

USING STAFF PICKS TO PROMOTE NOVELIST

Stacy Stamper
Media Design Specialist
Paul Sawyer Public Library



STACY'S **PICKS**

THE WHY:

IDEAS BEHIND THE CAMPAIGN



BUZZ WORDS

Be personable



BUZZ WORDS

Be personable

Show personality



BUZZ WORDS

Be personable

Show personality

Put a **face** with it



THE WHAT:

THE CAMPAIGN

GOALS

INCREASE STAFF KNOWLEDGE

INCREASE PATRON KNOWLEDGE

INCREASE USAGE 20%



GOALS

INCREASE STAFF KNOWLEDGE

INCREASE PATRON KNOWLEDGE

INCREASE USAGE 20%

JANUARY-MARCH 2017

(BUT WE KEPT IT GOING!)



CAMPAIGN IN THREE PARTS

- **BECAUSE SAYINGS BORROWED
FROM DURANGO PUBLIC LIBRARY**

**BECAUSE
GRAPHIC NOVELS
ARE MORE THAN JUST
CAPES AND TIGHTS...**

**LET US INTRODUCE YOU
TO YOUR NEXT STORY!**

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CAMPAIGN IN THREE PARTS

- **BECAUSE SAYINGS BORROWED FROM DURANGO PUBLIC LIBRARY**
- **BOOK BLIND DATES WITH GENRE TWISTS**

BOOK BLIND DATE

Have you been in a committed relationship with one genre for years? Or do you prefer to play the field?

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CAMPAIGN IN THREE PARTS

- BECAUSE SAYINGS BORROWED FROM DURANGO PUBLIC LIBRARY
- BOOK BLIND DATES WITH GENRE TWISTS
- NOVELIST AMBASSADORS/
STAFF PICKS



THE WHO:

STAFF BUY-IN



AMBASSADORS AGREED TO:

**LET ME USE THEIR FIRST NAME AND A
PHOTO ON POSTS AND PUBLICATIONS**

AMBASSADORS AGREED TO:

**LET ME USE THEIR FIRST NAME AND A
PHOTO ON POSTS AND PUBLICATIONS**

SEND UPDATES ON RECENT BOOKS

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SEND UPDATES ON RECENT BOOKS

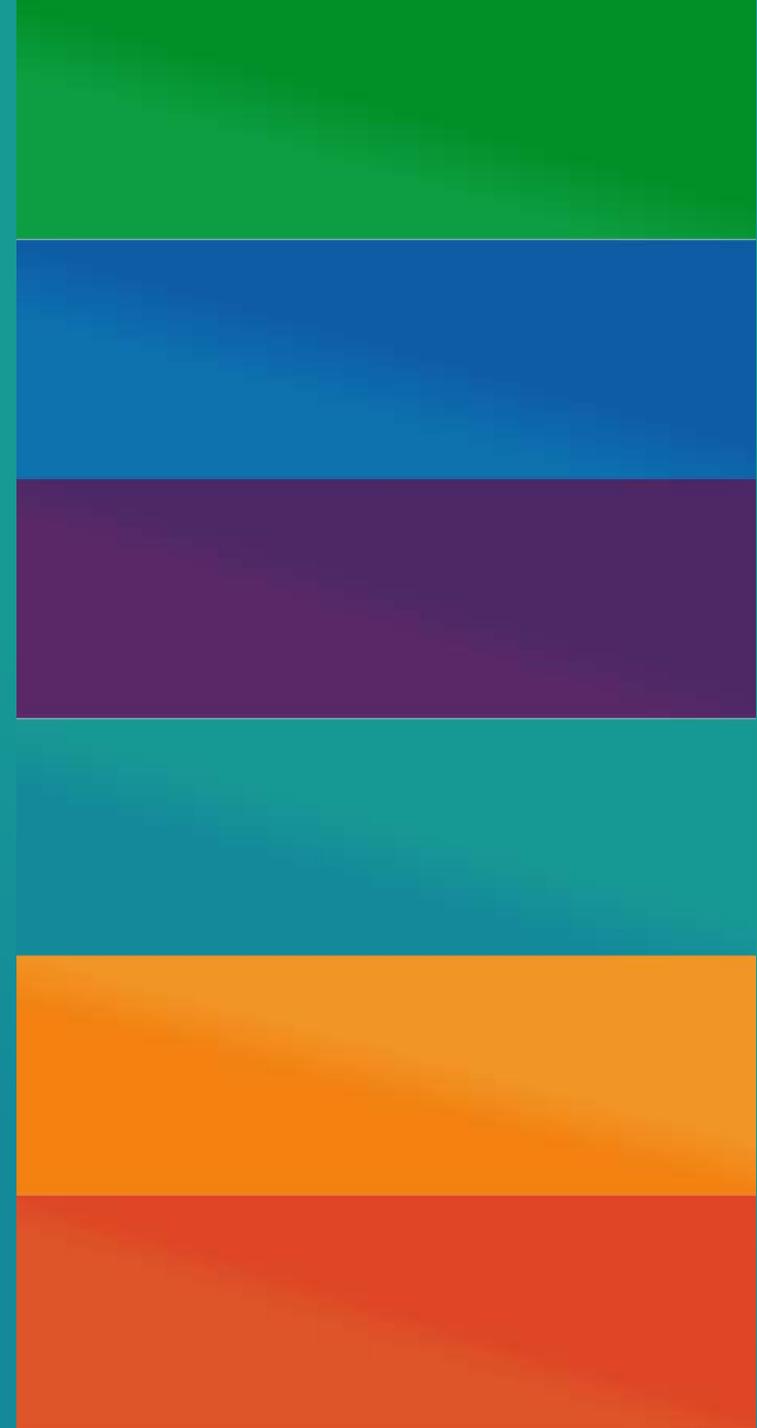
WRITE AN OCCASIONAL REVIEW

THE HOW:

