

## More than 20 Easy Ways to... Make Snapshot Success Work for Your Library

1. Use the quotes and comments that you collected in your **annual report**
2. Feature your participation and your customers in your next **newsletter**
3. **Share your results with your board**
4. Put a Snapshot button on your **website** and link to the **Flickr photos (explain how to link to set and their tag)**
5. Make a **slideshow** of the **Flickr photos** and run it in the library near the check out desk
6. Make **bold signs** with your customer comments and display them throughout the library
7. Share the *People Need Libraries, Libraries Need You* handout with your trustees, commission, city council, freeholders, etc.
8. Take the *People Need Libraries, Libraries Need You* handout when you visit schools, senior centers, community agencies, and any kind of outreach.
9. Customize the **model handout** (add your own stats, logo, etc)
10. **Welcome** new library card holders with your custom handout
11. Send an email blast to your customer list or community contacts featuring customer quotes
12. Let your **Friends group** know about your participation in Snapshot.
13. Sign up for the Tell Your Story statewide marketing campaign sponsored by the NJ State Library and NJLA.
14. Develop your own slide show or webpage featuring the comments and photos.
15. Ask if your **town website** can feature the slideshow.
16. Ask your **local cable station** if they can use the slideshow.
17. Ask your local newspaper to run a photo and caption. Provide the customer's name and phone number if you have permission so they can contact for an interview.
18. Attend one of the Tell Your Story workshops to learn how to turn customer testimony into compelling stories.
19. Design an 11 x 17 poster that you can print "in house." Makes a great giveaway for your customers.
20. Use comments and photos in a National Library Week press release.
21. Continue advocating for library funding by participating in the Tell Your Story statewide marketing campaign sponsored by the NJ State Library and NJLA.



Snapshot: One Day in the Life of New Jersey Libraries-February 19, 2009, a joint project of the New Jersey State Library and the New Jersey Library Association. Over 250 libraries participated. <http://snapshot.njlibraries.org>

Have a great idea? Contact Peggy Cadigan at [pcadigan@nistatelib.org](mailto:pcadigan@nistatelib.org) to share!