

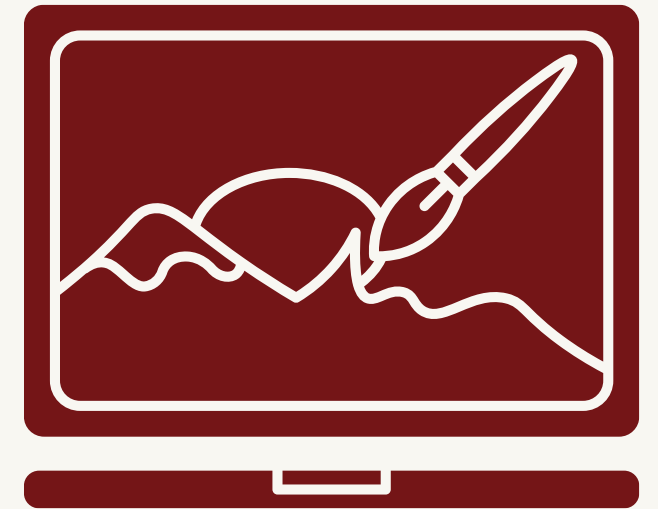
Marketing Your Library



**Combining Print and Digital Design to Build
Unique and Accessible Strategies**

Free Photo and Illustration Resources

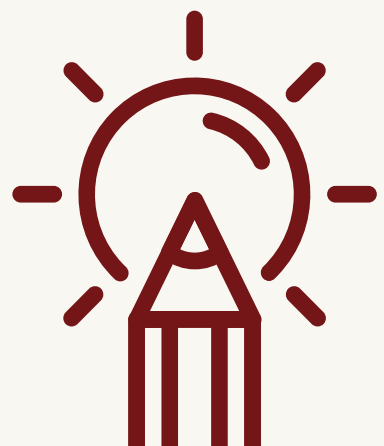
- freeimages.com - photos, vectors, clipart, icons
- pixabay.com - photos, videos, music
- unsplash.com - photos, illustrations
- pexels.com - photos, videos
- pdimagearchive.org - public domain images



What about copyright?

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There's more than just Canva!

(but Canva is pretty great)

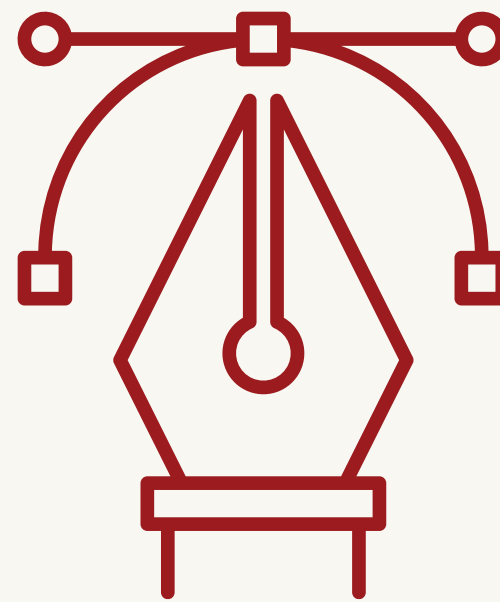
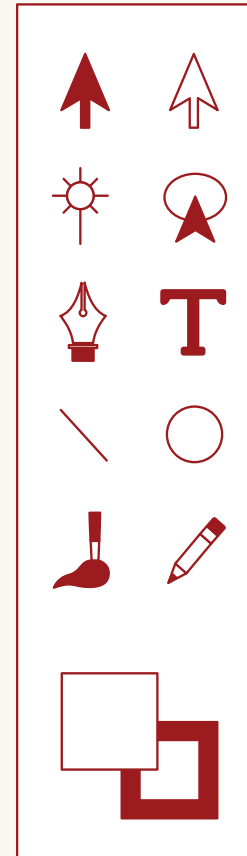
- gimp.org - photo and graphic editor completely free and opensource
- pixlr.com - photo editor, free with ads, paid premium option
- capcut.com - desktop and mobile video editor, free with paid premium option
- [imovie](https://imovie.com) - free video editor app for apple devices

If you don't already have Canva Pro for your library staff, apply for the [Canva for Nonprofits](https://canva.com/nonprofits) program.

What's the difference?

Print

- Used in and around Library
- All necessary information should be included
- Accessibility concerns:
 - [Color Contrast](#)
 - Legible Text
 - Size
 - Typeface/Font



Digital

- Used mainly outside of Library
- Necessary information included in text of post for screen readers
- Accessibility concerns:
 - [Alt text](#)
 - [Color Contrast](#)
 - Legible Text
 - Size
 - Typeface/Font

Need an example?



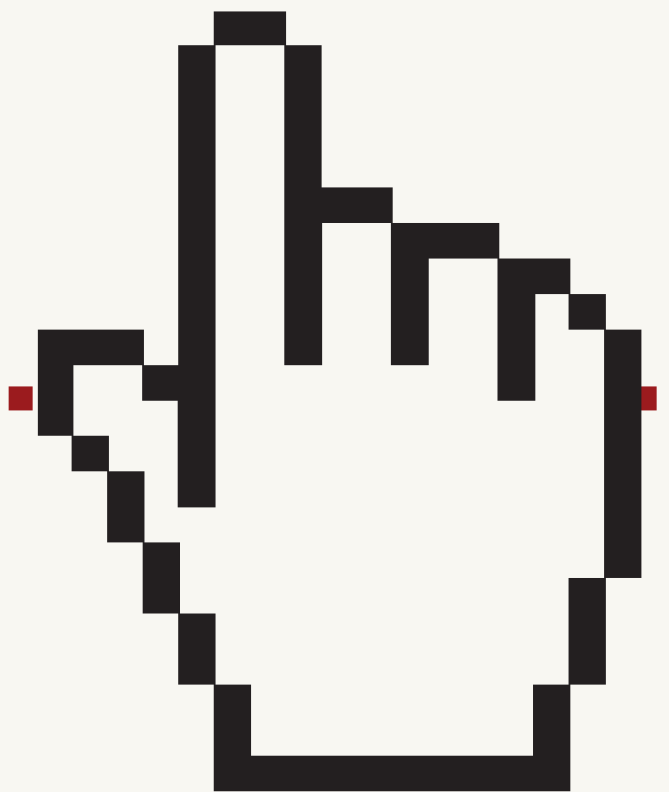
Print



Digital

Library Marketing Resources

- <https://www.ala.org/pla/resources/tools/public-relations-marketing/marketing-strategies>
- <https://www.ala.org/tools/programming/adams/adamsssn15>
- <https://superlibrarymarketing.com/>
- <https://journal.marketinglibraries.org/>



Want to chat more?

Email me at shelby.ohara@prairiecat.org