Technology Tools for Library Programming and Outreach

How to Use technology tools to improve programming effectiveness & attendance

Presented by: Bonnie Lafazan, Library Director, Berkeley College

PREPARATION

Schedule when you meet.

Doodle

Google Drive

Collaborate on Free Space.

Trello — Organize anything, together.

OneDrive

Meet via free video calls or share screen.
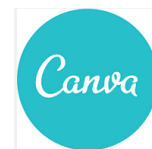
skype

Messenger

Google+ Hangouts

screenleap

OUTREACH & PROMOTION

Create colorful and creative flyers for handouts, library displays, promotional materials social media, and more.

easelly — create and share visual ideas online

Piktochart — make information beautiful

Canva

Lucidpress

PicMonkey

befunky

Be Inspired. Get Ideas.

Pinterest

DURING PROGRAM, PROMOTION OR EVENT

Record it. Take pictures.

Poll Your Audience.

Stream it live & save so users can watch later.

Host a Hangout On Air

POST-EVENT:

Create a slideshow or video of event or promotion.

Assess.

Post it. Promote it. Blog about it.

Useful Resources for Library Marketing & Outreach:

http://www.5minlib.com/search/label/Technology

http://adlib.info/

http://librariandesignshare.org/

http://librarymarket.com/

Library Marketing and Outreach Facebook Group

https://sketchlibrarian.wordpress.com/library-marketing/

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