

# The Multi-Channel Event Marketing Cycle

# Background and History

Major annual events: Law Day, Constitution Day and Human Rights Day. Additional events throughout the year include lectures, meetings and information sessions that cover a range of legal topics.

Since 2010, the emphasis placed on public programming has grown. On average, the Law Library of Congress hosts or co-hosts 7 or 8 public programs each year.

With this new emphasis, collaboration between staff from the Outreach Division and Social Media teams changed how public programs are publicized and marketed.



# Goals

- Connect the marketing plan to the greater mission and strategic plan of the Law Library of Congress
  - “Work with External Communities to Advance Legal Knowledge and Creativity”
- Highlight the products, services, collections of the Law Library of Congress
- Increase
  - Law Library “brand” recognition
  - Community partnerships and collaboration
  - Attendance



# Building the Marketing Plan and Schedule

Prior to an event, think about the audience, task assignments, resources, and tools

- Create a marketing checklist
- Create a marketing schedule
- Form a marketing team



# Building the Marketing Plan and Schedule

## Communications Checklist



Office of Collections, Outreach and Services  
Communications Checklist

Event Title: \_\_\_\_\_  
 Event Date: \_\_\_\_\_ Event Time: \_\_\_\_\_  
 Event Location: \_\_\_\_\_ Event Planner: \_\_\_\_\_

EVENT LOGISTICS		EVENT ADVERTISING/PROMOTION	
<b>PROGRAM DESIGN/PRINT MATERIALS</b> Deadline: <b>Fourteen (14) days</b> prior to event for printing.		<b>CALENDARS</b>	
<input type="checkbox"/> Flyer Date: _____	<input type="checkbox"/> LC Online Public Calendar and LC Online Staff Calendar – <b>Ten (10) weeks</b> in advance and only after space is reserved via Special Events. Date: _____	<input type="checkbox"/> LC Printed Calendar – <b>One (1) month</b> in advance, <b>first week of the month</b> . Date: _____	<input type="checkbox"/> Gazette Calendar/Boxed Announcement – <b>Monday (9am) the week of the publication</b> . Send to <a href="mailto:calendar@loc.gov">calendar@loc.gov</a> or 7-7302. Must be confirmed by Special Events Planner. Date: _____
<input type="checkbox"/> Program Date: _____			
<input type="checkbox"/> Signage Date: _____			
<b>PHOTOGRAPHY</b>		<b>PRESS RELEASE</b>	
<input type="checkbox"/> LC Photographer - Submit request to Office of Communications <b>one (1) week</b> prior to event. Date: _____	<input type="checkbox"/> Writer/Reviewer – <b>Six (6) weeks</b> prior to event, allowing time for review and submission to Communications Office. Date: _____	<input type="checkbox"/> Communications Office – <b>Four (4) weeks</b> prior to event. Date: _____	
<input type="checkbox"/> LL Photographer – Submit request to the Law Library's ITO supervisor at least <b>two (2) weeks</b> in advance. Date: _____			
<b>WEBCASTING/VIDEOTAPING</b> Deadline: Submit request to LC ITO Multimedia Group at least <b>five (5) days</b> prior to event. The website to submit requests is: <a href="http://www.loc.gov/staff/its/MultimediaRequestForm.php">http://www.loc.gov/staff/its/MultimediaRequestForm.php</a>		<b>EMAILS/LISTSERVS</b> Deadline: <b>Fourteen (14) days</b> prior to event.	
<input type="checkbox"/> LC Information Technology Services, Multimedia Group Date: _____	<input type="checkbox"/> Lawoutreach Date: _____	<input type="checkbox"/> Listservs Date: _____	<input type="checkbox"/> LC Staff Events Date: _____
<input type="checkbox"/> Speaker Release Form, Multimedia Group (Form 1790) Date: _____	<input type="checkbox"/> Congressional Relations Office Date: _____		

<b>TALKING POINTS</b> Deadline: Submit request to writers <b>two (2) weeks</b> in advance.	<b>ARTICLES</b> Deadline: <b>Fourteen (14) days</b> prior to event for printing.
<input type="checkbox"/> Librarian of Congress Date: _____	<input type="checkbox"/> LC Magazine Date: _____
<input type="checkbox"/> Law Librarian Date: _____	<input type="checkbox"/> LC Media Advisory Published quarterly. Submissions due <b>one (1) month</b> prior to publication. <b>January – April due on December 1; May – August due on April 1; September – December due on August 1.</b> Date: _____
<input type="checkbox"/> Speakers Date: _____	<input type="checkbox"/> Gazette – <b>Eight (8) days</b> before Friday's publication date. Email to <a href="mailto:gazette@loc.gov">gazette@loc.gov</a> . Date: _____
<input type="checkbox"/> Friends of the LLC Date: _____	
<b>EVENT LOGISTICS CONTINUED</b>	<b>EVENT ADVERTISING/PROMOTION CONTINUED</b>
<b>POST EVENT</b> Deadline: Evaluations should be distributed/collected at the conclusion of the event and letters should be mailed or emailed within <b>two (2) weeks</b> of the event.	<b>SOCIAL MEDIA APPS</b> Deadline: Submit request to Law Library blog team <b>four (4) weeks</b> prior to event.
<input type="checkbox"/> Evaluations   Poll Daddy Surveys Date: _____	<input type="checkbox"/> Facebook Date: _____
<input type="checkbox"/> Thank you letters Date: _____	<input type="checkbox"/> Twitter Date: _____
	<input type="checkbox"/> In Custodia Legis Date: _____
	<input type="checkbox"/> RSS feeds Date: _____
	<input type="checkbox"/> Carousel (on website) Date: _____
<b>RELEVANT WEBSITES</b> The below forms are available on the Office of Communications website under: Working with Us. <a href="http://www.loc.gov/staff/comm/index.html">http://www.loc.gov/staff/comm/index.html</a>	<b>FLYER APPROVAL/POSTING</b> Deadline: Submit to Office of Communications <b>five (5) days</b> in advance of event.
<input type="checkbox"/> Calendar Submission Form <input type="checkbox"/> Flyer Policy and Procedure <input type="checkbox"/> LC Magazine Form <input type="checkbox"/> Photography Request Form <input type="checkbox"/> Press Release Form	<input type="checkbox"/> Communication Office (flyer approved) Date: _____

### BOILERPLATE LANGUAGE

**LAW LIBRARY OF CONGRESS**  
 Established by an act of Congress in 1832, the Law Library makes its resources available to members of Congress, the Supreme Court, other branches of the U.S. Government and the global legal community, and instant and preserves a universal collection of law for future generations. With more than 2.6 million volumes, the Law Library contains the world's largest collection of law books and other resources from all countries and provides online databases and guides to legal information worldwide through its website at [www.loc.gov/law](http://www.loc.gov/law).

### Library of Congress

Founded in 1800, the Library of Congress is the nation's oldest federal cultural institution. The Library seeks to spark imagination and creativity and to further human understanding and wisdom by providing access to knowledge through its magnificent collections, programs and exhibitions. Many of the Library's rich resources can be accessed through its website at [www.loc.gov](http://www.loc.gov) and via interactive exhibitions on a new personalized website at [myLOC.gov](http://myLOC.gov).

