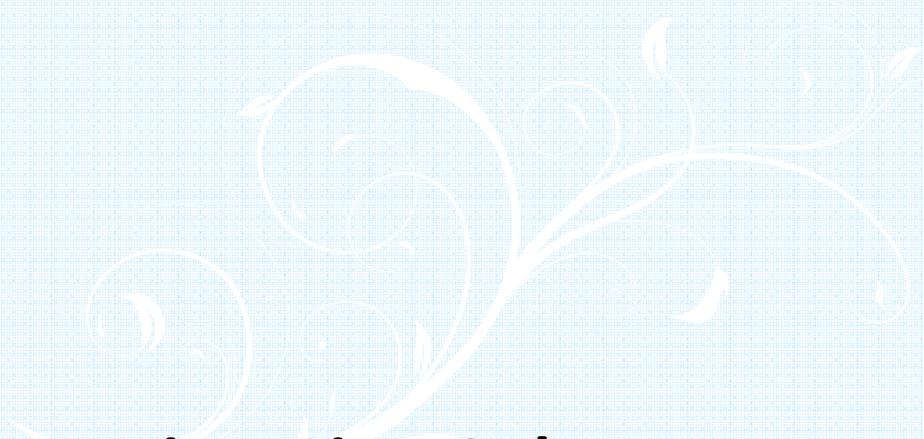


SWON Summer Reading Program

Pt. 1 – Marketing - Getting teens in the door!