OUR STRATEGIES AND TOOLS

THE LOOK

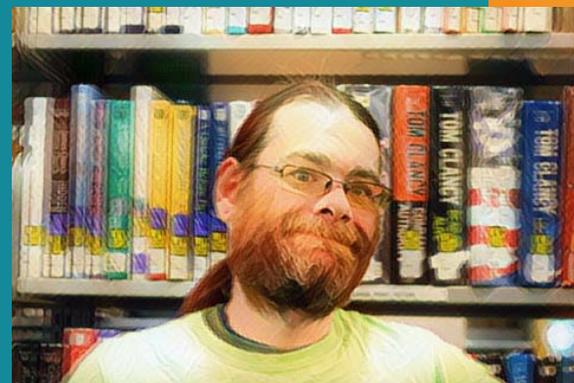
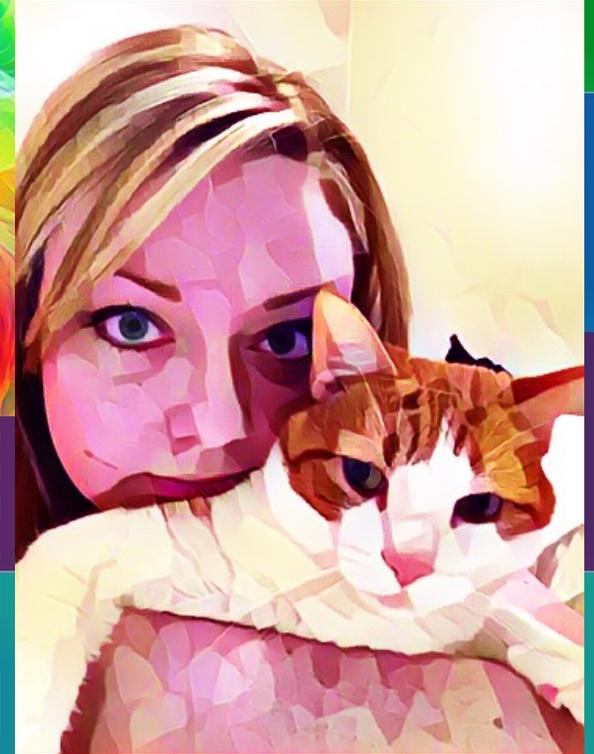
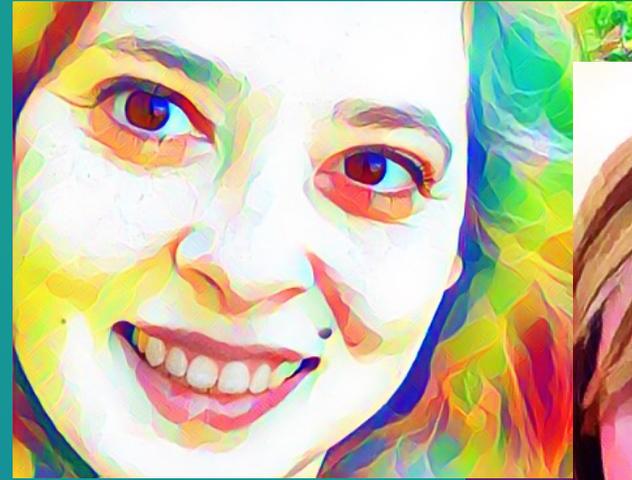
COLOR PALETTE



THE LOOK

COLOR PALETTE

EDITED PHOTOS

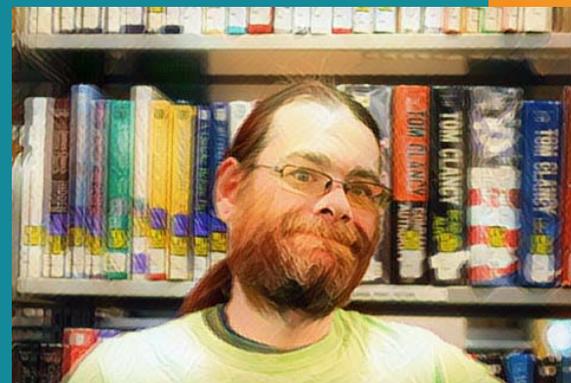
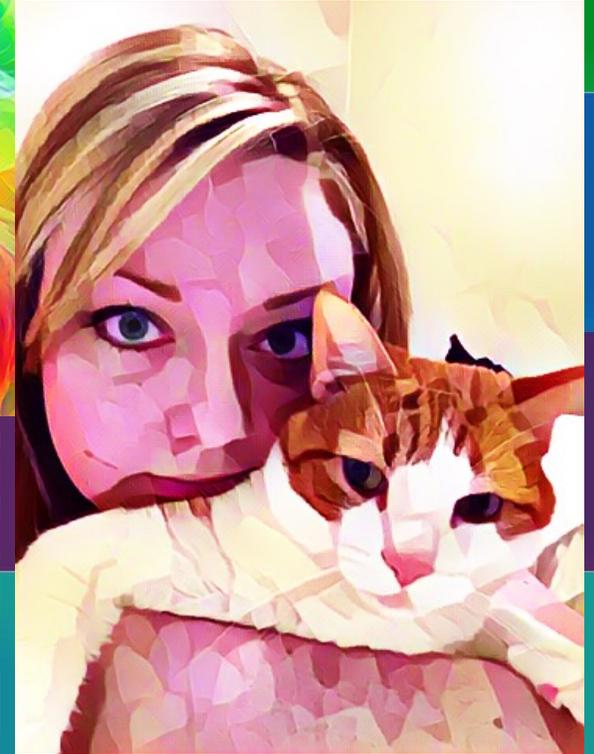


