

Seizing on SOPA: Are You Ready to Go Viral
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Ask Yourself: Prepare Your Emergency Success Plan

You never know when your golden opportunity will arise. Prepare **now** so you will be ready when it does!

What matters to my community?

- Read the student newspaper
- Check out your institution's hashtag on twitter

How does the library fit into our community's current needs?

- Create library displays/guides that supplement campus cultural events
- When your administration creates a controversial policy, create a guide showing comparable/contrasting policies at other schools, use your archive to show your institutional history of the issue
- Promote your scholarship-seeking books and online resources when your institution increases tuition

How do I write a press release and where do I send it?

- Press releases are easier than you think if you follow the guidelines
 - No more than one page
 - Short, clear, jargon-free sentences
 - Give all the details (who, what, where, when, why)
 - Provide context (global, national, local, and/or institutional)
- For more guidelines and a sample press release visit librarylea.com/sopa

Whose permission do I need to talk to the press?

- Start with your supervisor and work your way up
- Speak with your library marketing department or public relations office
- Make contacts with the institutional marketing/PR offices

What is the fastest/best way to disseminate information?

- Investigate your institution's social media outlets – are there existing, active Facebook or twitter communities
- Find out about advertising on your institution's TV channel or through the university computers (our open-access computers have ads for university events as screensavers)
- Compile a listserv list
- Fill out the phone list available on librarylea.com/sopa and post it next to your phone