Tuesday, February 4, 2014



Krista King-Oaks

Teen Librarian

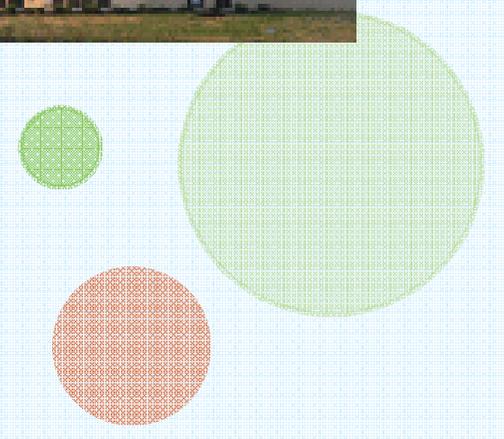
Main Library

Boone County Public Library

Burlington, KY

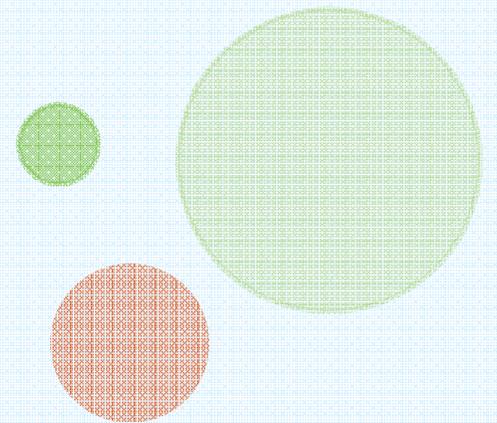


Boone County Public Library



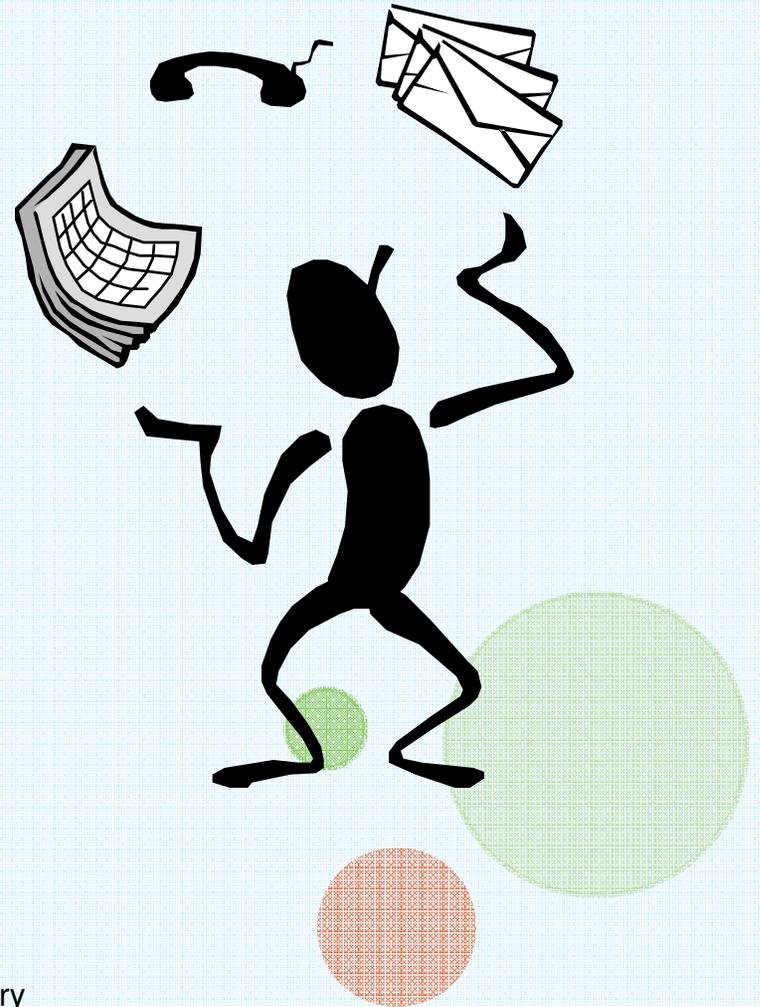


MARKETING = OUTREACH



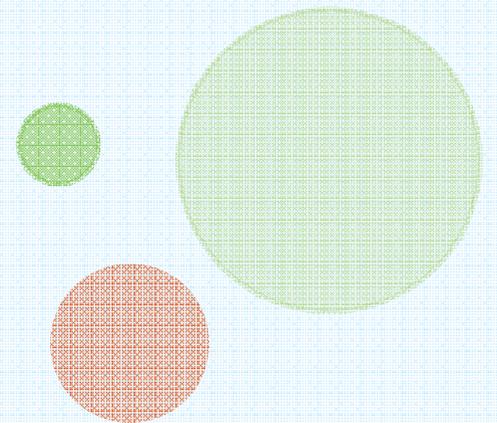
Year-round SRP Promotion

- **June & July**
 - Everywhere that's not the library!
- **August**
 - Transition Quests
 - Freshman Orientation
- **September – March**
 - Library Orientation Class Visits
 - Database Trainings & Library Tours
- **April & May**
 - Community Camp Festival
 - Summer Reading Class Visits





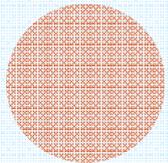
School Outreach





ONE DOES NOT SIMPLY

**GET A CLASS VISIT
(UNLESS IT'S SUMMER READING TIME)**



Types of School Outreach

Middle School

- Transition Quest
- Monthly Cafeteria Tabling
- Library Orientation
 - September-November
- Summer Reading Overview
 - May

High School

- Freshman Orientation
- Scheduling Night
- Open House
- Teacher In-service Day
- Library Orientation
 - Semesters
- Summer Reading Overview
 - April-May