### THE FRIENDS OF THE LAW LIBRARY OF CONGRESS

Founded in 1932 by the U.S. Attorney General George W. Wickersham, the Friends of the Law Library of Congress is a nonprofit organization created to encourage awareness and support for the Law Library of Congress, contribute to its collections, fundraise, and sponsor programs that promote a better understanding of law. The Friends are a vibrant group of supporters of the Law Library who seek to stimulate interest and expand awareness of the world's largest, most comprehensive collection of legal information. Through the Friends' efforts to raise funds and other forms of support, the Law Library is able to augment its unique collections, provide services to the United States Congress and a wide range of constituents, and offer programs that contribute to the furtherance of law and legal understanding globally.



# The Marketing Schedule



# Demo of the Multi-Channel Event Cycle

**The Press Release**

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**Four to Six Weeks Prior**



# Demo of the Multi-Channel Event Cycle

## NEWS RELEASES



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- [Wise Guide to loc.gov](#)
- [Library of Congress Information Bulletin \(1993-2011\)](#)

### For More information

[Office of Communications](#)  
Library of Congress  
101 Independence Ave., S.E.  
Washington, D.C. 20540-1600  
Voice: 202.707.2905  
Fax: 202.707.9199  
Email: [pao@loc.gov](mailto:pao@loc.gov)

Print Subscribe Share/Save

## News from the Library of Congress

Press contact: Donna Urschel (202) 707-1639

Public contact: Jeanine Cali (202) 707-4642

Request ADA accommodations five business days in advance at (202) 707-6362 or [ada@loc.gov](mailto:ada@loc.gov)

**November 10, 2014**

### "Conversations on the Enduring Legacy of the Great Charter" Symposium, Dec. 9

#### David Rubenstein to Interview U.S. Supreme Court Justice Stephen Breyer

Scholars, historians and contemporary thinkers will discuss how Magna Carta's political and legal traditions have carried into our current times at a Library of Congress symposium on Dec. 9. The symposium, "Conversations on the Enduring Legacy of the Great Charter," is being held in conjunction with the Library's exhibition "Magna Carta: Muse and Mentor."

The afternoon program, "Contemporary Conversations on Magna Carta," is open to the public and starts at **2 p.m. on Tuesday, Dec. 9**, in the Coolidge Auditorium on the ground level of the Library's Thomas Jefferson Building, 10 First St. S.E., Washington, D.C. The symposium, organized by the Law Library of Congress, is free. Tickets are not needed.

A highlight of the program is an interview by David Rubenstein, co-founder and co-CEO of The Carlyle Group, with Associate Justice of the Supreme Court Stephen G. Breyer. The interview, "American Law and the Great Charter," begins at 2:05 p.m.

The Library of Congress exhibition "Magna Carta: Muse and Mentor," which runs through Jan. 19, 2015, celebrates the 800th anniversary of Magna Carta and illustrates the great charter's influence on laws and liberties throughout the centuries. The centerpiece of the exhibition is the 1215 Magna Carta, on loan from Lincoln Cathedral in England, one of only four surviving copies issued in 1215. The exhibition features 76 items drawn from the collections at the Library of Congress.

### Featured Speakers for the Afternoon Program

Opening remarks by **Deputy Librarian of Congress Robert Dizard Jr.**

"American Law and the Great Charter"

**David Rubenstein** conducts an interview with **Associate Justice Stephen G. Breyer**

"Drafting Modern Constitutions"

Participants: **A.E. Dick Howard**, White Burkett Miller Professor of Law and Public Affairs, University of Virginia School of Law; **Cornelius "Neil" Kerwin**, president of American University; and **David Fontana**, Associate Professor of Law, George Washington University Law School. Moderated by **Jeffrey Rosen**, president and chief executive officer, National Constitution Center

"Rule of Law in the Contemporary World: Civil Liberties and Surveillance"

Participants: **Jim Sensenbrenner** (R-WI), Member, Committee on the Judiciary, and Chairman, Subcommittee on Crime, Terrorism, Homeland Security and Investigations; **Jerrold Nadler** (D-NY), Member, Committee on the Judiciary, and Member,



# Demo of the Multi-Channel Event Cycle

**Social Media**

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**Four to Six Weeks Prior**



# Demo of the Multi-Channel Event Cycle



Andrew Weber

## MY EVENTS

- Upcoming
- Calendar
- Subscribed
- Past
- Create



Public · Talk · Hosted by Law Library of Congress

Going ↕

Invite

Edit



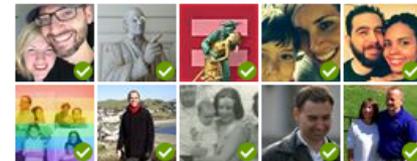
Tuesday, December 9, 2014 at 2:00pm - 5:00pm  
about 6 months ago

Law Library of Congress  
101 Independence Ave SE, Washington, District of Columbia 20540 [Show Map](#)

Scholars, historians and contemporary thinkers will discuss how Magna Carta's political and legal traditions have carried into our current times at a symposium on Dec. 9. The symposium, "Conversations on the Enduring Legacy of the Great Charter," is being held in conjunction with the Library's exhibition "Magna Carta: Muse and Mentor."

The afternoon program, "Contemporary Conversations on Magna Carta," is open to the public and starts at 2 p.m. on Tuesday, Dec. 9, in the Coolidge Auditorium on the ground level of the Library's Thomas Jefferson Building, 10 First St. S.E., Washington, D.C. The symposium, organized by the Law Library of Congress, is free. Tickets are not needed.

A highlight of the program is an... [See More](#)



Robert, Tammie and 8 other friends went

21  
went

2  
maybe

23  
invited

## INSIGHTS

543 reached   
0 new this week



83 viewed   
0 new this week



24 engaged   
0 new this week



## POSTS



# Demo of the Multi-Channel Event Cycle

ASK A LIBRARIAN DIGITAL COLLECTIONS LIBRARY CATALOGS

[The Library of Congress](#) > [Blogs](#) > [Law Library](#) > "Conversations on the Enduring Legacy of the Great Charter" Symposium Set for December 9, 2014

All Formats Search Loc.gov

## IN CUSTODIA LEGIS

LAW LIBRARIANS  
OF CONGRESS



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### "Conversations on the Enduring Legacy of the Great Charter" Symposium Set for December 9, 2014

December 2, 2014 by [Jeanine Cali](#)

Scholars, historians and contemporary thinkers will discuss how Magna Carta's political and legal traditions have carried into our current times at a [symposium](#) on **Dec. 9, 2014**. The symposium, [Conversations on the Enduring Legacy of the Great Charter](#), is being held in conjunction with the Library's [exhibition](#), "Magna Carta: Muse and Mentor."

The afternoon program, "Contemporary Conversations on Magna Carta," is open to the public and starts at **2 p.m.** in the Coolidge Auditorium on the ground level of the Library's Thomas Jefferson Building, 10 First St. S.E., Washington, D.C. The symposium, organized by the Law Library of Congress, is free. Tickets are not needed.

