



Ways to make your Snapshot Day a success

1. Share the results with your elected officials, mayors and council members, members of the school administration or school board, the deans at your academic institution, or your department head or boss at your company.
2. Set up an appointment with the above mentioned individuals. If you haven't already, begin to establish a one-to-one relationship with your elected officials, so that they know you and your library's concerns.
3. Use the quotes and comments that you collect in your annual report.
4. Feature your participation and your customers in your next news letter.
5. Share your results with your board.
6. Share your results on your Web site and link to the Flickr photo group.
7. Make a slideshow of the Flickr photos and run it in the library near the check out desk.
8. Make bold signs with your customer comments and display them throughout the library.
9. Take your results, your handout when you visit schools, senior centers, community agencies and any kind of outreach.
10. Customize the model handout (add your own stats, logo, etc.)
11. Welcome new library card members with your custom handout.
12. Let your Friends group know about your participation in Snapshot.
13. Develop your own slide show or Web page featuring comments and photos.
14. Ask if your town Web site can feature some of your results.
15. Ask your local cable station or media outlets if they can use any of your results.
16. Notify your local newspaper of the event to see if they can run at least a photo and caption. Provide the patron's name and phone number if you have permissions so they may contact them for an interview.
17. Design a poster in color and print several copies "in house."
18. Print even more copies and share them with your customers.
19. Have fun! Everything might not work perfectly, but try this national experiment in telling our stories to our elected officials and the general public.