

Educators, Spread the Word!

Build Awareness of Your Online Resources

MATERIALS

Contact us about our promotional materials:

- User tip sheets
- Flash tutorials
- Database information sheets
- Posters
- Bookmarks
- and more!

Remember:

It is important to let the faculty and students know that your library is a Facts On File Online subscriber and to communicate that your electronic resources:

- 1) Are available to them through their library
- 2) Can be accessed remotely (at home)
- 3) Are available 24/7.

Let faculty, students, and parents know that you subscribe to a Facts On File Online database. They will appreciate that you are providing safe, accurate, and comprehensive resources online! Here are suggestions on how to get the word out:

- **Hold regular database training sessions** with faculty and students. Provide brief descriptions of your databases and use online flash tours, user tip sheets, or sample search handouts to highlight the content and features of these resources.
- **Make an announcement on your library Web page and in the student newspaper.** Post a message on the library Web site home page or use a banner ad to let students and faculty know that a Facts On File Online service is now available. Contact the student newspaper with important library news.
- **Use the technology students use:** Advertise your library's resources by creating a MySpace page, Facebook profile, library blog, Wiki, or YouTube video for your library.
- **Assign an essay.** Have students choose an article, image, or video and write a short essay on the event, place, or person depicted using information from a Facts On File Online database.
- **Distribute a flyer or handout** announcing the addition of the Facts On File Online database(s) to your library's collection. Make the handout available at the Reference Desk, book check-out areas, student union, coffee shops, and computer stations.

Contact us for promotional materials:

e-publicity@factsonfile.com

OR CONTACT YOUR REPRESENTATIVE: 1-800-322-8755