Event: Citation Manager Demos
Who is the audience? College Freshman

Where can you reach the audience?
First year Welcome week - orientations - first year seminars. Any required classes for first years. NASA email to first years. On course management site: Syllabus.

*********Post-it note challenge***********

Three best post-it note ideas:

1. Library Student endorsement / teaching the event

2. Fun, less boring Name + make event sound more appealing, tie in with pop culture

3. Timing - A week before midterms + finals - give them a reason to why they need the information

What channels for promotion are available/ do you plan to use?
Hook up with the institutional accounts + social media channels. Use faculty to inform the students, encourage faculty to use social media. Use all social media available through the university: Facebook, Instagram, Twitter.

What are some ways in which you can tie together different channels?
Use flyers in relevant areas, then put flyers as postings on University Facebook & Instagram + Twitter.

What are some external people, departments, or organizations you might collaborate with?
- Faculty & Library Staff
- Announce at appropriate events
- Nearby public libraries
- Tutoring centers, center for writing & learning, student services
- Faculty departments
Event: Computer classes + Tech drop in
Who is the audience? Public library patrons - students (K-12)

Where can you reach the audience?
- Schools
- Teachers
- Library
- Community center
- Parents
- PTA
- School website
- Libray signs
- Community events (booths)
- Social media
- Homework hub program
- Daycare (after school center)
- Website

Post-it note challenge

Three best post-it note ideas:
1. Regale time at library with charging time
2. At into field, schools, etc. pair it up, time food, special event at
3. Free to your facilities) ready a communication

What channels for promotion are available/do you plan to use?
- Twitter
- FB
- School communication - newsletter, website
- Instagram
- Poster - reuse contact for there

What are some ways in which you can tie together different channels?
- reuse content
- repost

What are some external people, departments, or organizations you might collaborate with?
- buy in from school - parent organizations - parents
- students
- teachers to reach out to others
- school counselors
- rec centers
- churches
Event: Study Break activities during finals

Who is the audience?

College students

Where can you reach the audience?

- Signs - in + out of library, sidewalks, student union, dorms, bulletin boards, Instagram, FB, Twitter, Instructors, campus intranet/calendar

Post-it note challenge

Three best post-it note ideas:

1. Existing channels - campus calendar/email/social media/kiosks
2. Mascot on a scooter
3. Branding - hashtag/logo - all the ways you can propagate the brand - classroom boards, promotion, swag, flyers, bookmarks

What channels for promotion are available/do you plan to use?

What are some ways in which you can tie together different channels?

What are some external people, departments, or organizations you might collaborate with?

- Student groups to collaborate on planning the event and promote it.
- Dunk tank for faculty?
- Catering Services - cookies, beverages, pizza
- Library Services - Reference
Event: Money Smart Week Event

Who is the audience?
Millenial Adults (20-30), People 18+(On their own)

Where can you reach the audience?
Instagram, Snap Chat, Post in bars, bathroom stalls, gyms, radio stations, coffee houses, college cafeterias, library

**********************Post-it note challenge**********************

Three best post-it note ideas:
1. Treat Yo Self
2. Tag Line Marketing copy focused on anxieties/concerns
3. Mr and Mrs Money Bags Character

What channels for promotion are available/do you plan to use?
Facebook + Twitter + Instagram
Financial Aid Offices, Guidance Counselors
Dorms, T-Shirt Gun, Promote with banks

What are some ways in which you can tie together different channels?

What are some external people, departments, or organizations you might collaborate with?
Financial Counselor from College, High School Counselor
Bankers & Financial Planners
Panel of not necessarily experts w/ experts
Health Club, Other Clubs (about wellness in general)
Journalist, Radio Personality,
Event: **Digital Month**

**Who is the audience?**

Public Library, Adults - Professionals

**Where can you reach the audience?**

In the library, Facebook, twitter, library website, on street, radio - NPR, coffee shops, partnerships

**************************************************Post-it note challenge**************************************************

**Three best post-it note ideas:**

1. Branding - alliterative tagline, image correlation
2. Incentives - relevant to topic/workshop
3. Have digital device gallery - and examples of what you can do with them (how others are using them)

**What channels for promotion are available/do you plan to use?**

Social Media, Library website, electronic advertisement/digital signage in the library, partnering w/ local colleges, businesses, start-ups

**What are some ways in which you can tie together different channels?**

Contests + social media; Physical Fliers + digital fliers; Fliers = partnerships; QR codes =Disabled that take people to digital fliers

**What are some external people, departments, or organizations you might collaborate with?**

Science museum, local tech companies, community maker-spaces
Event: Movie Thursdays

Who is the audience?
Public. All ages depending on event.

Where can you reach the audience?

**************"Post-it note challenge"***************

Three best post-it note ideas:
1. Posters
2. Social Media
3. Tie-in to other organizations/businesses/community events

What channels for promotion are available/do you plan to use?
- Know your media deadlines
- Working with your local groups/partner with as many relevant people as possible

What are some ways in which you can tie together different channels?
- What audience is using what platforms?

What are some external people, departments, or organizations you might collaborate with?
- Parks & Rec. / YMCA. / College classes or student groups. Other librarians / UES relationships.