



**TEXAS STATE LIBRARY
AND
ARCHIVES COMMISSION**

**FY 2017 TSLAC Grant
Communications**

Presented by
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What we'll cover

- Promotion and publicity
- Benefactor acknowledgment
- Logo usage
- Press releases
- Social media
- Other resources



PROMOTION AND PUBLICITY

Getting the word out



What

- What?
 - Promotion — furthering the growth or development of a funded project/program
 - Publicity — sending a message about said funded project/program via official channels

Source: *The Accidental Library Marketer*, Kathy Dempsey. New Jersey: Information Today, 2009.



Audience

- Stakeholders
 - Funder/benefactor
 - Patrons
 - General public
 - Community
 - Governing body (i.e., city/county government, administration, board of directors)
 - Friends or advocacy group
- Others — media outlets



Messaging

- Targeted to specific audiences
- Matched to desired media
- Conveys the following information
 - Who
 - What
 - When
 - Where
 - Why



Media

- Print – flyers, brochures, newspaper articles, advertisements, press releases, course materials
- Electronic – web site, mobile apps, social media
- Signage – banners, displays, table cloths, uniforms
- Events – Media events (i.e., press conferences), public events (i.e., open houses, grand openings/kickoffs)



Photo Permissions

- Generally not needed for informational or educational purposes
 - Newspaper articles, textbooks, course materials
- Needed for commercial use
 - Flyers, brochures, poster, advertisements, videos, web sites, social media, banners, displays, etc.
- Needed for minors



ACKNOWLEDGMENT & LOGOS



Acknowledgment of IMLS and TSLAC

- Contract requirement (Section VIII. F)
“All publicity relating to the grant award must include acknowledgment of the Institute of Museum and Library Services ... and the Texas State Library and Archives Commission.”



Examples

This project is made possible by a grant from the Institute of Museum and Library Services to the Texas State Library and Archives Commission under the provisions of the Library Services and Technology Act. (2017)

This project is made possible by a grant from the U.S. Institute of Museum and Library Services and Texas State Library and Archives Commission. (2017)

This program is funded (in part) by a grant from the U.S. Institute of Museum and Library Services and Texas State Library and Archives Commission. (2017)

Funded by the U.S. Institute of Museum and Library Services through a grant to the Texas State Library and Archives Commission. (2017)

This project is made possible by a grant from the U.S. Institute of Museum and Library Services (Texas State Library and Archives Commission). (2017)



Logos



Logos

- Available for download
www.tsl.texas.gov/agency/forms/grantformsFY2016.html
- Multiple versions
 - Color or B&W
 - .jpg | .png | .pdf | .eps | .ai



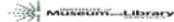
Logo Usage

- Do not alter the **color** of the logos.
- Do not alter the **position** of the logo components.



Logo Usage

- Do not alter the **FONTS**.
- Re-size the logos in the correct proportion.




PRESS RELEASES




Press releases

- For use with local media outlets
 - News services, radio, television
- Tailored for outlet audience
- TSLAC webinar - *Writing Good Press Releases and Working with the Media*
([https://onlinetraining.tsl.texas.gov/course/index.php?categoryid=32:](https://onlinetraining.tsl.texas.gov/course/index.php?categoryid=32;))



Press releases

- TSLAC templates
 - Customizable for your grant circumstances
 - Library name and location
 - Program description
 - Quotes
 - Patron anecdotes
 - How public can participate
 - Different template for each grant program
 - OPTIONAL – can use all, some, or none of them



SOCIAL MEDIA

Share your "grant story"



Social media — TSLAC

- "Grant Story" to be shared on Facebook and/or Twitter by TSLAC
 - To highlight importance of the grant program
 - To promote your institution
- Submit
 - 1-2 photos of patrons engaged in grant project (.jpg or .png)
 - Short paragraph caption for each photo to include grant and year received, and name of the project
 - GMS 2017, e-mail, Twitter, Flickr, or YouTube



Social media

- Your "Grant Story" submission
 - Shared as received based on
 - Appropriateness of photo
 - Adequacy of caption in describing what the photo captures
 - E-mail: pio@tsl.texas.gov **and** ld@tsl.texas.gov
 - Twitter: @TSLAC #TexasLibraries



Social media — Permissions

- Photo submissions
 - Give TSLAC permission to post them on any of our web/social media properties, with proper credit
 - Imply you have permission from patrons, staff, and others featured in photos to submit them to TSLAC
- TSLAC presence
 - www.facebook.com/tslac
 - www.twitter.com/tslac
 - www.flickr.com/tslac
 - www.youtube.com/tslac



TSLAC Resources

- Grant Communications Kit (Word and PDF)
 - Public Documents (GMS 2017 – grants.tsl.texas.gov)
- TSLAC archived webinars
 - Writing Good Press Releases and Working with the Media
 - The Accidental Library Marketer
 - PR: Telling Your Library’s Story with a Smile
(<https://onlinetraining.tsl.texas.gov/course/index.php?categoryid=32>)
- Library Science Collection
 - www.tsl.texas.gov/ld/lsc



Next Steps

- Share your news with the world!
- Collect copies of publicity/promotional materials throughout year
- Post project events/news on social media
- Forward news (articles, pictures, etc.) to TSLAC when it happens (see “Share your Grant Story”)
- Upload copies of all materials as PDFs in GMS 2017 (grants.tsl.texas.gov) by October 31, 2017



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