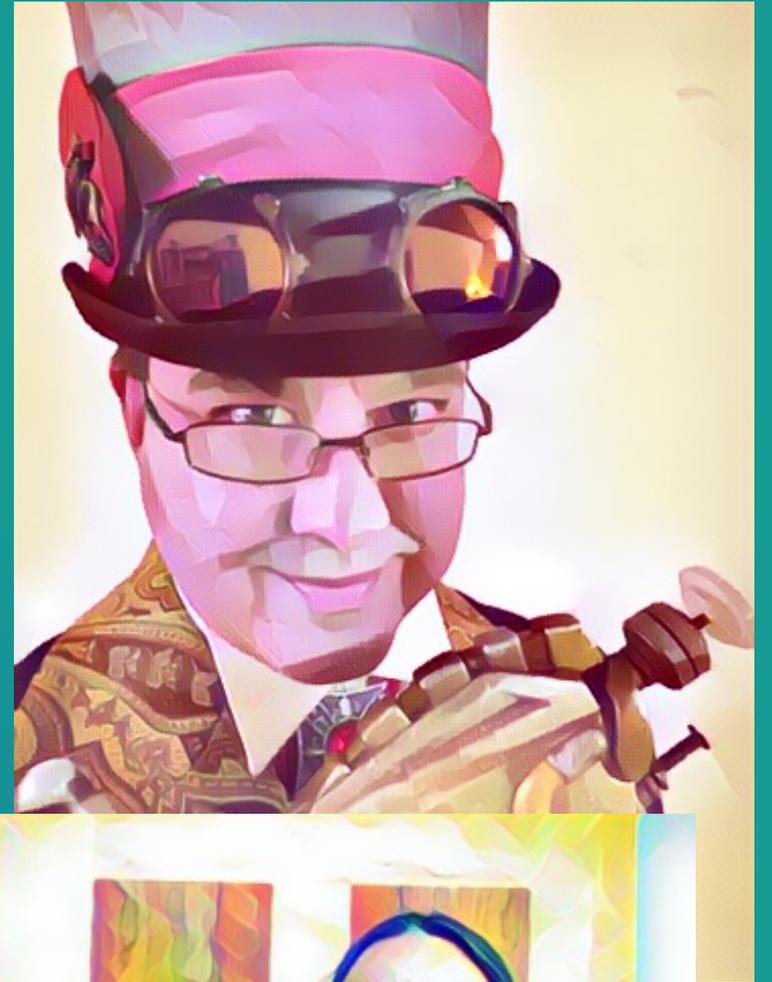
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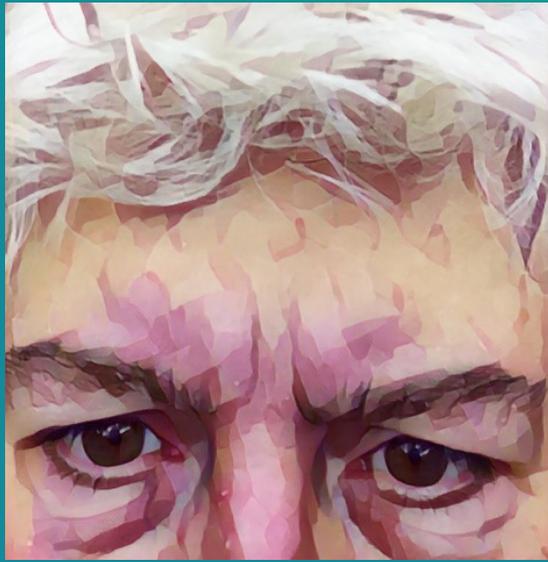
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EDITED PHOTOS

PERSONALITY!









PICSART PHOTO STUDIO APP



PICSART PHOTO STUDIO APP

THE BOOKMARKS



BOB'S PICKS



*Patsy Walker a.k.a. Hellcat!:
Hooked on a Feline* by Kate Leth
Trying to make her way in New York, Patsy is visited by old friends and ghosts from her past.

*The Ultimates: Start with the
Impossible* by Al Ewing
The Ultimates set out to stop Galactus once and for all.



*Catwoman, the Dark End of the
Street* by Ed Brubaker
Private eye Slam Bradley begins to reexamine her life and that of her alter ego, Catwoman.



