Tips for Promoting Your Libraries Rock! Summer Library Program:

- Start with a Community Music Scene Assessment to identify local program partners.
- Think of ways to cross-promote your children's, teen, and adult programs.
- Involve the entire staff. Get everyone to talk-up the program.
- Make a list of people and organizations to contact such as: school librarians, music educators, teachers, local businesses, summer camps, and senior centers.
- Visit your local schools to meet with the school librarian, music educators, and teachers to identify ways to collaborate. Make an appointment with the principal to ask about getting an announcement in the school e-newsletter and student folders.
- Reach out to local music educators to spread word and identify presenters.
- Recruit teen and adult volunteers to be book buddies, technology buddies, or helpers.
- Explore materials you can use and adapt in the CSLP program manual such as clip art, sample press releases, public service announcements, and donation letters.
- Set up an exhibit table or pop-up library at community events including festivals, farmers markets, summer camp open houses, concerts, and plays.
- Write a press release for distribution to local newspapers, radio stations, TV, and community calendars. You can adapt the press release in the CSLP manual.
- Reach out to local businesses for donations, presenters/helpers, and publicity.
- Hang posters on coffee shop, book store, and ice cream parlor bulletin boards.
- Tweet links to books in the summer library program and exciting programs.
- Use the #librariesrock, #cslpreads, and #mareads hashtags.
- Use Word of Mouth Marketing.
- Get parents to sign the “Parents as Reading Partners” pledge.
- Plan a family craft day for your first program to decorate the library.
- Create fun displays featuring retro music players and formats, name that tune, great moments in music history, concert t-shirts, or a listening station.

Source: Ideas from the 2018 Collaborative Summer Library Program Children’s Manual

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