Geek the Library in West Virginia 2013-2014

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Whatdoyougeek?
geekthelibrary.org

WEST VIRGINIA LIBRARY COMMISSION

What's the plan?

- Encourage all WV libraries to take part in a united Geek the Library campaign.

- If we stand united across the state, we stand a better chance of getting the message across to our communities, the media, civic leaders, etc.

What's the message?

- Modern libraries are powerful. They are more than warehouses of books. They are Job Centers, Homework helpers, Access Centers, and so much more.

- The consumer Geek website has all the details: **www.geekthelibrary.org**.

- Draft a marketing plan for your Geek campaign.

How long will it run?

From September, 2013
(Library Card Sign-Up Month)

to

April, 2014
(National Library Week)

What is Geek the Library? (1)

- An eye-catching **<u>free</u>** campaign that asks, What do you Geek? To Geek (as a verb), is to express what you know, what you want to know, what moves you.

- The question opens a conversation with your patrons, staff, community leaders, etc. I geek classic lunch boxes . . . I geek Victorian rose gardens . . . .

What is Geek the Library (II)

- Part of the answer might be, Whatever you Geek, the library can support you.

- Once the conversation is open, you can:
  - Make the community aware of what you offer
  - Encourage participation and support
  - Library funding . . . .

Speaking of the website(s) . . .

- Geekthelibrary.org and Get.Geekthelibrary.org are tremendous assets.

- Please get to know them. You'll find enough material for ten campaigns!

Getting started with Geek

- Pump up the staff (If they're on board, the campaign will accomplish more; enthusiasm is contagious.)
- Display, distribute materials
- Get, make more materials
- Meet the community (farmer's market, community event . . .Apple butter day, etc.)

Sign up if you haven't already

- Visit Get.Geekthelibrary.org

- Note "What You Need to Know"

- Join at get.geekthelibrary.org/agreement

OCLC will send supplies

- OCLC (Online Computer Library Center) will send you a launch kit
- You can request 2 more kits over the course of the campaign **after** the first kits are exhausted
- You can make your own materials
  - Your own "I Geek" posters
  - Blackboards to write what people Geek (Note blackboard paint)

OCLC will offer support

- OCLC Field marking managers
  - Karen Austin, austink@oclc.org
  - Jenny Powell, powellj@oclc.org

- Vast resources at Get.Geekthelibrary.org

What has WVLC done so far?

- Promoted the campaign our the WVLC website, www.librarycommission.wv.gov

- Discussed the campaign on "Library Update," our TV show

- Distributed information in *Library Lookout,* our newsletter

What will WVLC do? (I)

- Press releases to media in your area and across the state

- Calls to media in your area and across the state

- More press releases and more media calls

- More material on the website, in newsletters, on TV, etc.

What will WVLC do? (II)

- Social media (Facebook)

- Possibly develop a Public Service Announcement (PSA)

- Host a Geek booth at the October conference

- Talk about Geek at other events

What will WVLC do? (III)

- Set up a "I Geek _____" station.
  - Black background, appropriate lighting, camera

- Invite leaders of the community to pose for Geek posters (Business leaders, celebrities, sports figures, politicians, etc.)

What will WVLC do? (IV)

- If you want to do your own publicity – and why wouldn't you? – WVLC is here to help.

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While I'm thinking about it . . .

Some of my favorite Geek resources:

- www.facebook.com/geekthelibrary
- www.flickr.com/groups/geekthelibrary
- www.youtube.com/user/geekthelibrary
  www.twitter.com/geekthelibrary

Let's get our Geek on!

- Sign up today if you haven't already done so.

- http://get.geekthelibrary.org/agreement

Than You

- Questions?