A highlight of the program will be an interview with Associate Justice of the Supreme Court [Stephen G. Breyer](#) conducted by [David Rubenstein](#), co-founder and co-CEO of The Carlyle Group. The interview, "American Law and the Great Charter," begins at 2:05 p.m.

#### Featured Speakers for the Afternoon Program

Opening remarks by Deputy Librarian of Congress [Robert Dizard Jr.](#)

**"American Law and the Great Charter"**  
David Rubenstein conducts an interview with Associate Justice Stephen G. Breyer



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#### Archives

2015 (109)

- [June \(16\)](#)
- [May \(20\)](#)
- [April \(18\)](#)
- [March \(21\)](#)
- [February \(15\)](#)

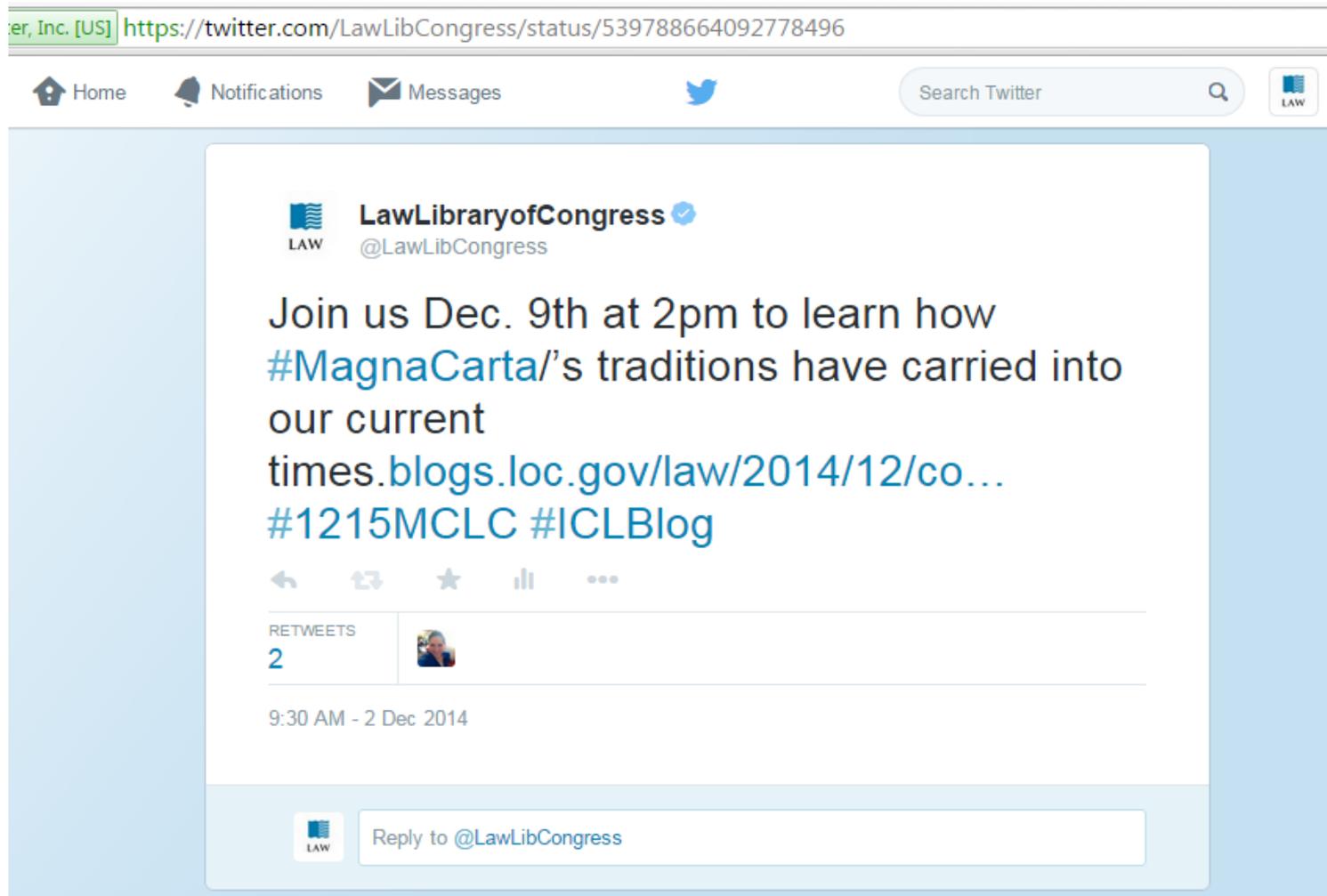
# Demo of the Multi-Channel Event Cycle



The screenshot shows a Facebook post from the Law Library of Congress. The browser address bar at the top displays the URL: <https://www.facebook.com/lawlibraryofcongress/posts/10152928186558643>. The Facebook navigation bar includes the search bar with the text "Search Facebook" and the user's name "Andrew" next to a "Home" link. The post itself is from the "Law Library of Congress" (verified page) and was published by Robert Brammer on December 2, 2014. The post text reads: "Join us for the Magna Carta symposium on Dec. 9th at 2pm. Scholars, historians and contemporary thinkers will discuss how Magna Carta's political and legal traditions have carried into our current times. [http://blogs.loc.gov/.../conversations-on-the-enduring-lega.../...](http://blogs.loc.gov/.../conversations-on-the-enduring-lega.../)". Below the text, it shows "428 people reached" and a "Boost Post" button. The interaction bar includes "Like · Comment · Share" and a dropdown menu. Below that, it says "Jeanine Cali, Andrew Weber, Evelyn Dorn and 7 others like this." and "1 share". At the bottom, there is a comment box with the placeholder text "Write a comment..." and icons for adding photos and emojis.



# Demo of the Multi-Channel Event Cycle



The screenshot shows a Twitter interface with a tweet from the verified account LawLibraryofCongress (@LawLibCongress). The tweet text is: "Join us Dec. 9th at 2pm to learn how #MagnaCarta's traditions have carried into our current times. [times.blogs.loc.gov/law/2014/12/co...](https://times.blogs.loc.gov/law/2014/12/co...) #1215MCLC #ICLBlog". Below the text are icons for reply, retweet, favorite, and share. A retweets section shows 2 retweets with a small profile picture. The tweet is dated 9:30 AM - 2 Dec 2014. At the bottom, there is a reply box with the text "Reply to @LawLibCongress".

er, Inc. [US] <https://twitter.com/LawLibCongress/status/539788664092778496>

Home Notifications Messages Search Twitter

**LawLibraryofCongress** @LawLibCongress

Join us Dec. 9th at 2pm to learn how [#MagnaCarta](#)'s traditions have carried into our current times. [times.blogs.loc.gov/law/2014/12/co...](https://times.blogs.loc.gov/law/2014/12/co...) [#1215MCLC](#) [#ICLBlog](#)

