



You Select a Day in November

This toolkit includes instructions, resources, and templates to help you promote Snapshot Day in your community. The templates can be downloaded, edited using Word 97-2003 and up, printed. The news release can be modified to your library type and community, and the photo release will allow patron photos to be used in statewide publications. **You must retain a copy of the signed photo release forms and make them available upon request by the State Library.**

We hope that these materials are helpful to you as Ohio joins libraries across the nation to capture a day in the life of libraries.

Checklist & Suggestions (*click on filename to open*)

- [Ohio Library Snapshot Day Checklist](#): List of suggested activities to help prepare you for Ohio Library Snapshot Day
- [Make Snapshot Day Work for Your Library](#): Suggestions for using the Snapshot Day results
- [Library System Participation](#): Participate in Ohio Library Snapshot Day as a multi-location library system

Forms:

[Photo/Video Permission Form](#): (*click to open Word file*)

- Modify with the date information and your library's name
- Print
- Seek permission to photograph and use images for each person you photograph or shoot video and get their signature.
- Keep the signed photo release form for your records.

Patron Feedback Cards (PDF): Choose one or more of the Patron Feedback Cards below. Or choose the Blank one and add your own question in the form field.

*There are four postcard size cards on one page. Each PDF has a form field on the bottom of the card for adding your Library's name. **Click on filename below to open and add your library's name in the form field.***

- [Blank - No question](#) - write your own question in the top form field.
- [Tell us about your favorite library memory & why the library is important to you.](#)
- [What is your favorite library program?](#)
- [What's your favorite library resource?](#)
- [What's your favorite library location?](#)
- [Do you love this library? Why or why not?](#)
- [Tell us how the library has helped or improved you or someone in your family.](#)
- [What is the most interesting thing you have learned at the library?](#)
- [Can you describe a time when your librarian helped you with a question or project?](#)
- [What's missing in your library?](#)
- [Where do you "use" our library \(in or out of the library, smart phone, tablet, laptop...\) the most?](#)
- [Share Your Story](#) - Use our online form to tell us about your library, Snapshot Day 2013 experience, other feedback you would like to share

Survey:

- [Ohio Snapshot Day 2013 Download](#) to view and print the Survey Questions as a PDF





Promotion:

- [Press Release](#) (Word): Send to your local media, post on your social media accounts, include in your newsletter...

Snapshot Day Poster

There are three posters available for download and printing for Snapshot Day 2012. Special thanks to Westlake Porter Public Library for creating the original poster design for Snapshot Day 2011. You may also want to try adding your own pictures using the Powerpoint file option.

- [Public Libraries Download 11" x 17" PDF](#) and add your Snapshot Day information
- [School Libraries Download 11" x 17" PDF](#) and add your Snapshot Day information
- [Academic Libraries Download 11" x 17" PDF](#) and add your Snapshot Day information
- Customize your own 8.5" x 11" poster using PowerPoint 2010. ([download](#)).

Logos *(available online only)*

- [Snapshot Day 2013 Logo - Small JPG 300px x 138 px](#)
- [Snapshot Day 2013 Logo - Medium JPG 600px x 276px](#)
- [Snapshot Day 2013 Logo - Large JPG 2106 px x 968 px](#)

Taking & Posting Pictures:

- [Photo Tips](#): Suggestions for taking good photographs
- [Photo Ideas](#): Suggestions for who, what, and where to take pictures.

Flickr

- [How to upload your pictures to Flickr](#)
- [Tagging your pictures in Flickr](#)
- [Flickr FAQ](#) *(external link to Flickr website)*