BOB'S PICKS

GRAPHIC NOVELS

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THE BOOKMARKS



THE BOOKMARKS

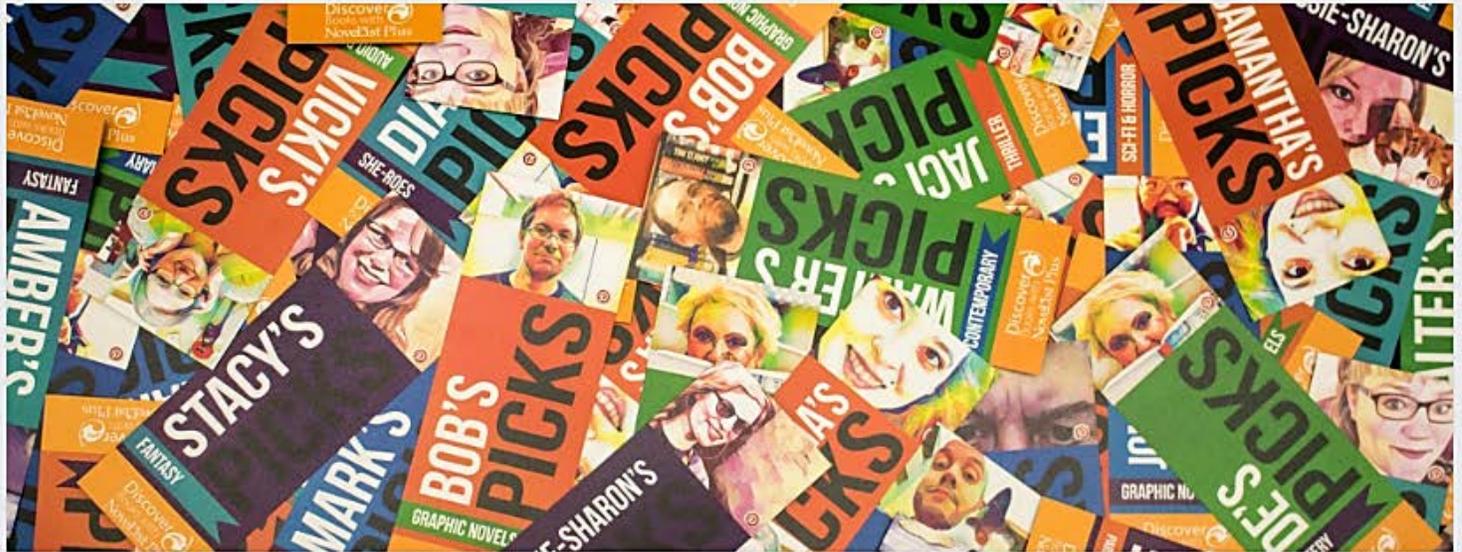


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Save Paul Sa

PSPL TV Com 00:31 · 191 View

Community Center in Frankfort, Kentucky
4.7 ★★★★★ · Open Now

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Frankfort's public library.

2,998 Likes
Heather St John and 56 other friends like this

2,205 people have been here.
Carly Bowman Gill and 18 other friends



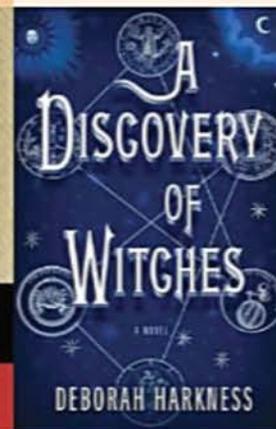
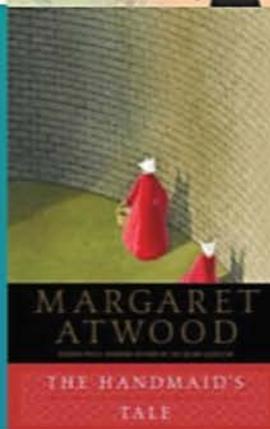
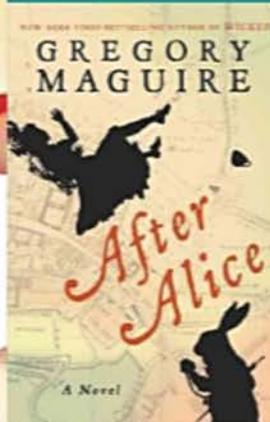
DIANE'S PICKS



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SHE-ROES



Paul Sawyer Public Library

Published by Stacy Stamper (?)
Like This Page · January 24 · Edited ·

Diane is inspired by strong female protagonists. She loves SHEroes (and her fractious feline, Dewey)! Here's a peek at her latest reading stack. #pspDianeReads #staffpicks #novelist #discoverbooks

After Alice by Gregory Maguire | Ada, a friend of Alice's, is off to visit her friend, but arrives a moment too late - and tumbles down the rabbit-hole herself.

Notorious RBG: The Life and Times of Ruth Bader Ginsburg by Irin Carmon and Shana Knizhnik | This book presents an illustrated biography of the feminist icon and legal pioneer who has changed the world, especially in the realms of gender equality and civil rights.

The Handmaid's Tale by Margaret Atwood | In a future world where the birth rate has declined, fertile women are rounded up, indoctrinated as "handmaids," and forced to bear children to prominent men.

A Discovery of Witches by Deborah Harkness | Finding a magical manuscript in Oxford's library, Diana, a descendant of witches who has rejected her heritage, inadvertently unleashes a fantastical underworld of daemons, witches, and vampires.

<https://www.pinterest.com/pspl/dianes-picks>

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Alison Duvall Bennett, Walter Smith and 7 others

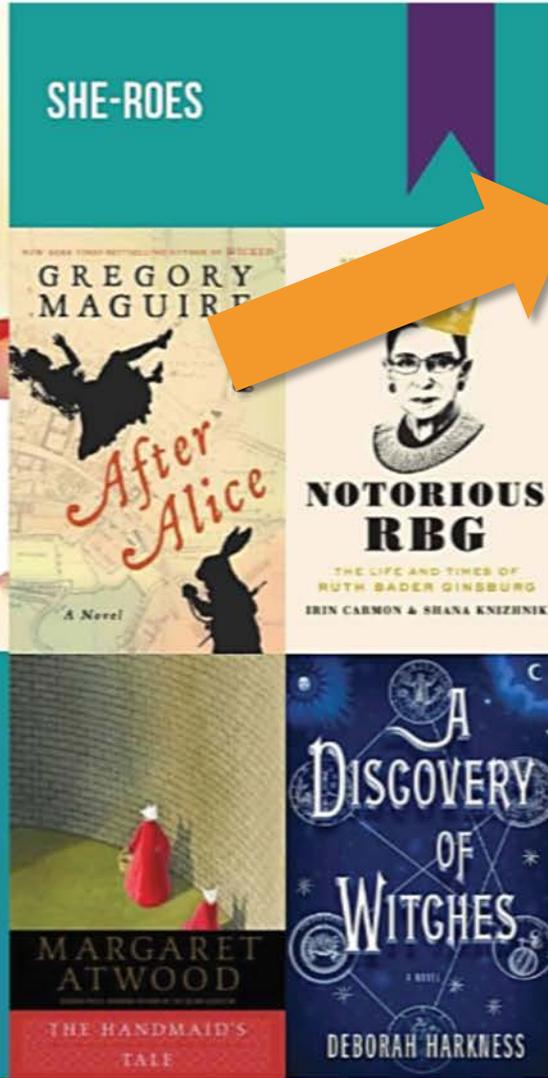
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DIANE'S PICKS



