

Internet Promotional Tools

Social Media:



www.facebook.com = Use Facebook to make a page for the library and connect with users. It is the most-used social network.



www.twitter.com - Social network based on text messages. If library users do not have twitter, they are still able to subscribe to your "tweets" with any text-enabled cell phone.



www.pinterest.com - Pinterest is a visual discovery tool that helps you share and find ideas. It's a great place to promote the library, books, bulletin boards, etc.



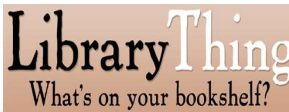
www.instagram.com - Capture and share the activities in the library. It is a fast and fun way to share photos with library users.



www.linkedin.com - LinkedIn is designed as a networking tool professionals. It can be used for ideas, leads and jobs.



www.goodreads.com - Designed to connect people through the books they read. Users can set up various reading lists and also see what their friends are reading. It allows you to meet new people and get reading suggestions from those with similar interests.



www.librarything.com - Keep track of books read. It is easy to add books to and nicely displays and shares your reading list online. You choose what you share.



www.churchlibrarians.ning.com - A social network for church librarians. You will find new library friends, ideas, pictures, articles, Q & A, instruction videos,

Resources:



www.mailchimp.org - MailChimp is set up for not-for-profit organizations. It facilitates mass emails for newsletters, large events, event registration, etc. It has templates to help.



www.techsoup.org - TechSoup facilitates donations from larger companies and foundations like Microsoft. It is offered to not-for-profit organizations with 501C3 status. It allows you to purchase software and other items at greatly reduced prices.

Instruction:



www.akronlibrary.org/services/computer-training/handouts - Print out handouts with steps for Computer Basics, Microsoft Word, Excel, Powerpoint, Publisher, Mail Merge, Internet, Email, Navigating Social Media Websites, and More!



www.gcflearnfree.org - The freedom to learn what you want, when you want, absolutely free! Subjects include social media, technology and more.



www.socialmediaexaminer.com - This marketing resource provides articles on the best way to use social media to connect with customers, generate awareness and increase traffic in the library.