Checklist for Participating Libraries

By October 1, 2013

- Select one day during the month of November 2013 for your library's Snapshot Day.
- Check out the Ohio Snapshot Day Toolkit at <http://library.ohio.gov/snapshotday/toolkit> for instructions, forms, templates, promotional ideas, and more.
- If you are a multi-location library system, review "[Participate in Ohio Library Snapshot Day as a multi-location library system in 10 steps](#)".
- If you do not already have one, create a Flickr account at <http://www.flickr.com/com>.
- Download [instructions](#) & practice using Flickr! Can you title, describe, [tag](#) and group photos?
- Join the Ohio Library Snapshot Day 2013 ([ohiolibs-snapshotday2013](#)) Flickr group (Do NOT use ohiosnapshotday2010, ohiolibs-snapshotday2011, or ohiolibs-snapshotday2012).
- Brainstorm [ideas](#) and decide on a list of what pictures you want to take.
- Review [survey](#) and decide how you are going to collect stories from your patrons. You can use the patron feedback cards, collect video stories, set up a station where patrons can write what they did or learned at the library on a chalkboard and take a picture of it, or any other ideas you have on how to capture your patrons' stories.
- Determine additional patron usage data that you would like to feature in reports.
- Revisit Ohio Snapshot Day website at <http://library.ohio.gov/snapshotday> for updates.
- Plan and schedule programs or events for the date to support this project (author visit, storytime, etc).
- [Promote](#) Snapshot Day to your patrons and community (ideas include website, newsletters, press release, your library's social media platforms, signs, and emails).
- Plan getting photo [release forms](#) signed, taking [photographs](#), shooting video, collecting stories, uploading photos, etc.

Week of October 28, 2013

- Remind your patrons of Snapshot Day with signs around the library and announcements.

On Your Snapshot Day – November, 2013

- Collect stories from your patrons.
- Record usage data that you would like to feature in reports.
- Take photos of activity and events in your library (make sure you have [permissions](#)) and [upload](#) to your Flickr account.

By January 15, 2014

- Post photos with caption to the Ohio Library Snapshot Day 2013 Flickr group at <http://www.flickr.com/groups/ohiolibs-snapshotday2013/> (don't forget to [tag](#) them).
- Report your favorite stories collected at your library in the [survey](#).
- [Use](#) your pictures and stories after Snapshot Day is over so you get more from your efforts.





20 Easy Ways to Make Snapshot Success Work for Your Library

1. Use the quotes and comments that you collected in your annual report.
2. Feature your participation and your customers in your next newsletter.
3. Share your results with your board.
4. Put a Snapshot button on your website and link to the Flickr photo group.
5. Make a slideshow of the Flickr photos and run it in the library near the check out desk.
6. Make bold signs with your customer comments and display them throughout the library.
7. Share the statewide results with your trustees, commission, city council, freeholders, etc.
8. Take the statewide results when you visit schools, senior centers, community agencies, and any kind of outreach.
9. Customize the statewide results handout (add your own stats, logo, etc.)
10. Welcome new library card holders with your custom handout.
11. Send an email blast to your customer list or community contacts featuring customer quotes.
12. Let your Friends group know about your participation in Snapshot.
13. Share Your Story on the State Library of Ohio website.
14. Develop your own slide show or web page featuring the comments and photos.
15. Ask if your town, school, college, or agency website can feature the slideshow.
16. Ask your local cable station if they can use the slideshow.
17. Ask your local newspaper to run a photo and caption. Provide the customer's name and phone number if you have permission so they can contact them for an interview.
18. Design an 11 x 17 poster in color and print several copies "in house".
19. Print even more copies and share them with your customers.
20. Work with your library type Snapshot Day project partner to develop advocacy tools and outreach strategies for your library and all Ohio libraries.





Participate in Ohio Library Snapshot Day as a multi-location library system

Does the thought of participating in Ohio Library Snapshot Day as a multi-location library system make you apprehensive? Are you afraid that you'll get stuck doing all the work? Have no fear! This guide will help make participation easy.

10 steps

1. Form a team. Get members from your different library locations. Bonus points if they are enthusiastic and creative!
2. Meet and [pick a date](#) based on what's going on at your libraries (It's OK if your locations pick different dates if it makes sense so you can capture your events).
3. [Brainstorm](#) ideas on what pictures you want to get.
4. Finalize a list of pictures you want and assign them to team members (splitting them up fairly or by location makes sense).
5. Update the staff at your library so they know what is going on. They also might have valuable ideas to incorporate.
6. [Promote](#) Snapshot Day to your community.
7. During Snapshot Day, team members are responsible for [getting the pictures](#) they were assigned as well as getting [permissions](#) to take photos and writing captions for them.
8. [Collect](#) stories from your patrons and share them in the [survey](#).
9. Upload pictures to [Flickr](#), give them captions, and [tag](#) them. Add your favorite photos to the [Ohio Library Snapshot Day 2013 Flickr group](#).
10. [Use](#) your pictures and stories after Snapshot Day is over so you get more from your efforts.





November [date] , 2013

In Just One Day

...you CAN make a difference.

