



Using Social Media to Market Your Library

Friday, October 16



Orland Park Public Library
14921 S Ravinia Ave
Orland Park, IL 60462
(708) 428-5100
See back of flier for map

You've heard about them, and you may even use them at home, but how can you use social media tools such as Facebook and Twitter to market your library? Discussion topics include how social media can work to your advantage, what to "tweet" besides "a new book is in the library this week," how libraries get Twitter followers or Facebook fans, what groups should/can you be reaching with social media tools, and how to create a following on a blog and market it to the community.

- 9:30 a.m. Refreshments and registration
- 10 a.m. Welcome and introductions
- 10:15 a.m. **How Social Media Can Benefit Libraries**
Jeff Willinger, Director of Business Development and Marketing at RightPoint Consulting and Social Media Expert
- 11 a.m. Break
- 11:15 a.m. **How Libraries Around the World are Successfully Using Social Media to Meet Goals**
Rachel Lindberg Miller, Communications Specialist at The Rotary Foundation of Rotary International
- 12 p.m. Lunch

The fee is \$15 per person and includes refreshments, program, and a buffet lunch. Send your reservation and check made payable to LACONI- OPP by **October 9, 2009**, OR you may email your reservation to mgarvey@stdl.org and pay at the door.

Please note: Because we are serving lunch, if you make a reservation and do not attend, your library will be invoiced. No refunds after October 14, 2009.

Mail To: Mary Garvey, Schaumburg Township District Library
130 S. Roselle Road, Schaumburg, IL 60193
(847) 923-3391
mgarvey@stdl.org

Name _____ Telephone _____

Library _____

Email _____

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