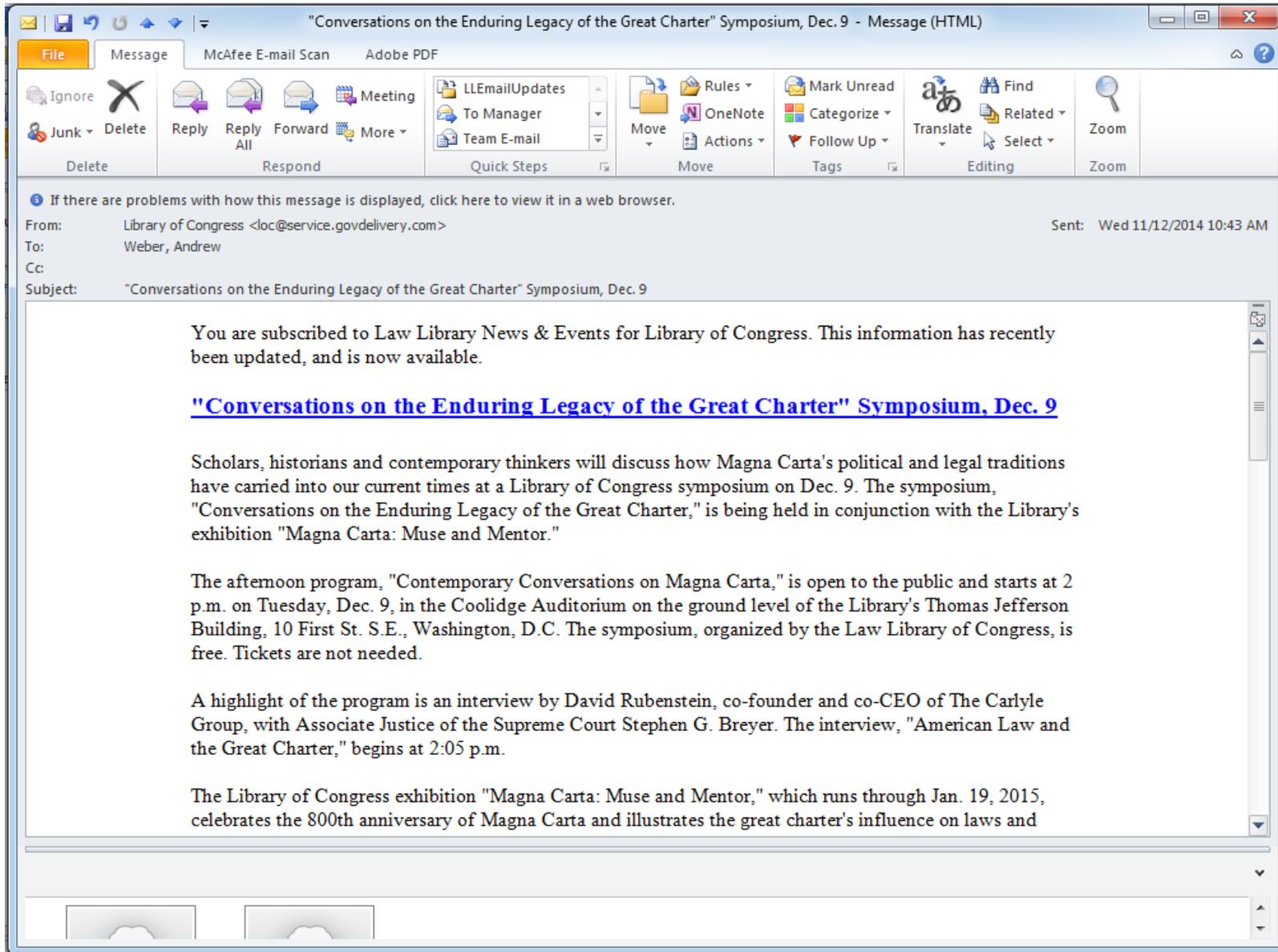
RETWEETS 2

9:30 AM - 2 Dec 2014

Reply to @LawLibCongress



# Demo of the Multi-Channel Event Cycle



The screenshot shows an email client interface with a toolbar at the top containing various actions like Ignore, Delete, Reply, Forward, Meeting, and Quick Steps. The email header shows it is from the Library of Congress, sent on Wed 11/12/2014 at 10:43 AM. The main body of the email contains the following text:

You are subscribed to Law Library News & Events for Library of Congress. This information has recently been updated, and is now available.

**["Conversations on the Enduring Legacy of the Great Charter" Symposium, Dec. 9](#)**

Scholars, historians and contemporary thinkers will discuss how Magna Carta's political and legal traditions have carried into our current times at a Library of Congress symposium on Dec. 9. The symposium, "Conversations on the Enduring Legacy of the Great Charter," is being held in conjunction with the Library's exhibition "Magna Carta: Muse and Mentor."

The afternoon program, "Contemporary Conversations on Magna Carta," is open to the public and starts at 2 p.m. on Tuesday, Dec. 9, in the Coolidge Auditorium on the ground level of the Library's Thomas Jefferson Building, 10 First St. S.E., Washington, D.C. The symposium, organized by the Law Library of Congress, is free. Tickets are not needed.

A highlight of the program is an interview by David Rubenstein, co-founder and co-CEO of The Carlyle Group, with Associate Justice of the Supreme Court Stephen G. Breyer. The interview, "American Law and the Great Charter," begins at 2:05 p.m.

The Library of Congress exhibition "Magna Carta: Muse and Mentor," which runs through Jan. 19, 2015, celebrates the 800th anniversary of Magna Carta and illustrates the great charter's influence on laws and

# Demo of the Multi-Channel Event Cycle

**Social Media**

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**One to Two Weeks Prior**



# Demo of the Multi-Channel Event Cycle

ter, Inc. [US] <https://twitter.com/LawLibCongress/status/540210778289500160>

Home Notifications Messages Search Twitter

**LawLibraryofCongress** @LawLibCongress  
Tuesday we will host a [#MangaCarta](#) interview w/Supreme Court Justice Stephen G. Breyer by David Rubenstein at 2:05. [blogs.loc.gov/law/2014/12/co...](http://blogs.loc.gov/law/2014/12/co...)

RETWEETS 10 FAVORITES 7

1:27 PM - 3 Dec 2014

Reply to @LawLibCongress

**Brian Patrick Eha** @brianeha · Dec 3  
.@LawLibCongress Ah, the [#MangaCarta](#), the famous document guaranteeing the right of the English nobility to read Japanese comics.

**LawLibraryofCongress** @LawLibCongress · Dec 3  
@brianeha :) Did you see our [#bitcoin](#) report? [loc.gov/law/help/bitco...](http://loc.gov/law/help/bitco...) [#hashtagsaretricky](#)



# Demo of the Multi-Channel Event Cycle



# Demo of the Multi-Channel Event Cycle

Cc:  
Subject: Courtesy Copy: Event Reminder: "Conversations on the Enduring Legacy of the Great Charter" Symposium

**This bulletin was sent to the following groups of people:**

Subscribers of Law Library News & Events (25600 recipients)

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You are subscribed to Law Library News & Events for Library of Congress. This information has recently been updated, and is now available.

**[Event Reminder: "Conversations on the Enduring Legacy of the Great Charter" Symposium](#)**

Date: Tuesday, December 9, 2014  
Time: 2:00 p.m. - 5:00 p.m.  
Place: Library of Congress, Thomas Jefferson Building, Coolidge Auditorium, 10 First Street S.E., Washington, D.C.

