



Library Snapshot Day

...Step by Step

1. **Choose a day in October to hold your library's Snapshot Day. Ideally, you would choose a day that you:**
 - Usually have lots of patrons visiting the library
 - Plan to run a program (e.g., story-time, a videoconference, etc.)
 - Have a school visit
 - Have longer open hours
 - Have more staff working
2. **Create buzz and excitement!**
 - Customize and put up posters and a website banner
 - Spread the news on social media, in the local paper and by word of mouth
 - Poster, banner, and a sample press release are available at <http://www.marigold.ab.ca/snapshotday>
3. **Get ready!**
 - Print off copies of the Data Collection Sheet, Photo Release Form and Patron Response Card (available at <http://www.marigold.ab.ca/snapshotday>)
 - Place a copy of the Data Collection Sheet in a handy place, so that staff can easily keep statistics throughout the day
 - Appoint a staff member to take pictures of patrons enjoying the library (make sure to post the Public Photography Notice!)
4. **It's Library Snapshot Day!**
 - Dress up your library – create a display highlighting services, programs or new items.
 - Use the Data Collection Sheet to keep track of your day's statistics
 - Explain Library Snapshot Day to your patrons – they'll be more likely to share their thoughts if they know what will be done with the information!
 - Ask patrons to fill out the Patron Response Card and collect their responses
 - Launch all of the other fabulous events and programs you have planned!
5. **Use the results!**
 - Compile data from the Data Collection Sheet and the Patron Response Cards.
 - Report your results to Marigold HQ by phone or email.
 - Copy your Snapshot Day photos into the folder on the Marigold Shared Drive
 - Share photos and patron comments (with permission) on social media, or posted around the library
 - Be creative – create a brochure, a gallery on your website, or a display in the library
 - Use the results in presentations to your town council or other possible funders