



SNAPSHOT:

A DAY IN THE LIFE OF FLORIDA LIBRARIES

16 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. Customize the model handout (add your own stats, logo, etc.)
8. Welcome new library card holders with your custom handout.
9. Send an email blast to your customer list or community contacts featuring customer quotes.
10. Let your Friends group know about your participation in Snapshot.
11. Develop your own slide show or web page featuring the comments and photos.
12. Ask if your town/city/county website can feature the slideshow.
13. Ask your local cable station if they can use the slideshow.
14. 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.
15. Attend one of the Tell Your Story workshops to learn how to turn customer testimony into compelling stories.
16. Design an 11 x 17 poster in color and print several copies "in house".
Print even more copies and share them with your customers.