Scholars, historians and contemporary thinkers will discuss how Magna Carta's political and legal traditions have carried into our current times at a Library of Congress symposium on Dec. 9. The symposium, "Conversations on the Enduring Legacy of the Great Charter," is being held in conjunction with the Library's exhibition "Magna Carta: Muse and Mentor."



# Demo of the Multi-Channel Event Cycle

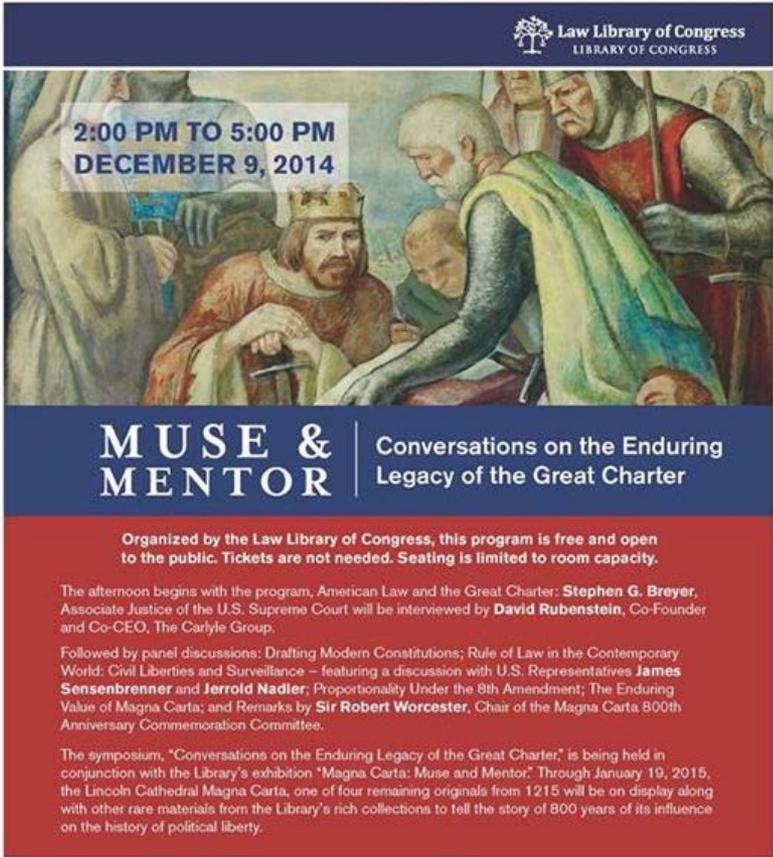
**Social Media**

--

**One to Two Days Prior**



# Demo of the Multi-Channel Event Cycle



**Law Library of Congress**  
LIBRARY OF CONGRESS

2:00 PM TO 5:00 PM  
DECEMBER 9, 2014

## MUSE & MENTOR

### Conversations on the Enduring Legacy of the Great Charter

Organized by the Law Library of Congress, this program is free and open to the public. Tickets are not needed. Seating is limited to room capacity.

The afternoon begins with the program, American Law and the Great Charter: **Stephen G. Breyer**, Associate Justice of the U.S. Supreme Court will be interviewed by **David Rubenstein**, Co-Founder and Co-CEO, The Carlyle Group.

Followed by panel discussions: Drafting Modern Constitutions; Rule of Law in the Contemporary World: Civil Liberties and Surveillance – featuring a discussion with U.S. Representatives **James Sensenbrenner** and **Jerrold Nadler**; Proportionality Under the 8th Amendment; The Enduring Value of Magna Carta; and Remarks by **Sir Robert Worcester**, Chair of the Magna Carta 800th Anniversary Commemoration Committee.

The symposium, "Conversations on the Enduring Legacy of the Great Charter," is being held in conjunction with the Library's exhibition "Magna Carta: Muse and Mentor." Through January 19, 2015, the Lincoln Cathedral Magna Carta, one of four remaining originals from 1215 will be on display along with other rare materials from the Library's rich collections to tell the story of 800 years of its influence on the history of political liberty.

**HOST** The Law Library of Congress  
**LOCATION** Thomas Jefferson Building, Coolidge Auditorium  
**DATE / TIME** Tuesday, December 9, 2014 from 2:00 to 5:00 PM  
**CONTACT** For program information, contact Jeanine Cali at [jcali@loc.gov](mailto:jcali@loc.gov) or (202) 707-4642

Request ADA accommodations 5 business days in advance at 202-707-6362 or [ADA@loc.gov](mailto:ADA@loc.gov)

Like Comment Tag Photo



**Law Library of Congress**

We hope you can join us on December 9th at 2pm for Conversations on the Enduring Legacy of the Great Charter. This symposium is part of the Magna Carta: Muse & Mentor exhibition. <http://blogs.loc.gov/law/2014/12/conversations-on-the-enduring-legacy-of->

Album: Timeline Photos

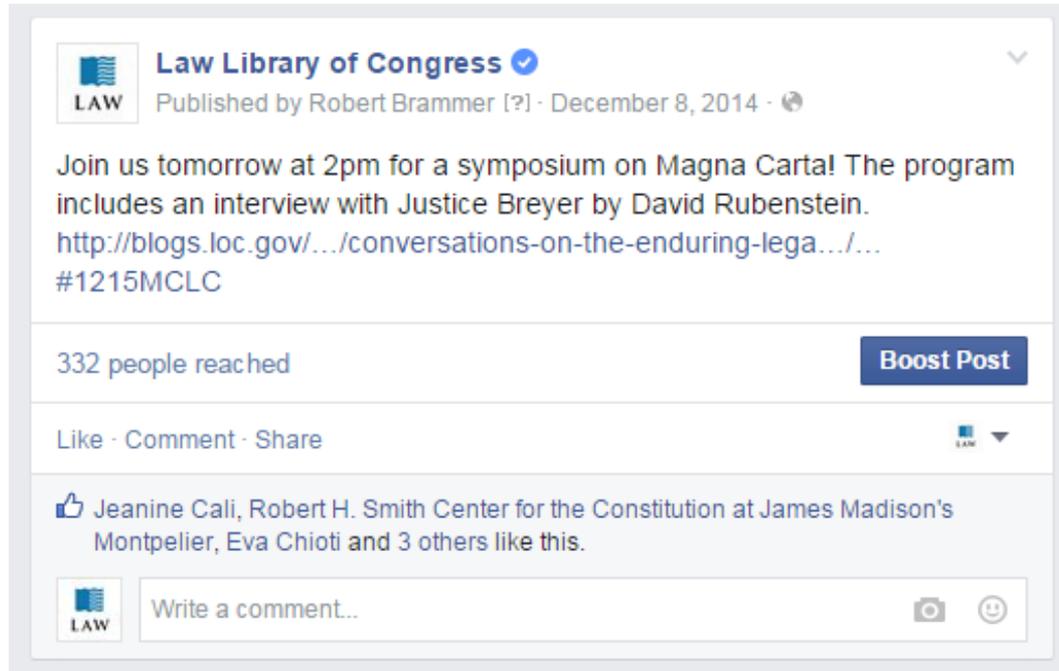
Published by Robert Brammer

[?]

