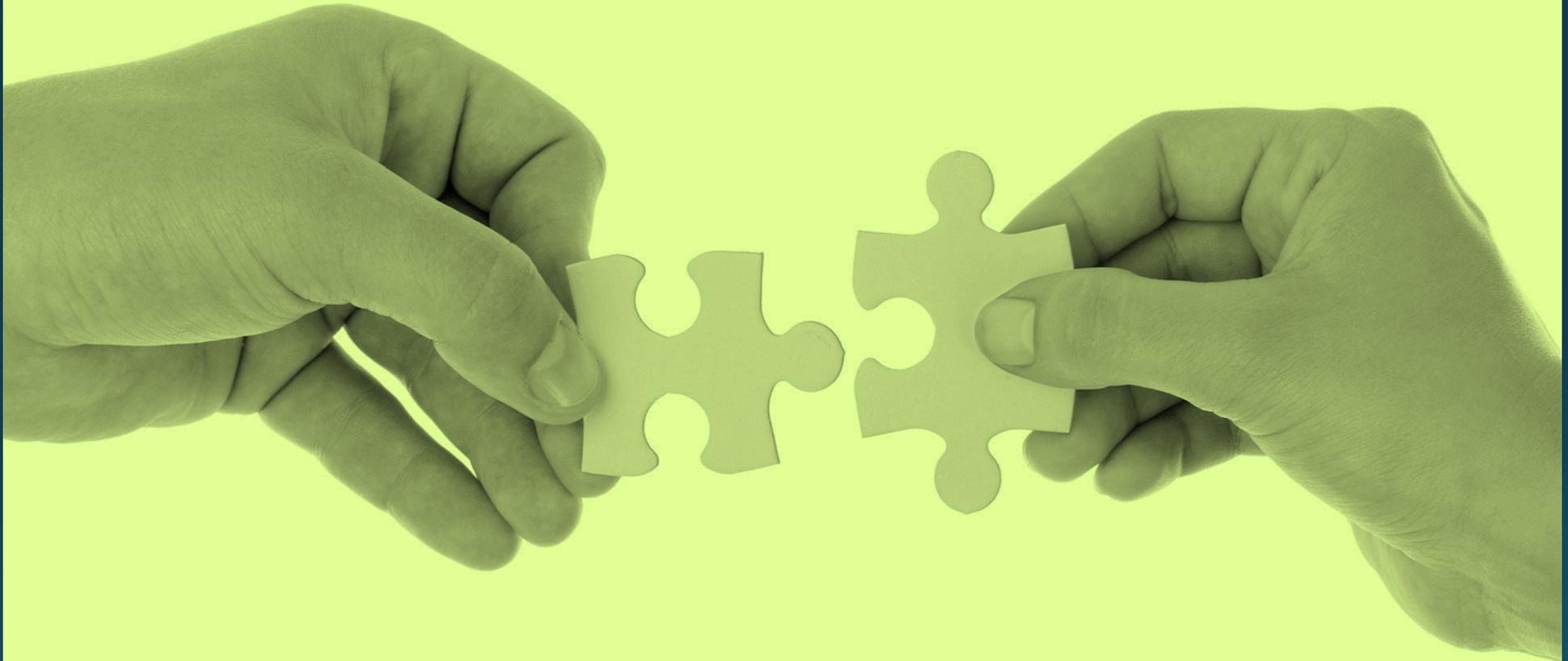




# Electronic Events

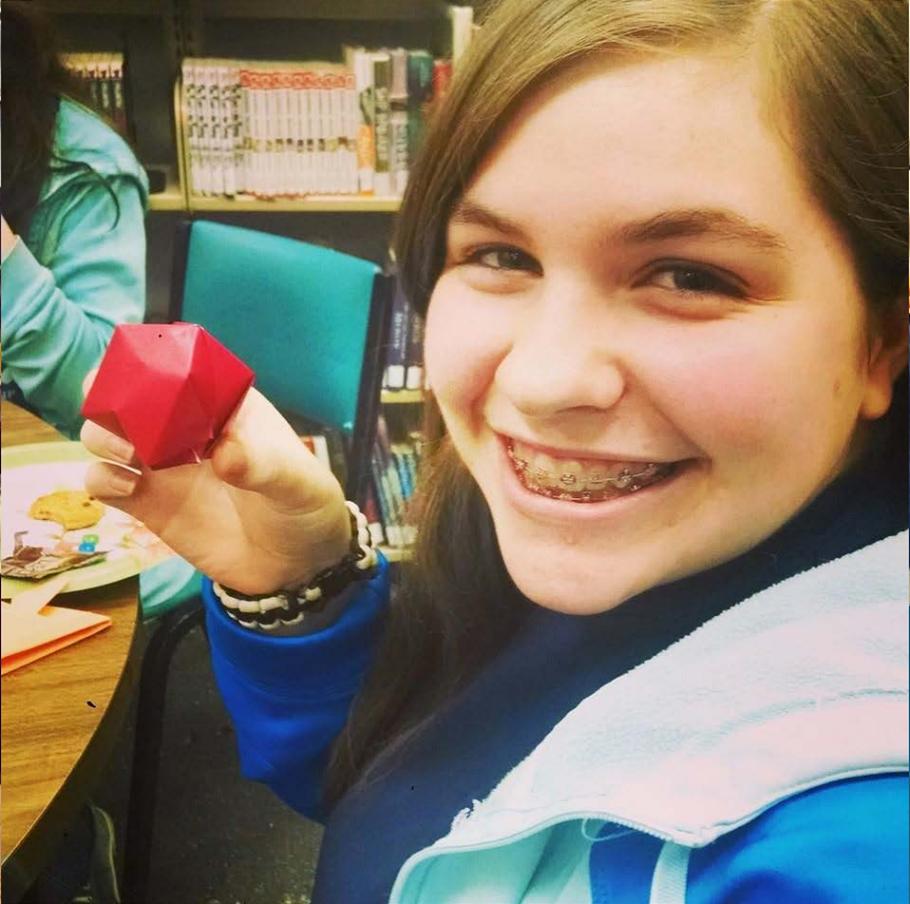
- Build an online presence
- Be consistent
- Understand social media currency
- Remember the 80/20 Rule
- Provide simple services online
- Reward your “regulars”
- Begin hosting e-events

# Building Community Partnerships



Listen carefully • Focus your questions • Tell library success stories

Shared goals • New patrons • Targeted services





**Sustainable**  
Community Partnerships





Find us on  
**Facebook**

"Starkville Public Library YA Section"

"Starkville Youngadult-Librarian"  
[www.facebook.com/splyasection](http://www.facebook.com/splyasection)



[starkvillelibraryteens](#)



[@YA\\_Bookworm](#)



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Starkville Library Teens  
Meredith Wickham

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