

PrairieCat Resource Sharing Summit

Your Library's Marketing — But Better!

WORKSHEET

Title

The name of your program, make it informative.

Tagline

A fun elaboration on your theme — use this to draw your audience in.

Quick Description

Core messaging for use across all your posts, platforms, and materials.

Start with keywords that you want to reiterate about the program.

Take the keywords and develop them into a fuller description (aim for two sentences).

Details

The information participants need to know.

Dates.

How to sign up.

How to track progress.

Prizes.

What else? What questions do you want to preemptively answer?



Staff Aides

These are great items to provide to staff to ensure they can help answer questions and promote your program.

Talking Points	
What do you want staff to emphasize to patrons at service desks? Think of it as an easy script to staff to follow.	
	<ul style="list-style-type: none"> - Have you signed up for Summer Reading yet? - It's a fun way to track your reading along with other community members and earn prizes. - It's easy to sign up. Let me show you how. - We have different reading challenges for all age groups. - Here, take a bookmark and think about it. We'd love to have you join in!

Frequently Asked Questions	
Make sure staff are prepared to easily answer patron questions.	
Question	Answer
What information do I need to provide to sign up?	
How are you tracking this information? Are the titles I read private?	
What if I don't want to use a computer or an app to track my reading?	
What's the point of summer reading?	
What kind of prizes can I win?	
Who paid for these prizes?	