Shared with: Public



# Demo of the Multi-Channel Event Cycle



The screenshot shows a Facebook post from the Law Library of Congress. The post is titled "Law Library of Congress" and is published by Robert Brammer. The content of the post is an announcement for a symposium on Magna Carta, featuring an interview with Justice Breyer. The post includes a URL and a hashtag. Below the text, it shows that 332 people reached the post and a "Boost Post" button. The post also has a "Like" button and a list of users who liked it, including Jeanine Cali, Robert H. Smith Center for the Constitution at James Madison's Montpelier, and Eva Chioti. At the bottom, there is a comment box with the text "Write a comment..." and icons for adding photos and emojis.

**Law Library of Congress** ✓  
Published by Robert Brammer [?] · December 8, 2014 · 🌐

Join us tomorrow at 2pm for a symposium on Magna Carta! The program includes an interview with Justice Breyer by David Rubenstein.  
[http://blogs.loc.gov/.../conversations-on-the-enduring-lega.../...](http://blogs.loc.gov/.../conversations-on-the-enduring-lega.../)  
#1215MCLC

332 people reached **Boost Post**

Like · Comment · Share

👍 Jeanine Cali, Robert H. Smith Center for the Constitution at James Madison's Montpelier, Eva Chioti and 3 others like this.

Write a comment... 📷 😊



# Demo of the Multi-Channel Event Cycle

<https://twitter.com/LawLibCongress/status/541946537556054016>

Notifications Messages Search Twitter

**LawLibraryofCongress** @LawLibCongress

Tomorrow is our [#MagnaCarta](#) Symposium w/Supreme Court Justice Breyer & others. [blogs.loc.gov/law/2014/12/co...](https://blogs.loc.gov/law/2014/12/co...) (open to the public & starts at 2 pm)

RETWEETS 6 FAVORITES 3

8:24 AM - 8 Dec 2014

Reply to @LawLibCongress



# Demo of the Multi-Channel Event Cycle

**Social Media**

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**The Day of the Event**



# Demo of the Multi-Channel Event Cycle

<https://twitter.com/LawLibCongress/status/542304316116455424>

Notifications Messages Search Twitter

 **LawLibraryofCongress** ✓  
@LawLibCongress

Are you attending our “Conversations on the Enduring Legacy of the Great Charter” Symposium today?  
[blogs.loc.gov/law/2014/12/co...](http://blogs.loc.gov/law/2014/12/co...)  
#MagnaCarta

RETWEETS 11 FAVORITES 3

8:06 AM - 9 Dec 2014

Reply to @LawLibCongress



# Demo of the Multi-Channel Event Cycle



Law Library of Congress added 4 new photos — at The Library of Congress.

Published by Andrew Weber [?] · December 9, 2014 ·

Today's symposium, Conversations on the Enduring Legacy of the Great Charter, has been full of great panels. Video will be available on our YouTube playlist later at <http://www.youtube.com/playlist?list=PL96401BE3402149B9>



652 people reached

Boost Post

Unlike · Comment · Share

Law Library of Congress, Shameema Rahman, Jeanine Cali, Emily Carr and 6 others like this.

2 shares



# Demo of the Multi-Channel Event Cycle

PAGE 1 OF 1

## Law Library Event Survey

**Q.1**

How did you hear about this program? (select all that apply) \*

- Facebook
- Twitter
- Email
- In Custodia Legis (Law Library of Congress) blog
- Advertisement
- Friend/Colleague
- Flyer
- Gazette Calendar

Other:

**Q.2**

The presentation matched the event description as advertised in promotional materials.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree



# Demo of the Multi-Channel Event Cycle

Q.3

How would you rate this event overall?

- Very Satisfied
- Satisfied
- Dissatisfied
- Very Dissatisfied

Q.4

Please provide us with any additional feedback you may have about this program. Consider commenting on room set-up, handouts, length of program, etc.

(Do not include personal info such as name or email)

Q.5

Are you interested in learning about future Law Library of Congress events? If so, please provide your name and email address.



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# Demo of the Multi-Channel Event Cycle

**Social Media**

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**After the Event**



# Demo of the Multi-Channel Event Cycle

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## Archives

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## Justice Breyer, Symposium Explore Legacies of Magna Carta

December 15, 2014 by Jeanine Cali

*The following is an article written by Mark Hartsell, writer-editor for The Gazette, the Library of Congress staff newsletter.*

The legacy of [Magna Carta](#), U.S. Supreme Court Associate Justice [Stephen G. Breyer](#) said, sometimes can be seen in the things that *don't* happen.

The court's decision in [Bush v. Gore](#), 531 U.S. 98 (2000), brought an end to the contested presidential election of 2000, and in the aftermath, Breyer noted, there were no riots, no acts of violence, no guns, no deaths.

"We have decided to decide our major disagreements under a system of law," he said Tuesday in the Coolidge Auditorium. "That is a remarkable thing, that people actually follow that. It has a long history, and that history does begin 800 years ago with [Magna Carta]."

Philanthropist [David Rubenstein](#) interviewed Breyer in the Coolidge as part of a [Library of Congress symposium](#) marking Magna Carta's 800<sup>th</sup> anniversary and exploring how the charter's political and legal traditions carried into modern times.



