

Public Librarians, 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 community 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 the community know that you subscribe to a Facts On File Online database. This is great public relations for your library—your patrons will appreciate the services you are providing to them! Here are suggestions on how to get the word out to your patrons:

- **Place a notice in your library newsletter or in the local town newspaper** publicizing that your library is a subscriber to a Facts On File Online database.
- **Make an announcement on your library Web page.** Post a message on the Web site home page or use a banner ad to let patrons know that a Fact On File Online service is now available.
- **“Site of the Month”**—Highlight our site as the “Site of the Month” or a “Staff Pick” on your library web page, on your bulletin board, or near computer stations in the library.
- **Distribute flyers or handouts** announcing the addition of the Facts On File Online database(s) to your library’s reference collection. Make the handout available at the Reference Desk, book check-out areas, and/or near computer stations.
- **Dessert and Data Night:** Offer patrons the opportunity to come and learn about the many different databases your library makes available. Have some fun and ask patrons to bring a dessert to share with others. Create a little excitement and invite teachers and students from local schools to attend, too!

Contact us for promotional materials:

e-publicity@factsonfile.com

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