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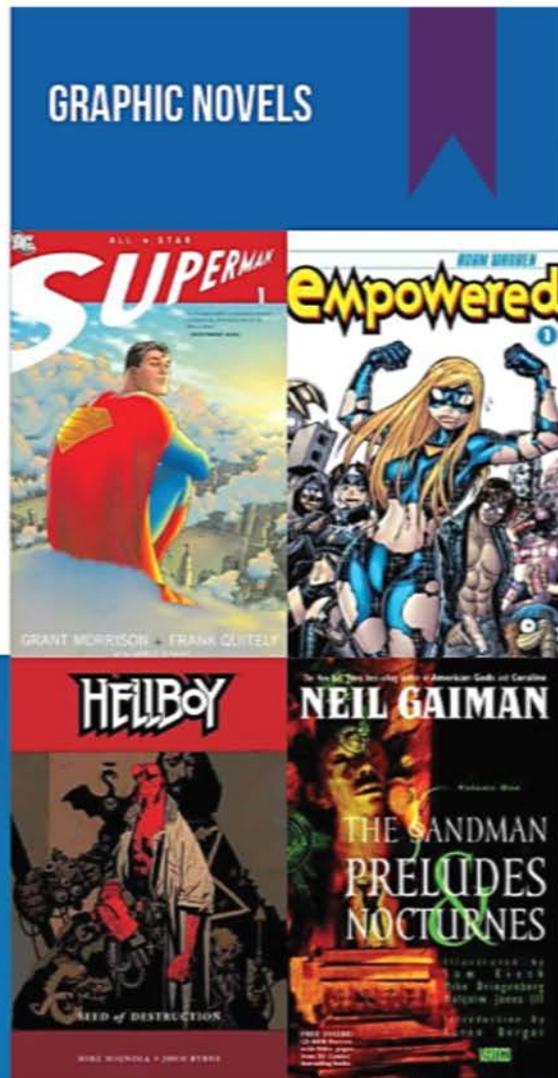




JONATHAN'S PICKS



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Paul Sawyer Public Library
Published by Stacy Stamper (7)
Like This Page · January 19 · Edited ·

Jonathan reads graphic novels, too. Here are his recent picks! #psplJonathanReads #staffpicks #novelist #discoverbooks

All-Star Superman: Vol. 1 by Grant Morrison
Empowered: Vol. 1 by Adam Warren
Hellboy Vol. 1: Seed of Destruction by Mike Mignola
Preludes and Nocturnes (The Sandman, #1) by Neil Gaiman

<https://www.pinterest.com/pspl/jonathans-picks/>

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7 Top Comments

Henry Bentley I love Sandman
Unlike · Reply · Message · 1 · January 24 at 3:05pm

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Suggested Groups

We Ate 'nt Dead
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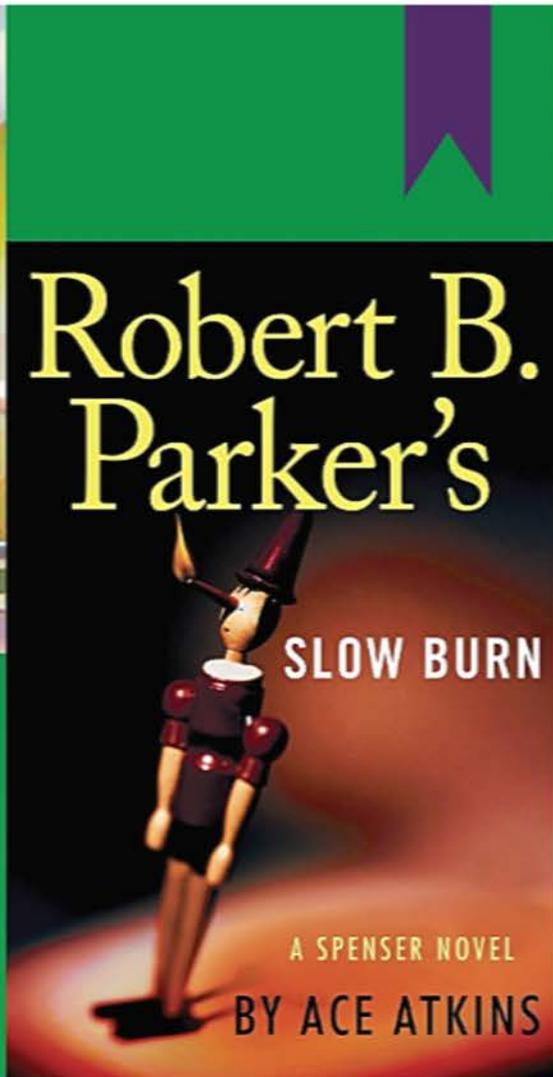
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DEE'S PICK



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SLOW BURN

A SPENSER NOVEL

BY ACE ATKINS



Paul Sawyer Public Library

Published by Stacy Stamper (?)