# Demo of the Multi-Channel Event Cycle



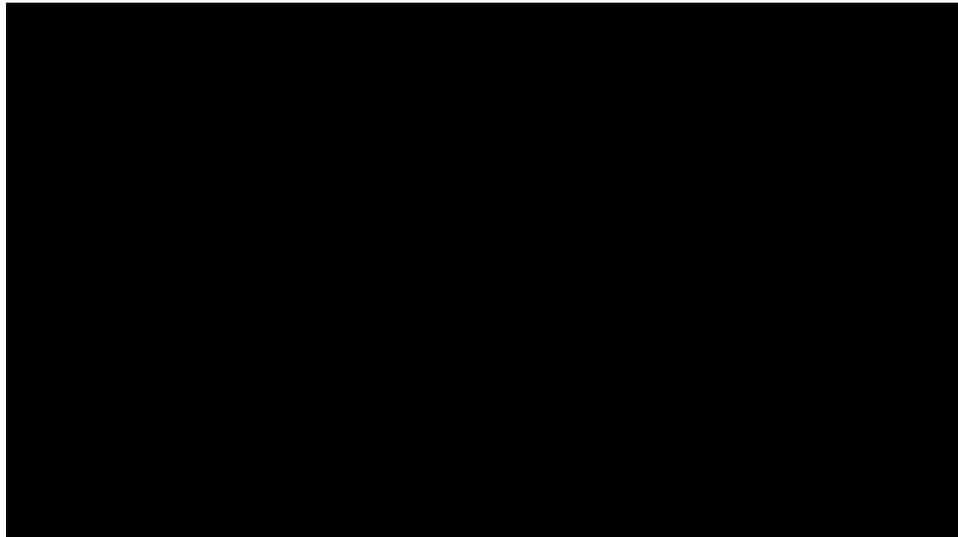
Origins of American Animation  
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28	Women's History Mon...	June 4, 2014. Deputy ...	9/9/2014	Free	<a href="#">View In iTunes &gt;</a>
29	American Democracy ...	May 1, 2014. As part ...	9/10/2014	Free	<a href="#">View In iTunes &gt;</a>
30	Magna Carta's Legal L...	Nov. 5, 2014. Chief Ju...	11/14/2014	Free	<a href="#">View In iTunes &gt;</a>
31	Magna Carta: Selectin...	Aug. 20, 2014. A pan...	11/26/2014	Free	<a href="#">View In iTunes &gt;</a>
32	Magna Carta's Legacy...	Dec. 5, 2014. U.S. Sen...	1/13/2015	Free	<a href="#">View In iTunes &gt;</a>
33	Magna Carta's Legacy...	Dec. 2, 2014. U.S. Sen...	1/13/2015	Free	<a href="#">View In iTunes &gt;</a>
34	Magna Carta: Rule of ...	Dec. 9, 2014. As a par...	1/20/2015	Free	<a href="#">View In iTunes &gt;</a>
35	Magna Carta: Muse a...	Nov. 6, 2014. The Lib...	1/20/2015	Free	<a href="#">View In iTunes &gt;</a>
36	"Magna Carta: Muse a...	Nov. 6, 2014. The Lib...	1/22/2015	Free	<a href="#">View In iTunes &gt;</a>
37	Introduction to the GL...	Dec. 17, 2014. This vi...	1/26/2015	Free	<a href="#">View In iTunes &gt;</a>
38	Magna Carta: Draftin...	Dec. 9, 2014. Scholar...	3/4/2015	Free	<a href="#">View In iTunes &gt;</a>
39	Magna Carta: Welcom...	Dec. 9, 2014. David M...	3/13/2015	Free	<a href="#">View In iTunes &gt;</a>
40	The Rise of a New Ma...	Dec. 9, 2014. Scholar...	3/13/2015	Free	<a href="#">View In iTunes &gt;</a>
41	The Most Sacred Anci...	Dec. 9, 2014. Scholar...	3/13/2015	Free	<a href="#">View In iTunes &gt;</a>
42	The Enduring Value o...	Dec. 9, 2014. Scholar...	3/13/2015	Free	<a href="#">View In iTunes &gt;</a>
43	Proportionality Under...	Dec. 9, 2014. Scholar...	3/13/2015	Free	<a href="#">View In iTunes &gt;</a>
44	Magna Carta Entrenc...	Dec. 9, 2014. Scholar...	3/13/2015	Free	<a href="#">View In iTunes &gt;</a>
45	Magna Carta: An Inter...	Dec. 9, 2015. Scholar...	3/13/2015	Free	<a href="#">View In iTunes &gt;</a>
46	Magna Carta & the A...	Sep. 16, 2014. For the...	3/23/2015	Free	<a href="#">View In iTunes &gt;</a>
47	Law in the Lives of M...	Jan. 14, 2015. Ruth M...	4/7/2015	Free	<a href="#">View In iTunes &gt;</a>
48	<b>Conversations on the Enduring Legacy of the Great Charter: American Law &amp; the Great Charter</b>	Released May 20, 2015			

# Demo of the Multi-Channel Event Cycle



Conversations on the Enduring Legacy of the Great Charter: American Law & the Great Charter

 LibraryOfCongress

 **Subscribe** 35,271

221 views

 Add to  Share  More  5  0



# Demo of the Multi-Channel Event Cycle

Write Post | Add Photo / Video | Ask Question

Write something...

RECENT ACTIVITY

**Law Library of Congress**  
June 2 at 2:01pm · Alexandria, VA ·

If you missed our Magna Carta symposium, you can view the sessions via our YouTube Channel:



**Conversations on the Enduring Legacy of the Great Charter: American Law & the Great Charter**  
As a part of a symposium on the enduring legacy of Magna Carta, Supreme Court Justice Stephen...  
YOUTUBE.COM

Like · Comment · Share · 5

**Law Library of Congress**  
December 9, 2014 · Washington, DC ·



# Demo of the Multi-Channel Event Cycle

Update: Event video added below.



*The Library of Congress is commemorating the 800<sup>th</sup> anniversary of Magna Carta with an exhibition – Magna Carta: Muse and Mentor, a symposium, and a series of talks starting this year. Through January 19, 2015, the [Lincoln Cathedral](#) Magna Carta, one of four remaining originals from 1215 is on display along with other rare materials from the Library's rich collections to tell the story of 800 years of its influence on the history of political liberty.*

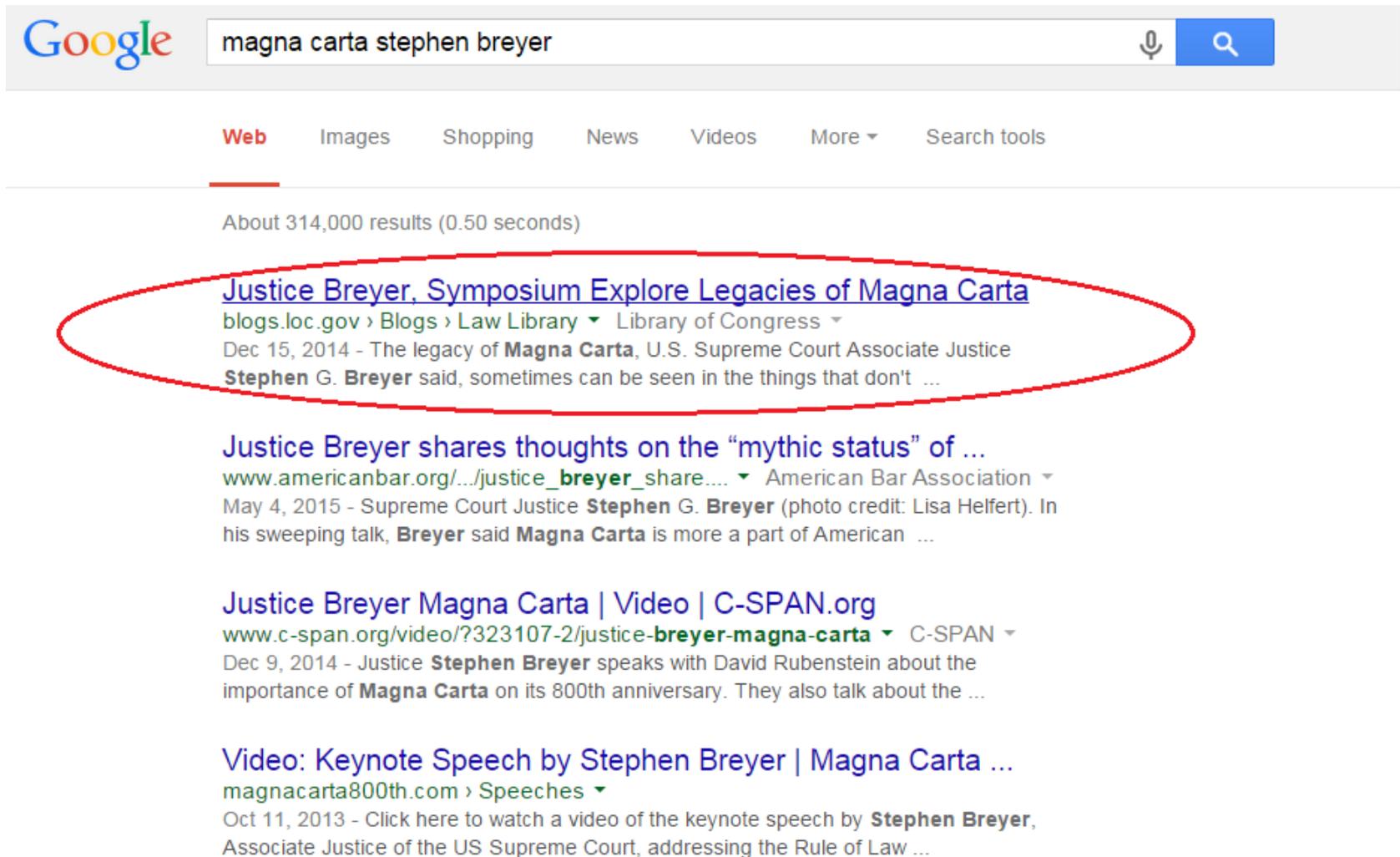
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Posted in: [Event](#), [Guest Post](#)