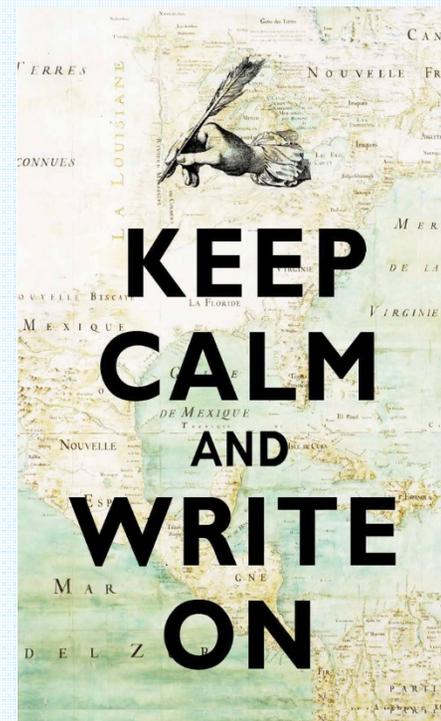
MAC

Middle School Advisory Committee



tag

Teen Advisory Group
(High school students)





Teen Advisory Group

(High school students)

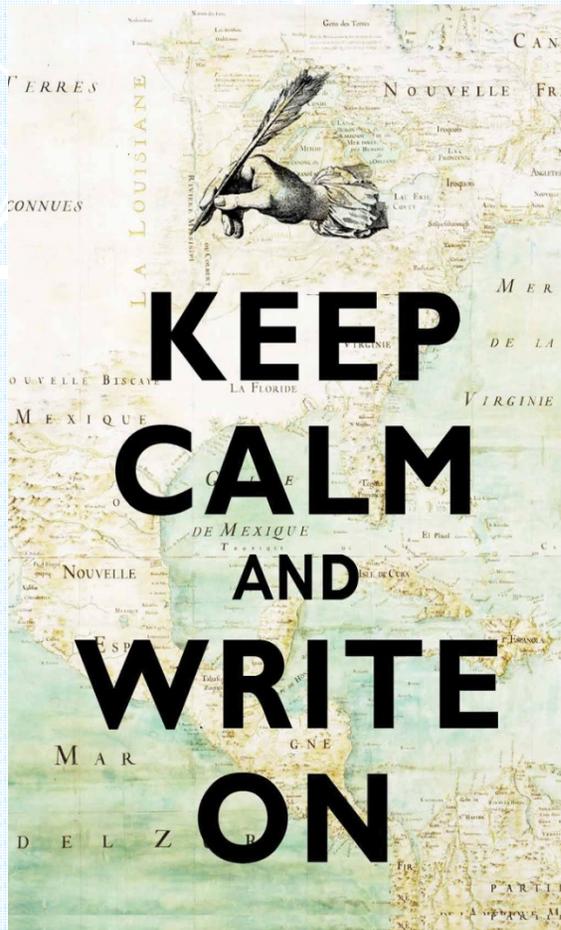
Teens! Voice your opinion!

Help us plan programs, recommend books and materials, and earn volunteer hours. Pizza provided. Registration requested.

**First Tuesday of the month at 6:30 p.m.
Boone County Public Library
Main Library, 1786 Burlington Pike**

www.bcpl.org/teens

BCPL



TEEN WRITER TUESDAYS

(High School students)

Whether you're writing fanfic or your first novel, join us and share your work. No experience required! Registration requested.

www.bcpl.org/teens

Third Tuesday

6:30 p.m.

Main Library

1786 Burlington Pike



Boone County Public Library



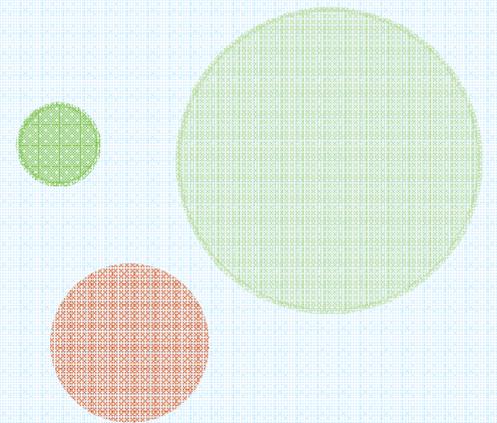
Passive Programming in Schools

Photo credit: <http://www.cinjoella.com/2011/11/18/ginger-who/>

Boone County Public Library

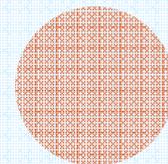


Social Media Outreach

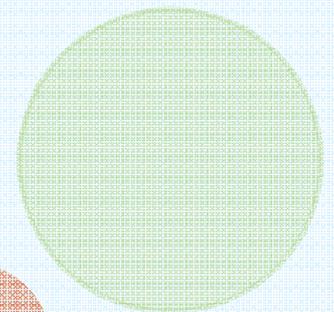
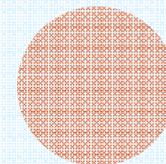


What is tumblr?

