

#MyNCLibrary: The Complete Instructions

Thank you so much for being interested in participating in #MyNCLibrary!

Hopefully this document will answer all your questions about how to execute this campaign (instructions are in red).

Please advertise before the event. We have created:

- A flyer that you may print out and post up
- For patrons: double-sided postcards to print (4 to a page) that explain #MyNCLibrary on one side and the challenges on the other – one for social media and one for paper
 - Tip: when printing on both sides, choose the “short edge” option
 - Tip: download documents first, then print out
- A downloadable picture to post through your social media accounts (drag to desktop to save image)

It is very important that we get consent forms for people who are participating. Print these forms as well and have them signed when they turn in their paper submissions. For social media, there is a note on the advertisements to ask their library for a consent form.

The Challenges

Monday: To kick off the 5 day challenge, tell us what you use the library for.

Social Media

Use your words with posts or tweets on Facebook or Twitter OR get creative and upload a photo - Facebook, Twitter, or Instagram. Don't forget to include #MyNCLibrary so we can see what you've got!

*No work needed. We will monitor and collect all social media challenge submissions

Pen and paper

I use my library for _____

* Print out templates from webpage, give to participants to fill in the blank and a library staff member will take a picture of the participant with their submission or just the submission itself. Email the photos each day to: NCLibraryAssociation@gmail.com

The subject line should be:

[day of the week] [name of library] [#MyNCLibrary]

Monday Joyner Library #MyNCLibrary

Tuesday: We've all got a story to tell. Share it with us! Tell us a story about how a librarian has helped you or influenced your life.

Social Media

Stick to words or add a photo onto Facebook, Twitter, or Instagram. Add #MyNCLibrary to make the magic happen.

Pen and paper

I love my library! Here's my story: _____

Faculty/Staff Challenge

Today's the day! You know how no one understands what we do in a given day? Now's our chance to share. Live tweet or write down all of the great things you do during a given day in the library.

*** See the Library Challenge Guidelines for more information**

Wednesday: Romance, mystery, fantasy, magazines, graphic novels - it's all fair game. Let us know what you're reading. Not a big reader? Then tell us what technology you use at the library.

Social Media

Post, tweet, or let's get visual and show us a picture. Remember, #MyNCLibrary is the key to unlocking this adventure.

Pen and paper

I am reading _____ OR I like to read _____

My favorite library technology is _____

Thursday: Selfie day! You know you want to. Have you always wanted to take a selfie without being judged? Are you a selfie expert? Well this is the challenge for you!

Social Media

Post it, tweet it, or show us your beautiful self on Instagram in your favorite library spot or with your favorite thing in your library. #photooftheday #swag #MyNCLibrary

Pen and paper

My favorite thing about my library is _____ OR I like my library because _____

Friday: It's the final day and SURPRISE, you've been gifted a library genie. Anything you want for your library is yours. Post or tweet your wish or submit a photo on Instagram. Include #MyNCLibrary so we can see what you wish for!

Social Media

Post or tweet your wish or submit a photo on Instagram. Include #MyNCLibrary so we can see what you wish for!

Pen and paper

I wish my library had _____ OR I want _____ in my library

On the final day, if a patron has completed all 5 challenges, they may enter to win one of our four prizes: \$50 gift cards to Amazon and Barnes & Noble and \$25 gift cards to Amazon and Barnes & Noble.

If they say they have completed all 5, have them fill out a drawing entry ticket (printable template on the webpage). If they only did paper and pen submissions, they will only fill out the top portion. Have them fill out the entire entry form for social media challenges. We will draw names and then check to be sure they have done all 5 challenges before issuing prizes.

By **April 25th**, please mail consent forms and drawing entries to:

Tamara Rhodes
Joyner Library – Mail Stop 516
East Carolina University
Greenville, NC 27858