

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!)

- Dress up your library – create a display highlighting services, programs or new items.

4. It's Library Snapshot Day!

- 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