Page Liked - January 30 · 🌐

We love to read over here! De just finished another mystery and is recommending Robert B. Parker's *Slow Burn* by Ace Atkins. The state's deadliest fire in more than two decades is declared an accident, but one of the men who survived blames an arsonist for the blaze. #psplDeReads #staffpicks #novelist #discoverbooks

HER REVIEW: For those familiar with Spencer and his team you will find a definite hit the latest novel *Slow Burn*. The author takes the reader simultaneously into the mind of an arsonist group and a big city fire department. There are funny moments with Z and Hawk as Spencer keeps getting into hot water as well as sad situations with people losing their homes and some even their lives at the hands of the arsonists. I highly recommend this latest installment in Spencer's life for all his faithful fans.

Check it out: <http://bit.ly/PSPLParkerSlowBurn>

See what else De recommends:

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👤 Pam Criswell and Mark Kinnaird

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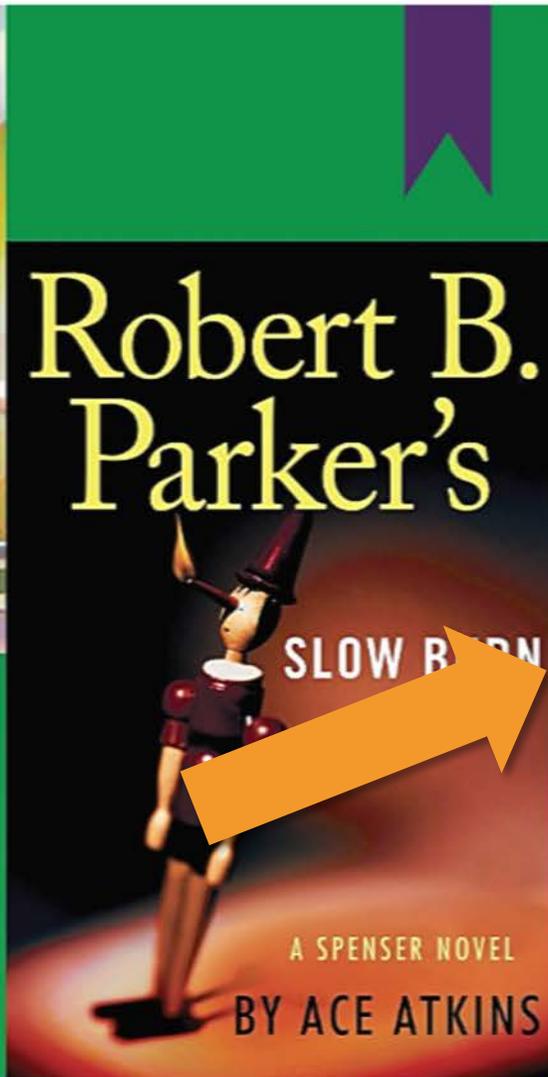




DEE'S PICK



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 **Paul Sawyer Public Library**
Published by Stacy Stamper (?)
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See what else De recommends:
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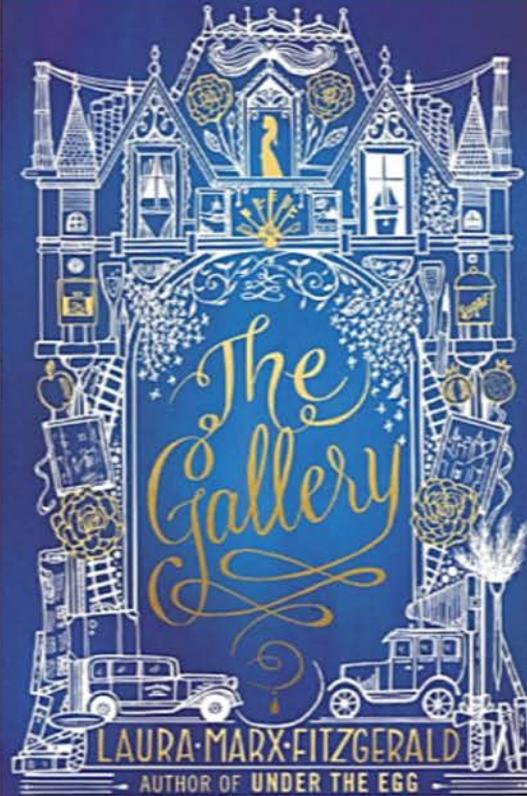
 Pam Criswell and Mark Kinnaird
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SAMANTHA'S PICK



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Paul Sawyer Public Library

Published by Stacy Stamper [?]
Page Liked · February 27 ·

Samantha just finished *The Gallery* by Laura Marz Fitzgerald, a YA historical mystery. What a gorgeous cover! Here's what she says about the book: "I really enjoyed *The Gallery*, so much so that I had a hard time putting it down whenever I needed to walk away from it. If you are looking for a quick and easy read this one is for you!"

About the book: In 1929 New York City, 12-year-old housemaid Martha O'Doyle suspects that a wealthy recluse may be trying to communicate with the outside world through the paintings on her gallery walls.