On [weekday] November [date] , 2013 the [name of library] is participating in "Ohio Snapshot Day: A Day in the Life of Ohio Libraries." Snapshot Day is a project of the State Library of Ohio, the Ohio Library Council, Ohio Public Library Information Network (OPLIN), the Academic Library Association of Ohio (ALAO), Ohio Library and Information Network (OhioLINK – consortium of college and university libraries), Information Network for Ohio Schools (INFOhio), and the Ohio Educational Library Media Association (OELMA), and OHIONET.

During Snapshot Day we are collecting library usage information (program attendance, and special services), patrons' and visitors' comments, and taking photographs and/or recording video. In connection with this event, the [name of library] and Snapshot Day project partners may share the information, comments and photographs and/or video of library patrons and program participants produced for these purposes, to help illustrate the scope and benefits of library use.

PHOTO and COMMENTS CONSENT & RELEASE

I understand that the State Library of Ohio, Snapshot Ohio project partners (as listed above) and the [name of library] are seeking photographs/videos for publications (print and website based-electronic) and dissemination to the press to assist in informing the general public and lawmakers about the work of libraries. I understand that only first names, name of library, and city/town may be used to identify the written comments, photographs, videos, and audio.

I authorize and consent to being photographed and/or videoed, and to the display, reproduction, alternation or other use of any photographs/videos of me, or in which I may be included with others, in connection with the State Library of Ohio, Snapshot Day partners (as listed above), and [name of library] publications, website, and press contacts.

To the extent that I have rights, title, or interests in the photographs or videos, I assign such rights to the State Library of Ohio and [name of library] . I release and hold harmless the [name of library] , the State Library of Ohio and other Snapshot Day project partners (as listed above), and their agents and employees from and against any claims or liability arising from or related to the use, publication or distribution of the comments/photographs/videos/audios.

In giving this permission, without fee or limitation whatsoever, and in consideration of the opportunity to participate in the publications, website, or dissemination of press material, I agree to release, discharge, and hold harmless the State Library of Ohio, Snapshot Day project partners (as listed above), and [name of library] , and their employees, from any and all claims, actions and demands or whatsoever nature, including but not limited to any claims of libel, or invasion of privacy, arising out of or in connection with the use of my photograph or video.

I authorize and consent to being photographed

Signature: _____

Date Signed: _____

Name: _____
(printed or typed)

For Persons 17 and Under

I am the parent or legal guardian of _____ and I give permission to the library and Snapshot Day project partners to use photos/videos/audios as stated above.

Signature: _____

Date Signed: _____

Name: _____
(printed or typed)

The original will be kept at the [name of library] where the photo was taken.

Thank you!

For more information, contact the [name of library] or visit: <http://www.library.ohio.gov/snapshotday>



Picture this....

We are creating a “snapshot” of the library. Get in the picture, share your thoughts, and celebrate Ohio libraries

What is your favorite library program?



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Where do you “use” our library (in or out of the library, smart phone, tablet, laptop...) the most?



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<http://www.surveymonkey.com/s/RXPVQYR>

The online survey will ask the following questions:

1. What is the name of your library?
2. What is your type of library? *(check one)*
 - Academic
 - Public
 - School
 - Special
3. How many of your buildings/branches participated in Ohio Libraries Snapshot Day?
(number-requires a digit)
4. Where is your library located?
(narrative response)
5. What programs or events took place on your Snapshot Day?
(narrative response)
6. Approximately how many attended programs or events at your library on Snapshot Day?
(number-requires a digit)
7. How did you promote your library's Snapshot Day?
(narrative response)
8. How will you use the results of Ohio Libraries Snapshot Day to advocate for your library?
(narrative response)





November __, 2013

Press Release

SAMPLE NEWS RELEASE

Modify and send to your local news outlets

For immediate release

For more information contact:

Date:

Name:

Phone Number:

Fax Number:

E-mail:

(NAME OF LIBRARY) Participates in "Snapshot Day: A Day in the Life of Ohio Libraries"

(Your Town)—The (Name of Library) is joining all types of libraries across the state to participate in "Snapshot Day: A Day in the Life of Ohio Libraries" on (weekday), November (your # date) to capture and share information about how important academic, public, school, and special libraries and library systems are to the state of Ohio.

On November (weekday), (Name of Library) will compile statistics, customer comments, photographs or video, and other details representing a typical day at the library. The results collected and pictures taken at (Name of Library) will be added to those of other libraries across the state to raise awareness about the important role of libraries in Ohio.

