



SNAPSHOT:

ONE DAY IN THE LIFE OF NEVADA LIBRARIES
OCTOBER 28, 2010

20 Ways to Make Snapshot Day a Success @ Your Library

1. Share results with your elected officials, mayors and council members, members of the Nevada Assembly, local school administrators or school board, deans at local academic institutions, or your 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 newsletter.
5. Share results with your board.
6. Share 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. Share results/handouts 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 holders with your custom handout.
12. Send an e-mail blast to your customer list or community contacts featuring customer quotes.
13. Let your Friends group know about your participation in Snapshot.
14. Develop your own slide show or Web page featuring the comments and photos.
15. Ask if your town Web site can feature the statistics, the comments, the slideshow.
16. Ask your local cable station if they can use the statistics, the comments, 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 a poster in color and print several copies "in house."
19. Print even more copies and share them with your customers.
20. Have Fun. Everything might not work perfectly, but try this national experiment in telling our stories to our elected officials and the general public.

Thank you for supporting your local library!

For more information about *Nevada Libraries Snapshot Day* and to review project results, visit www.nevadalibraries.org/snapshot

Nevada Libraries Snapshot Day is a project of the Nevada Library Association.