Check it out: <http://bit.ly/psplTheGallery>
See what else Samantha recommends:
www.pinterest.com/pspl/samanthas-picks/
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Jeanette Kuiper

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Suggested Groups



Housfolk: Scandinavian & Mid century
modern style...
1 friend · 8,563 members

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Paul Sawyer Public Library



Grace's Picks

6 Pins



Jonathan's Picks

5 Pins



Amber's Picks

6 Pins



Jessie-Sharon's Picks

9 Pins



Bob's Picks

5 Pins



Samantha's Picks

7 Pins



Mike's Picks

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De's Picks

8 Pins

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JESSIE-SHARON'S PICKS

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Jessie-Sharon likes to read fantasy! Follow to see what she recommends. #psplJessieSharonReads #staffpicks #novelist #discoverbooks

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JONATHAN'S PICKS

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Jonathan likes to read graphic novels! Follow to see what he recommends. #psplJonathanReads #staffpicks #novelist #discoverbooks

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JESSIE-SHARON'S PICKS

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Comments

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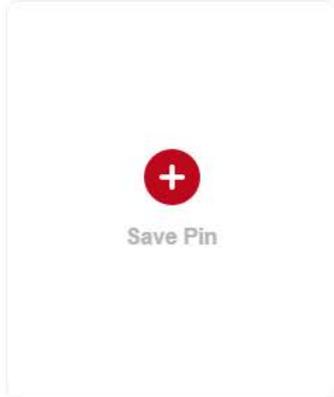
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Jessie-Sharon's Picks

9 Pins
539 Followers

Jessie-Sharon likes to read fantasy! Follow to see what she recommends. #psplJessieSharonReads

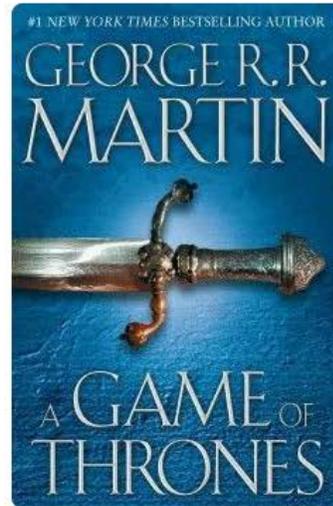


JESSIE-SHARON'S PICKS

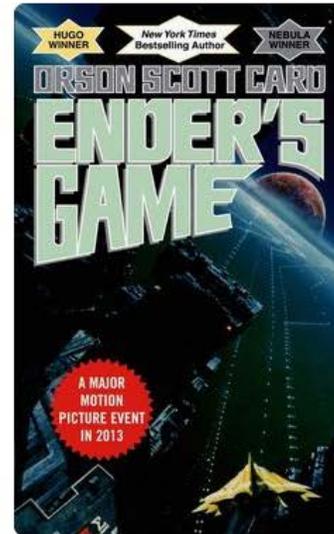
Jessie-Sharon likes to read fantasy! Follow to



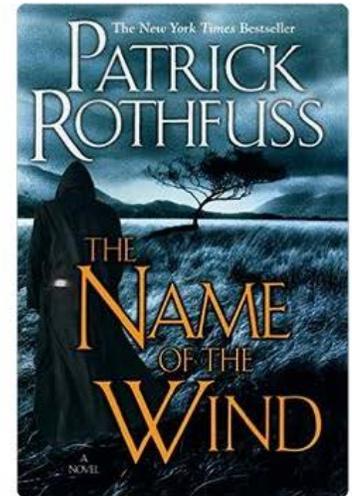
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KRISTIN'S

