**Effective Online Outreach: Tools and Tactics for Connecting Communities and Collections**

<http://www.webjunction.org/events/webjunction/effective-online-outreach.html>

**Event Description**: How did a small two-person library capture national media attention, become a focus of high-profile museum exhibits, and generate 13 million views of its online photos in just a few years? They built on a framework of eight values to drive innovative services and greatly enhance the information-seeking experience of their users. With a combination of free and low-cost web tools, savvy marketing, and innovations borrowed from archives and museums, Kenn Bicknell embarked on an aggressive digitization and outreach program to push information out to his constituents in creative, engaging ways. Find inspiration and practical ideas that can breathe new life into your collections and keep libraries front and center in users' lives.

**Presented by:** Kenn Bicknell

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Generative Values** | |
| Kenn presented these [Better Than Free](http://kk.org/thetechnium/better-than-fre/) generative values (inspired by Kevin Kelly) as a way to assess your library’s online outreach in today’s digital world.  **What values inform how your library innovates or explores new tools and technology to connect users to collections?** Check the values that you apply to current efforts, and circle those you’d like to prioritize for further exploration. Provide examples when applicable.   * Immediacy * Personalization * Interpretation * Embodiment * Authenticity * Accessibility * Findability * Patronage | |
| **Aggregation and Dissemination** | |
| In reviewing the tools and tactics shared in the webinar, discuss/consider **new ways to approach aggregation and dissemination** of news and information from and for your community. Name specific user populations who would benefit from receiving curated news on a regular basis. | |
| **Collections and Digital Resources** | |
| How can you further **promote digital resources** via your website, social media or other channel?  Are there resources in your collection that may be **candidates for digitization**?  Can you leverage another program, project or event at your library as a springboard for **launching a new digital outreach endeavor**? | |
| **Partners** | |
| Brainstorm to **identify new partners** in your community for strategic collaboration. Consider unlikely partners, and those from other sectors (museums, archives, academic institutions, local businesses). Invite potential partners to a discussion to explore opportunities for win-win outcomes from a joint effort.  1.  2.  3.  4.  5. | |
| **Action Plan:** (include next steps, who, when, etc.) | |
| Identify at least one new direction for your library to promote collections in a new way! | |