



Tip Sheet:

Promoting Videoconferencing in your Library

To create a successful videoconference service, you need to serve expressed community needs *and* get the right patrons into the library. How do you accomplish this? Promote the service! Target your marketing to those groups in your community that you think would benefit most from videoconferencing (either from programming or from personal use). Market the service to small businesses, community organizations, local schools and researchers.

Let people know that it is a free service. Show them how to use it and make them feel comfortable with the technology. If your patrons are skeptical, bring in a program that will really draw them in and make them see the potential of this service.

Remember: Seeing really is believing. You can talk about the service, but people will not embrace and understand it until they see for themselves what it's all about.

Ask your RISE Consultant to help you create or provide you with these (and other) promotional tools (some are available at www.risenetwork.ca):

- Posters
- Newspaper article templates
- Poster template for programs
- Brochures (that can be specialized for certain groups)
- Consultants can visit community groups to promote the service (this can be done in person or via videoconference)

What you can do:

- Put up posters in the library for upcoming programs
- Bring brochures to senior's centres, day cares, community centres etc.
- Direct patrons to the website (www.risenetwork.ca)
- Put posters up in community where there are bulletin boards (grocery store or community centre)
- Make sure your local health unit, Chamber of Commerce, agricultural sector, etc. knows about the service
- Talk to your existing patrons – find out what kind of programs they really want

Need help?

Contact your RISE Consultant.