JACI'S PICKS

GRACE'S PICKS

BOB'S PICKS

WALTER'S PICKS

AMBER'S PICKS

JONATHAN'S PICKS

JESSE SHAW'S

SAMANTHA'S PICKS

DE'S PICKS

DIANE'S PICKS

MARK'S PICKS

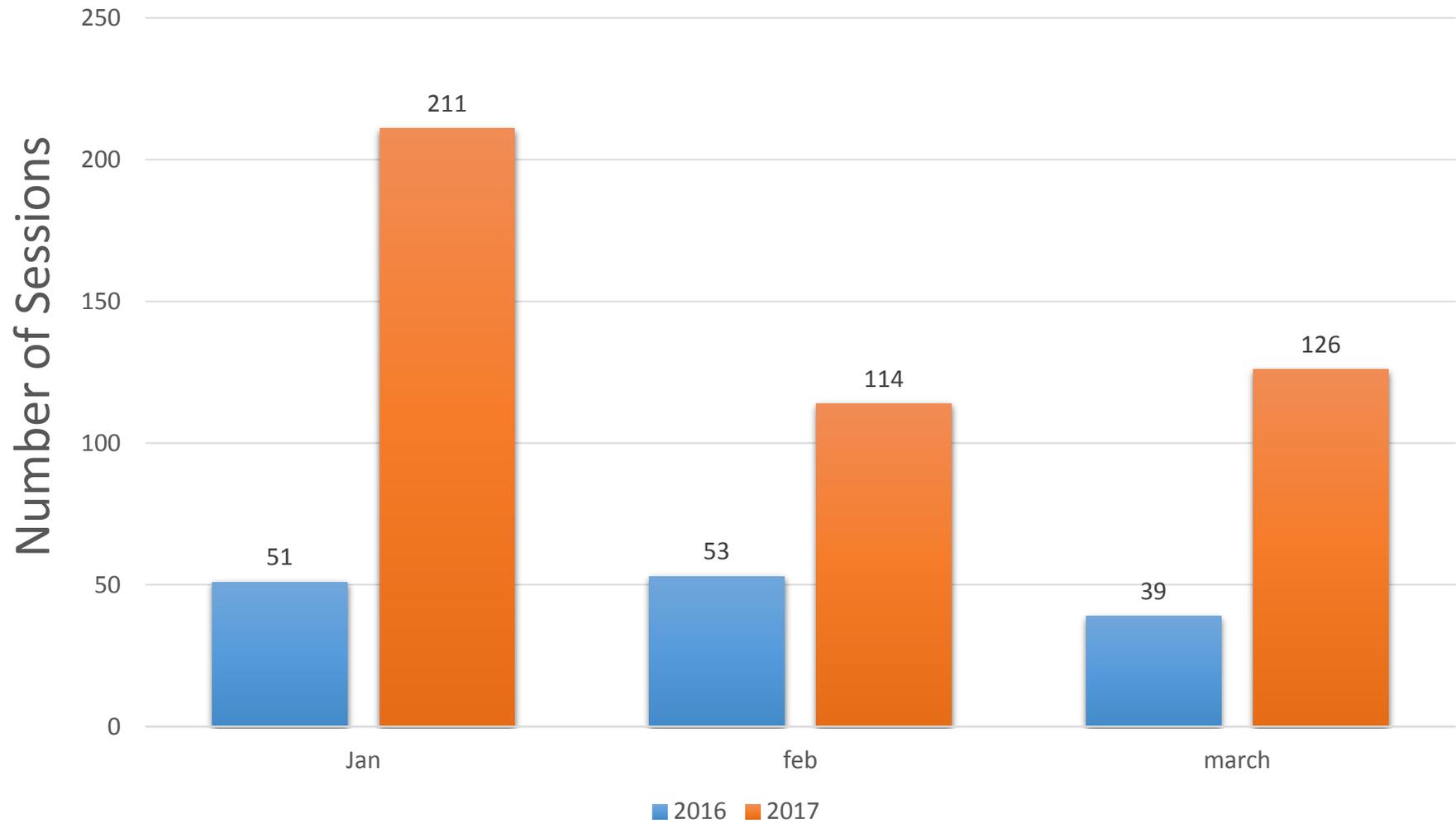
STACY'S

THE RESULTS:

EVALUATION AND

STATISTICS

Novelist Usage



NUMBER OF SESSIONS:

JANUARY 2016 51

FEBRUARY 2016 53

MARCH 2016 39

TOTAL: 143

NUMBER OF SESSIONS:

JANUARY 2016	51	JANUARY 2017	211
FEBRUARY 2016	53	FEBRUARY 2017	114
MARCH 2016	39	MARCH 2017	126
TOTAL:	143	TOTAL:	451

215% INCREASE!

NUMBER OF SESSIONS:

OCTOBER 2016	78
NOVEMBER 2016	72
DECEMBER 2016	104
TOTAL:	254

NUMBER OF SESSIONS:

OCTOBER 2016	78	JANUARY 2017	211
NOVEMBER 2016	72	FEBRUARY 2017	114
DECEMBER 2016	104	MARCH 2017	126
TOTAL:	254	TOTAL:	451

77.5% INCREASE

NUMBER OF SESSIONS:

APRIL 2017

94

JULY 2017

120

MAY2017

99

AUGUST 2017

65

JUNE 2017

89

THE RESULTS:
FEEDBACK

PATRONS LOVED THE BOOKMARKS

DISPLAY WAS A HIT!

PATRONS WERE TALKING ABOUT NOVELIST



Stacy Stamper
Paul Sawyer Public Library

stacy@pspl.org



www.pinterest.com/pspl



www.facebook.com/paulsawyerpubliclibrary

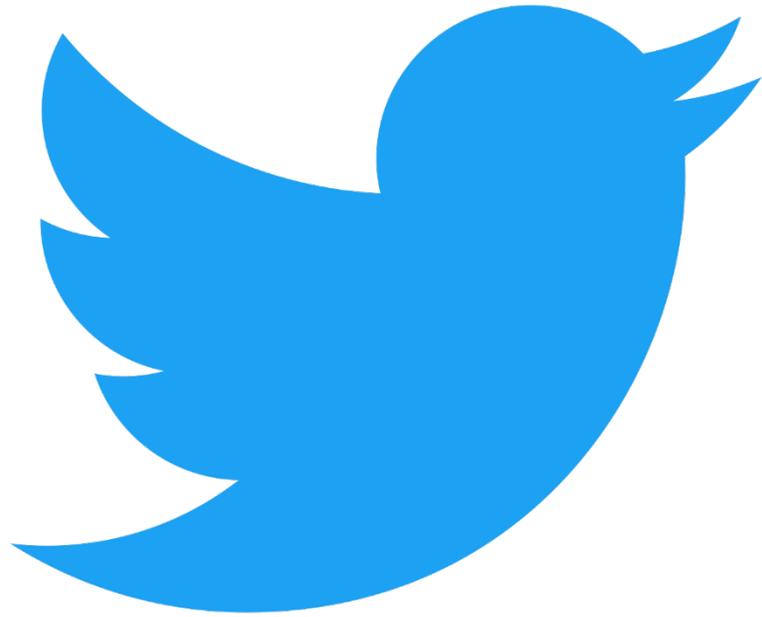
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Basics of Kentucky Public Library Certification UPDATED!!!

Wednesday, October 25 – 10-11 am ET & Thursday, October 26 – 2-3 pm ET

Live, Love, and Life Skills

Wednesday, November 1 – 2-3 pm ET

Architect Hiring & Preliminary Design

Tuesday, November 7 – 2-3 pm ET

The GED in the 21st Century

Wednesday, November 8 – 2-3 pm ET

Legal Reference for Public Librarians

Part 1 – Thursday, November 9 – 2-3 pm ET

Part 2 – Thursday, November 16 – 2-3 pm ET

Thank you for attending!

Stacy Stamper
Paul Sawyer Public Library

stacy@pspl.org



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