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

Texas Association of School Librarians Presents
2021-2022

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