Wisconsin Libraries Say Cheese! Using Pictures to Tell the Library Story

Peter Gilbert, Lawrence University
Martha Gammons
Lia Vellardita, University of Wisconsin - Madison
Anne E. Rauh, University of Wisconsin - Madison
Wisconsin Library Association
Peter Gilbert, Martha Gammons,
Anne Rauh, Lia Vellardita
October 21, 2009
Photo examples

Photos courtesy of Wendt Library and New Jersey Library Association’s 2009 Snapshot Day campaign
Photos of library usage/service

Not so good

Good
Photos of library usage/service

Not so good

Good
Group photos

Not so good

Good
Posed and candid

Posed, showing activity

Candid, showing activity
Sign in with your own account
Choose photos
Select settings

Set privacy
- Private (only you see them)
- Visible to Friends
- Visible to Family
- Public (anyone can see them)

Upload Photos and Videos

Or, cancel and go to Your Photosstream.
Add a title

Titles, descriptions, tags

Title:
Engineering Reference

Description:
Anne Glorioso assists Lia Veillardita with a tough question.
Wendt Library, UW-Madison
Photo #1

Tags:
"say cheese" "Wisconsin Libraries Say Che
Add tags

Titles, descriptions, tags

Title:
Engineering Reference

Description:
Anne Glorioso assists Lia Vellardita with a tough question. Wendt Library, UW-Madison. Photo #1

Tags:
"say cheese" "Wisconsin Libraries Say Cheese"
Join our photo group

1. Visit Group
2. Request Membership
3. Wait for your confirmation
Add photos to the pool

Wisconsin Libraries Say Cheese / Add photos or video

Select items to add to the group
View your success

Wisconsin Libraries Say Cheese

Success!

Group Pool (1 item | Add photos or video)

NEW From anne.rauh
Say Cheese with Ease!

“How your library can get the most out of the campaign.”

www.wisconsinlibraries.org/saycheese/
What’s this all about?

• **Visibility**
  Say Cheese is a cute & fun campaign that grabs attention.

• **Promotion**
  Once we have their attention we drive them to the flickr site.

• **Education**
  The flickr site shows libraries’ as: diverse and ubiquitous, a place of incredible information resources, an essential service, a community asset, a family and community center . . .
Take advantage of the campaign.

The Nitty Gritty

• Take the photos!
• Get photo permissions
• Upload to flicker
• Make print copies
• Contact your media
• Plan an event
What tools are available?

Online resources:

• www.wisconsinlibraries.org/saycheese/

• Newsrelease

• Downloadable logos, posters, etc.
  Use the logo/graphics as often as possible with:
  - Media
  - Board and Friends groups
  - Newsletters
  - Website
  - Email
What is online?

Go to the website and click on “For Librarians”. Make sure you use the logos and/or the campaign name (Wisconsin Libraries Say Cheese) in everything you send out or when you talk about it.

Please help us celebrate libraries from 1-4 p.m. on Wednesday, November 18th. Food, Prizes and Fun.
More going up next week.
And still more!

- Bookmarks
- Badges
- Business cards
- Stickers

- Use these as soon as possible to drive people to the site on November 18. Hand the BC our at meetings, stickers on mailings, have staff wear the badges, etc.
Online Newsrelease Sample

Word Document:

- Click on “sample newsrelease” and save to your desktop, then customize.

- Cut and paste to make a PSA (just the facts, m’am), put it on your website, in newsletters, give it to your staff, etc.

- Take this newsrelease with you when you go on the radio!
**Downloading** (if you aren’t comfy doing it)

- Right click is your friend. When you are hovering over the picture to download, right click and then select: “save picture as or “save target as.”

- Make sure you know where you are saving it to. In upper left of the window it says “Save in”. I save to my Desktop as it is very easy to find then. The default is often your “My Pictures” file.

- Insert the picture into whatever software you are using: Publisher, Word, InDesign, etc.

- If you have questions and don’t have someone to ask, contact me: [gammons.martha@als.lib.wi.us](mailto:gammons.martha@als.lib.wi.us) and I will try to help you out.
Your **Staff**: Make sure your staff understands what the campaign is all about and can articulate it!

1. **A public awareness campaign** sponsored by the Campaign for Wisconsin Libraries (PR wing of the Wisconsin Library Association Foundation)

2. **An educational opportunity** that will help make the public more aware of the diverse types of libraries, their business and their “busy-ness.”

3. **A chance to celebrate libraries** and their importance in our everyday lives and have some fun doing it, too!

4. **Remember - Only Wisconsin can take such great advantage of the “Say Cheese” slogan!** So . . . . Have fun!
What Next - ideas

We want you to participate at whatever level you are comfortable. It’s all good. You can:

• send out a newsrelease inviting people to visit the flickr site on November 18 and see your pictures.

• have a 3 ring binder at the information desk with the photos you took, with captions, etc.

• do a display with pictures on a wall and an explanatory poster. Or do a tabletop display using easels.

• use the online business cards, bookmarks, stickers & badges before and on the day of the event.

• And then there is the....
ParTay!

Be creative. Remember, cheese is the fun part of the campaign but our focus is libraries. That being said, a few ideas:

Reception 1: Cheese reception / “business after 5” event
- a display of your photos.
- the flickr site on a computer.
- a “Say Cheese” handout outlining your most interesting stats and services
- make sure some of your Board & Friends are there to glad hand.
- ask guests how they use the library, what they would like, etc.
- be sure to have your own stuff there – newsletter, calendar of events, service brochure – but don’t overwhelm.
ParTay!  *Continued*

- **Reception 2: The all day do-it-yourself cheese event**
  - a display of your photos.
  - the flickr site on a computer.
  - a “Say Cheese” handout outlining your most interesting stats and services.
  - a great short survey time – what do you use most at the library.
  - a friendly person should be close by to encourage people to stop at the table.

To add more fun to the receptions, here are some ideas to try:
ParTay! *Continued even more*

- **Fun** – offer to take snapshots of families (students, faculty) with favorite books (wearing cheeseheads?).

- **Fun** – a library cheesehead mascot that encourages people to stop and look at photos, etc.

- **Fun** - door prizes, giveaways, games

- **Fun** – a scavenger hunt: great for students. When they find all the cheese stuff hidden in the library, they get a cheese treat (cheetos, cheese wiz on a cracker…)

- **Other ideas** - your turn! (watch for flying chunks of cheese)

- **Oh** - and be sure to keep track of stories that come out of the event, the “I love my library because . . .” stuff.

- **That’s it!** We look forward to hearing from you and remember …
Help

We want to make this easy!
If you need help or have ideas:

• Stop at the Wisconsin Library Foundation booth.

• Let us know if you are going to participate or if you have questions or need help with online tools.

• Contact our cool WLAF Communications Coordinator Pat Eschmann, eschmann@scls.lib.wi.us. She’ll help or make sure you get help from one of WLAF’s Action Committee lackeys!

BYE for now!
Wisconsin Libraries
Say Cheese!
A Day in Pictures • November 18, 2009

Wisconsin Library Association
Peter Gilbert, Martha Gammons,
Anne Rauh, Lia Vellardita
October 21, 2009