

Let's Promote Libraries!

2021-2022

HELPING YOU ADVOCATE TO YOUR STAKEHOLDERS



PROMOTE YOUR LIBRARY USING THE MONTHLY THEME

- Tweet
- Post to Facebook or Instagram
- Send an Email
- Write a blog post or a newsletter

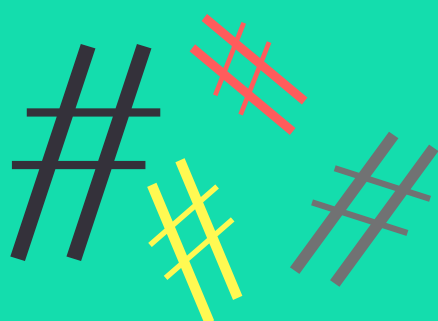
Use the medium that will reach your stakeholders!

ON THE 1ST OF EACH MONTH

Check the calendar to see the monthly theme to promote on the 1st of each month. Choose photos and data to tell your story.



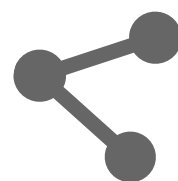
USE THESE HASHTAGS



- #TxASLTalks
- #TxLege
- #TxASL
- And local hashtags to reach your audience

SHARE YOUR STORY

Each month will focus on a different set of stakeholders. Personalize your message to that group.



Teachers/Students

Parents/PTA

Community

Campus/District Administrators

School Board

State Officials

MONTHLY THEMES

Did you know that your school librarian...

SEPTEMBER 1

...is also a certified teacher that is ready to collaborate with you?

TEACHERS

OCTOBER 1

...can teach you how to access resources?

PARENT ORGANIZATION

NOVEMBER 1

...teaches your children how to critically evaluate information?

PARENTS

DECEMBER 1

...is a leader on your campus? (How are you a leader?)

CAMPUS ADMIN

JANUARY 1

...reaches every student in the school? (Personalize with data)

SCHOOL BOARD

FEBRUARY 1

...ensures students on their campus can access and utilize district resources?

DISTRICT ADMIN

MARCH 1

...collaborates with teachers to support strong student achievement?

STATE OFFICIALS

APRIL 1

...has extracurricular activities for you? (Tell about any clubs, maker-spaces, etc. in the library.)

STUDENTS

MAY 1

...offered great resources/programming all year long? (Show examples!)

EVERYONE