(Name of Library) Director _____ said, "We invite patrons and visitors to stop in, or share their comments online, and be a part of this historic day. Libraries are more important than ever to our communities, and library usage is at record levels. We want all the residents of Ohio, and particularly our Ohio lawmakers, to see what a typical day is like for an Ohio library. Adequate state funding is vital to help libraries like ours maintain current programs and services. Reductions in funding make it difficult, and in some cases impossible, to provide new programs and services, purchase new materials, and support the delivery of materials to our patrons from other libraries. This 'snapshot' will help us communicate to lawmakers that their constituents, our patrons, rely on us for critical services."

Snapshot Day: A Day in the Life of Ohio Libraries is a project of the State Library of Ohio, the Ohio Library Council (OLC), Ohio Public Library Information Network (OPLIN), the Academic Library Association of Ohio (ALAO), Ohio Library and Information Network (OhioLINK – a consortium of college and university libraries), the Ohio Educational Library Media Association (OELMA), the Information Network for Ohio Schools (INFOhio), and OHIONET. Each year, Ohio libraries will participate in this advocacy effort by collecting photographs, stories, information, and comments to get a snapshot of a typical day in Ohio libraries. All types of libraries are encouraged to participate and showcase what libraries do for Ohio residents.

###

Thank you!

For more information, contact your local library or visit: <http://library.ohio.gov/snapshotday>

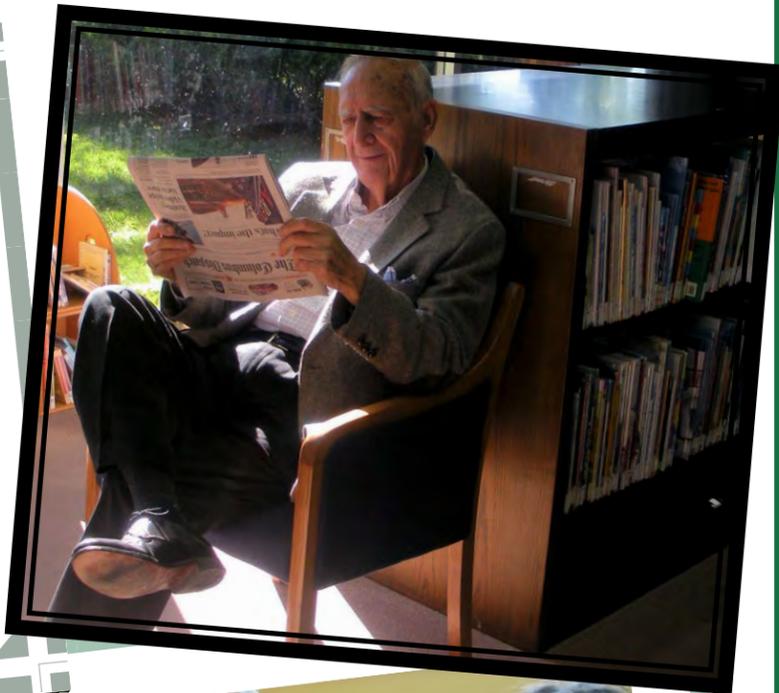


2013 SNAPSHOT DAY

A Day in the Life of Ohio Libraries



We are joining libraries across Ohio and creating a "snapshot" of the library. Get in the picture, share your thoughts, and celebrate Ohio libraries.

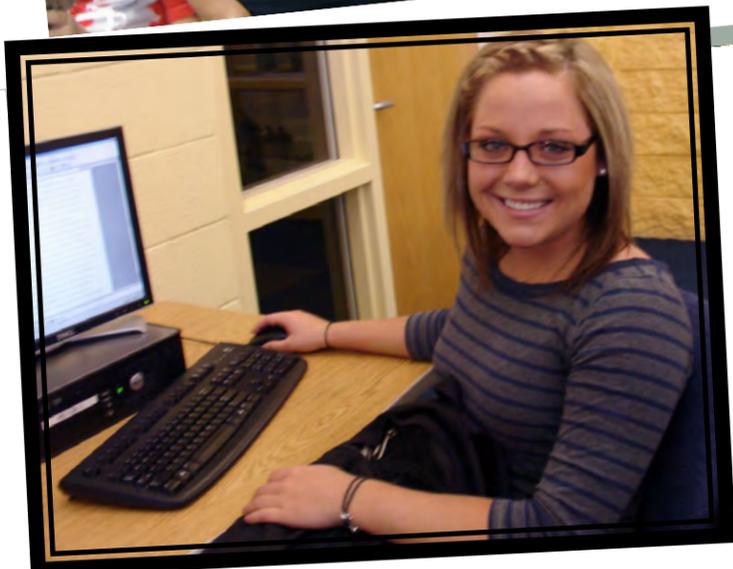


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2013
SNAPSHOT DAY
A Day in the Life of Ohio Libraries



We are creating a "snapshot" of the
your-name library.
Get in the picture, share your thoughts,
and celebrate Ohio libraries
on November ??