- Microblogging meets social networking platform
- Allows users to post multimedia content to a “tumblelog” (short-form blog)
- Home of the GIF
- Users can also follow other blogs or have a private account
- In May of 2013, Yahoo bought tumblr for \$1.1 billion

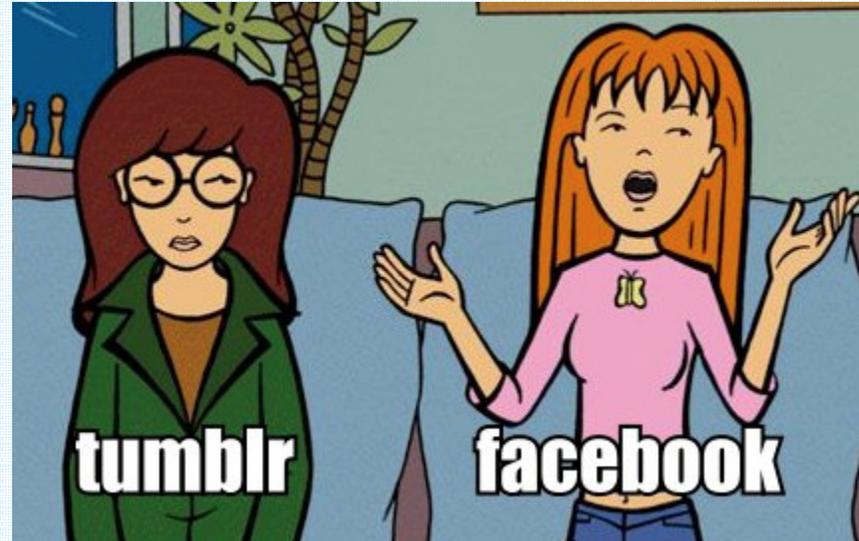


Why did we decide to tumble?



Tumblr vs. Facebook

 **ake people**
 **rue people**





BOONE COUNTY PUBLIC LIBRARY ON TUMBLR!

December 20, 2013

1 note

Abe Lincoln-Wolverine? Wolverine-Lincoln? Abe Logan?



This literary mash-up, regrettably, doesn't exist (yet...). In the meantime, you can check out any of your favorites here at the library. I'd suggest the original; *Pride and Prejudice and Zombies* by Seth Grahame-Smith or the adorably inaccessible *The Meoumorphism* by Coleridge Cook (It's very Kafka-esque).

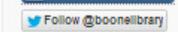
Filed under Abe Lincoln, Wolverine, Five Iron Frenzy, bcpl, zen and the art of xenophobia, gifs

- viewpointsforliving likes this
- boonelibrary posted this

Discover, explore, experience.



Bcpl Boone | Create Your Badge



Ask a Librarian

Search input field with a search button

Blog Tools

- Archive
- RSS

Top tips to Tumblin'

1) Post Visually

2) “The Dewey Decimal System is to a library what tags are to Tumblr” via

thedailydot.com

3) Pop Culture = Clicks

4) Have Fun!

From: *Power Tumbl'ng: Why Tumblr Is a Great Way to Reach Teen Patrons*
By Robin Brenner via School Library Journal's *Digital Shift*, 9/12/2013



Thanks!

Krista King-Oaks

Teen Librarian

Main Library, Boone County Public Library

Burlington, KY

kking@bcpl.org

