Useful Techniques to Promote Your Library

School Library System
Liaison/Program Meeting
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VALUE

PERCEPTION
Google images search:
Librarian
LIBRARIANS

What my mom thinks I do
What my friends think I do
What society thinks I do
What users think I do
What I think I do
What I really do
Google images search: Media Specialist
Google images search: **School Media Specialist**
Google images search: Library
Google images search: School Media Center
#1 – Know the Rules

Policies, Regulations, Procedures, Protocols

- Distributing information
  - both print and digital
- Using district communications technology
- Student Photo Permission
- Media relations
- Using social media
#2 – Relationships

*They can’t promote it if they don’t know about it*

- Public Relations person (people)
- Website
- Social Media
- Newsletters
- Flyers sent home
- Printing & Distribution
- Student newspaper
- Parent volunteers
- Student volunteers
#3 – Know Your Audience(s)

*Internal and External*

- Students
- Parents
- Staff
- Community
#4 - Establish yourself on your district/school website

• How easy is it find you? Contact you? Get more information?
• Who needs to find you where? Students, parents, staff, community members
• In the main directory
• Departments?
• Quick links?
• Keywords?
#5 – Social Media

• Reminder: Know the rules
• District account(s)
• School account(s)

• Know who your audiences are on the different platforms
#6 - Plan Ahead

• What is your PR person looking for?
• What are deadlines?
• What do they have enough of?
• Timely or Evergreen?

• Hashtags – check them out
• Handles
#7 – What is newsworthy

• Unique teaching methods & lessons
• Special projects
• Milestones
• Awards
• Community Services & Fundraisers
• Special Guests
• Alumni/graduates
• Don’t skip over repeated events
#8 – Photos & Graphics

- Camera – still or video
- Software
- Students engaged in learning
- Students of varying ages collaborating
- Parents and students together
- Take lots of photos
- Make sure photos of people show them in their best light
- Photobombing (intentional or not)
- Diversity
- Copyright

http://www.esboces.org
• Why?
• Who?
• What?
• When? (if needed)
• Where?
• How?
• Where to get more information? (if appropriate)
Understanding Matters of the Heart

Students from the Animal Science, Nurse Assisting, and Clinical Medical Assisting Programs at the Academy at Ward Technical Center in Riverhead collaborated on a cutting-edge learning experience, dissecting a beef heart. A human heart is very similar to a beef heart, thus allowing in-depth discussions related to the similarities and differences. Both serve the same purpose: to oxygenate blood from the lungs to the heart and pump it through the body, and both have four valves and four chambers. The difference between the human heart and the beef heart is size and weight. The heart dissection lab allowed the students to observe and analyze, compare and contrast the dimensions, chambers, and valves to gain a better understanding of this unique pump.
Get Excited about DATA
THE RISE IN CAREERS

To keep up with today’s growing economic demands, students are turning to Career and Technical Education (CTE) to help prepare them for the global workforce.

THE TOP 10 HARDEST-TO-FILL JOBS INCLUDE

HEALTH CARE OCCUPATIONS

many of which require an associate degree or less, make up 12 of the 20 fastest growing occupations

MIDDLE-SKILL JOBS

that require education and training beyond high school, but less than a bachelor’s degree, are a significant part of the economy

1 MILLION JOBS

open in trade, transportation and utilities sectors and 315,000 in manufacturing

THE RISE IN SUCCESS

CTE offers a variety of learning tools to help students succeed in their career path.

81% OF DROPOUTS SAY

relevant real-world learning opportunities would have kept them in high school

REAL-WORLD LEARNING

THE AVERAGE HIGH SCHOOL GRADUATION RATE

for students concentrating in CTE programs is 93%, compared to an average national freshman graduation rate of 80%

OVER 75% OF SECONDARY CTE CONCENTRATORS

pursued postsecondary education shortly after high school

Infographic Sources

Association for Career & Technical Education
https://www.acteonline.org/aboutcte/#Economy
https://www.acteonline.org/cte/#.V4Q0m3j3MkU4

The Division of Academic & Technical Education (DATE)
http://www2.ed.gov/about/offices/list/ovoo/pl/cte/factsh/national-cte-32510.pdf

received 66 percent yes votes. Taxpayers will see a maximum increase of $12 to $14 a year in property taxes for a $100,000 home. The bond proceeds will be used for extensive renovations to several library buildings and will fund two new branches.

Adequate funding is key to providing the resources and services valued by the people who visit public libraries. The Pew Research Center surveyed Americans to see just how well public libraries are measuring up. Most Americans report that they value the role of the public library in the community and have had positive experiences at the library. Americans 16 and older (90 percent) reported that closing the library would have an impact on the community.

The study further reports that:

• 95 percent of Americans ages 16 and older agree that the materials and resources available at public libraries play an important role in giving everyone a chance to succeed
• 95 percent say that public libraries are important because they promote literacy and a love of reading
• 94 percent say that having a public library improves the quality of life in a community
• 81 percent say that public libraries provide many services people would have a hard time finding elsewhere

More on Content

• Always be positive and inspiring
• Check your spelling and grammar – then check it again – then check it again
• No personal or hidden agendas
• Careful of confidential/sensitive information
#10 – Have handouts
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