<http://library.ohio.gov/snapshotday>

Tips for Great Pictures

Many libraries have staff or volunteers with interests in photography, a creative streak, or access to a decent camera and might be willing to serve as your Snapshot Day photographer. Whoever takes your pictures, have them keep these tips in mind.

(adapted from "[Top 10 Tips for Great Pictures](#)" from Kodak)

1. Look your subject in the eye.
2. Use flash outdoors.
3. Move in close.
4. Move it from the middle.
5. Lock the focus.
6. Know your flash's range.
7. Watch the light.
8. Take some vertical pictures.
9. Be a picture director.

For Snapshot Day, the idea is to capture all the ways libraries offer vital services every day. You can include pictures of your buildings and your bookmobiles but the focus should be on people using your services. That can be a library staff member helping a patron search the online catalog, a person using a laptop or computer in your building, a bibliographic instruction class, or a children's story time.

Get creative, set up some shots with the best lighting you can muster, and pay attention to your flash. Try to avoid using flash that washes out the picture, if possible.

Don't forget to **get permission** from your subjects using the [Photo Release Form](#) to take their pictures.

Once you've taken the great pictures showcasing your library services and community members, **upload** them to the [Flickr group](#). Here is information on [How to Upload Photos to Flickr](#).





Picture Ideas

Need some ideas for pictures? Consider these suggestions. You could make it fun for staff and challenge them to see how many of these they can get. Also, you'll want to get the story behind the photo so you can use it for the caption. First names are fine. For example, Worthington Libraries used the caption "[Award-winning children's book author and illustrator Will Hillenbrand signs a book for a young fan](#)" last year.

1. Artwork in your library
2. Authors at your library
3. Board of trustee meetings or activities
4. Book clubs
5. Bookmobile
6. Cafes in the library
7. Choose to Read Ohio displays or programming
8. Community gardens at the library
9. Community leaders at the library
10. Construction in the library or renovations
11. Crafting
12. Displays at your library
13. Early literacy stations
14. ESL classes
15. Flags
16. Flashmobs
17. Food at the library
18. Friends of the Library programs or book sales
19. Gaming at the library
20. GED testing or classes
21. Gems from your special collections
22. Government documents
23. Graphic novels
24. Homebound services
25. Instruction class
26. Legislators at the library
27. Librarian staffing chat reference service, like KnowItNow
28. Library celebrations
29. Library tours
30. Materials going out that were requested from other libraries
31. Microfilm or microfiche usage
32. Multi-generational library usage
33. Patron browsing the stacks
34. Patron downloading an eBook
35. Patron picking up reserved materials
36. Patron signing up for their first library card
37. Patron using job help resources
38. Patron using self-checkout
39. Patron using online or mobile catalog
40. Patrons and their research materials
41. Patrons reading in the reading areas
42. Patrons using computers
43. Patrons using your drive-up windows
44. Pictures from your library's programs
45. Playing at the library
46. Puppet shows
47. Recycling or other green initiatives in the library
48. Scanning materials and digitization
49. Services to people with disabilities
50. Shelving books
51. Staff cataloging materials
52. Staff member helping patron use a computer
53. Storytime
54. Student workers in the library
55. Students accessing INFOhio materials
56. Students using OhioLINK resources
57. Students working in groups at the library
58. Talking Book Program
59. Teen activities
60. Tutoring or homework help services
61. Using Ohio Web Library
62. Volunteers helping in the library

You are not expected to take all these pictures, these are just ideas for you to consider.





How to Add Your Photos to the **ohiolibs-snapshotday2013** Flickr Group

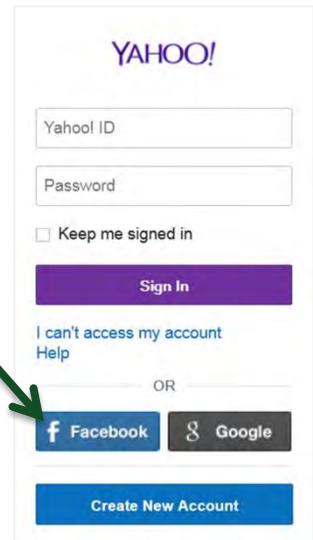
By uploading photos to your library's Flickr account and the **ohiolibs-snapshotday2013** Flickr Group, you are verifying that you have permission from the subjects photographed (the subjects' parent or guardian if under 18 years of age.) The State Library of Ohio and Ohio Snapshot Day project partners (OLC, OPLIN, ALAO, OELMA, OHIOLINK, OHIONET, and INFOhio) may use the photos to promote library services and champion libraries.

You will need to have a Flickr account for your library in order to add photos to the Ohio Library Snapshot Day 2013 group photo pool. A Flickr group contains photos added by any member of the group, and ours will be the go-to place for all photos from Ohio Libraries Snapshot Day 2013. Before you can add photos to the 2013 group, you will have to **join** our Flickr group. NOTE: **Please do not place pictures in the 2011 or 2012 Flickr groups.** Instructions are below, and feel free to contact Marsha McDevitt-Stredney (marshams@library.ohio.gov) if you have any questions!

The Ohio Libraries Snapshot Day Flickr page is located at: www.flickr.com/photos/ohiolibssnapshotday/

If you do not already have a Flickr account for your library:

1. Go to <http://www.flickr.com>
2. Click on "Create Your Account" in the upper right corner of the page.
3. You will see a pop up window prompting you to log in with your Yahoo account. However, you have the option to sign in to Flickr using an existing Google (gmail) account, or a Facebook account. If you already have a Facebook or Google account for your library, feel free to use that instead. Otherwise, you will have to create a new Yahoo account for your Flickr account. (Flickr is owned by Yahoo.)
4. Follow the steps to finish creating your new Flickr account. Now you're ready to start adding photos!

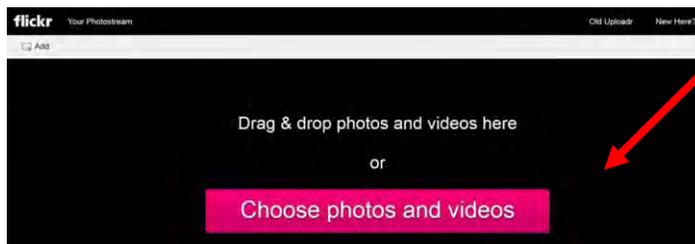


How to upload photos to Flickr

1. From your Flickr home page, click on the **Upload on the top menu.**



2. You will now see a screen where you can upload your photos to Flickr by selecting "Add" and then choosing the photos from a folder on your computer.



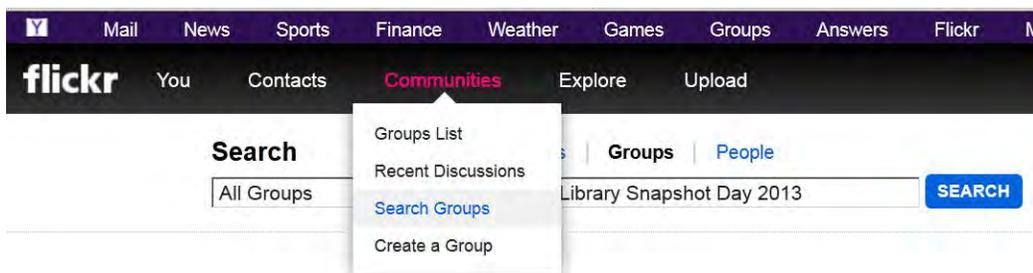


3. Once you have uploaded your photos, you will have the option to add a title, description, or tags to your photos. **PLEASE USE THE NAME OF YOUR LIBRARY in the Title and a brief description or caption** for your photos for Snapshot Day. **It is very important that you also include the following tags for your photos:**
 - a. Ohio Snapshot Day 2013
 - b. Type of library - Academic, Public, School, or Special

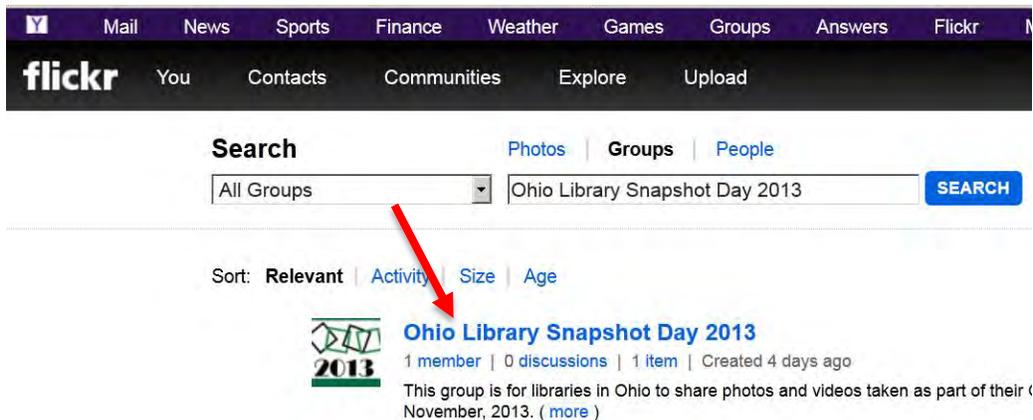
Please read [TaggingPictures](#) in the toolkit for more information.

How to Join the Snapshot Day Flickr Group

1. Click on "Groups" in the toolbar at the top of any Flickr Page.
2. Our group is called "**Ohio Library Snapshot Day 2013**". Type that into the search box and click "search".



3. Select **Ohio Library Snapshot Day 2013**
4. There will be a little link that says "Join?" to the right of our group. Click it!
5. Now you're a member of the Snapshot Day group!





How to add your Flickr photos to the Snapshot Day Flickr Group

There are two ways to add photos to the **Ohio Library Snapshot Day 2013** Group: one photo at a time, or in batches (lots of photos at once). Either way is fine!

Adding One Photo at a Time:

1. Click on the photo in your photostream so you are looking at the photo full size rather than the thumbnail. On the top right corner of the photo, there is a link that says "Actions". Click on it, and then you'll be able to click "Add to a group".
2. Because you have already joined the **Ohio Library Snapshot Day 2013** Group, you will be able to choose our group from the list, and then send us your photos. That's it!

Adding a Bunch of Photos at Once:

1. In your toolbar from any screen in Flickr, click on "Organize/Create". This will take you to the screen that allows you to perform actions on multiple photos all at once.
2. Drag the photos you'd like to add to the Snapshot
3. In the toolbar, click on "Send to Group".
4. Then select the **Ohio Library Snapshot Day 2013** group from the list.
5. That's it! (Click on "Your Photostream" in the top right corner to exit the Organizer.)

Snapshot Day: A Day in the Life of Ohio Libraries is a project of the State Library of Ohio, the Ohio Library Council, OPLIN, the Academic Library Association of Ohio, OhioLINK, the Ohio Educational Library Media Association, and INFOhio. Each year, Ohio libraries will participate in this advocacy effort by collecting photographs, stories, information, and comments to get a snapshot of a typical day in Ohio libraries. All types of libraries are encouraged to participate to showcase what libraries do for Ohio residents.

This document was originally created by the New Jersey State Library and the New Jersey Library Association for [New Jersey Snapshot Day 2011](#).



Please tag the photos you add to the [Ohio Library Snapshot Day 2013](#) group!

To make the photos in this community a more valuable, precisely searchable resource we have carefully established some consistent guidelines for you to use when adding tags. Please help by tagging the photos you have added to the group using the guidelines suggested below. More information about tagging on Flickr is at <http://www.flickr.com/help/tags/>

All photos in this pool will get these tags:

1. "Ohio Library Snapshot Day 2013" [please note that when tagging with a phrase, you must put the phrase in quotation marks or else the photo will be tagged as separate words]
2. Libraries
3. Library type (either "public library", "academic library", "special library", "law library", "medical library", etc.)

Possible Conditional Subject Tags:

architecture	instruction
author	journals
books	librarian
conference	librarians
computers	library
classes	outreach
digital literacy	programs
early literacy	readers
ebooks	resource sharing
exterior	signs
homework help	stacks
interior	storytime

Conditional Location Tags:

Adding country, state, county, province or other relevant location data is also useful.

Other Conditional Tags:

If another word is a useful and accurate image descriptor feel free to use it. Please do use the above tags as guidelines whenever possible.

Questions?:

Feel free to contact Marsha McDevitt-Stredney at marshams@library.ohio.gov or 614-644-6875.