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# Demo of the Multi-Channel Event Cycle



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[Justice Breyer, Symposium Explore Legacies of Magna Carta](#)  
blogs.loc.gov › Blogs › Law Library ▾ Library of Congress ▾  
Dec 15, 2014 - The legacy of **Magna Carta**, U.S. Supreme Court Associate Justice **Stephen G. Breyer** said, sometimes can be seen in the things that don't ...

[Justice Breyer shares thoughts on the “mythic status” of ...](#)  
www.americanbar.org/.../justice\_breyer\_share.... ▾ American Bar Association ▾  
May 4, 2015 - Supreme Court Justice **Stephen G. Breyer** (photo credit: Lisa Helfert). In his sweeping talk, **Breyer** said **Magna Carta** is more a part of American ...

[Justice Breyer Magna Carta | Video | C-SPAN.org](#)  
www.c-span.org/video/?323107-2/justice-breyer-magna-carta ▾ C-SPAN ▾  
Dec 9, 2014 - Justice **Stephen Breyer** speaks with David Rubenstein about the importance of **Magna Carta** on its 800th anniversary. They also talk about the ...

[Video: Keynote Speech by Stephen Breyer | Magna Carta ...](#)  
magnacarta800th.com › Speeches ▾  
Oct 11, 2013 - Click here to watch a video of the keynote speech by **Stephen Breyer**, Associate Justice of the US Supreme Court, addressing the Rule of Law ...



# An Academic Perspective



# Goals and Marketing Plans

- Faculty—how can we best communicate services to them?
- Students—what can we do to provide a positive experience to students *in* the library?
- Public—how can we make the services we provide to the public the best possible?



# Faculty Events

## Planning Period

- As need arises; sometimes a semester ahead of time

## Examples:

- Luncheons announcing new services
- Training sessions

## Marketing channels involved:

- E-mail
- Flyers (digital and print)
- Posters

## Timeline

- E-mail 2-3 weeks ahead of time;
- OR regularly advertise new services by email, poster, etc. over the course of a few weeks/ semester



### Fellows - By the Numbers

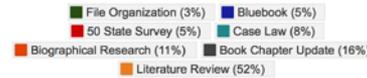


12 on Law Review

9 Completed  
Advanced Legal Research  
Course



### Types of Research Projects Completed



### Projects - By the Numbers

37 Projects Completed

16 Faculty Members Assisted



**818.16 Hours**  
of research assistance  
provided from January - December

Average Time Spent Per Project 22 Hours

**\$251.13** Average Cost Per Project | **\$9,291.79** Total Research Cost for 2014

Designed by: Donna Wolff



# Faculty Events



*Underwood Law Library*  
**FACULTY LUNCHEON**  
January 2014

**What:** An update on library services that support faculty scholarship, including the library's new Faculty Research Fellows program. Also, other topics of interest to faculty, such as SafeAssign™ plagiarism detection service, new databases, and faculty computer upgrades.

**When:** Thursday, January 16th at 12:15 p.m.

**Where:** Dining room in Godwin Gruber Lawyers Inn.

Lunch and favors provided.  
RSVP to [lawref@smu.edu](mailto:lawref@smu.edu) by Tuesday, January 14th.



# Faculty Events



## 1 RESEARCH & FACULTY SERVICES LIBRARIANS



Cassie DuBay & Rebecca Sherman

## 2 FACULTY SERVICES GUIDE

Online at: <http://libguides.law.smu.edu/faculty>



## 3 FELLOWS PROGRAM

The library is rolling out a new pilot program this semester that will offer Research Fellows to help you with research projects. The 2014 Fellows are John Adams, Chelsea Clark, Christopher Cornell, Michael Hanson, and Zunny Losoya.

Here's the process:

- ▶ Send research projects to your liaison as usual.
- ▶ Your liaison will ask your approval to forward certain projects to the Fellows pool.
- ▶ With faculty approval, our Research Fellows Coordinator will assign projects to Research Fellows and will also provide them with research guidance.
- ▶ Fellows will communicate with you through the completion of the project and provide updates as requested.

## 4 SAFEASSIGN™ PLAGIARISM DETECTION TOOL

SafeAssign™ can identify content in student papers that is quoted or paraphrased from the Internet, some commercial databases, or other students' papers in the SafeAssign™ database. Faculty can submit student papers directly to SafeAssign™ or require students to do so themselves. SafeAssign™ generates a report for each paper identifying potential "matches" with other sources.



# Student Events

## Planning Period

- Semester ahead

## Marketing involved:

- Flyers (digital)
- Signage (print)
- Table tents
- Website announcements
- Newsletter (the *Library Loo News*)
- In-person @ SBA meetings

## Examples:

- Welcome week
- Finals stress relief
- Holiday celebrations

## Timeline:

- At least 4 weeks before via website
- About 1 month before in the *Library Loo News*
- Day-of for signage
- 1 week out/ week of/ or day via email and/or table tents



# Student Events



**Did you hear the news?**

**SMU Law Library offers MORE than big books!**

**Extended library hours**  
Shh! For SMU law students only!  
April 24 - May 7  
Mon. - Thur. 7:30 am - 2 am  
Fri. 7:30 am - 12 am  
Sat. 9 am - 12 am  
Sun. 10 am - 2 am

**Study aids**  
Study aids are available at the circulation desk for 24-hour checkout. And don't forget about our online Study Aids Subscription in Westlaw.

**Free coffee**  
Beginning April 20th.  
SBA is generously providing K-cups for use in the library's Keurig machine—while supplies last.

**Ear plugs**  
Available in circulation area.  
Block the noise while studying or taking exams.

**Group study rooms**  
13 rooms available!  
Grab a friend and reserve a study room at:  
<http://library.law.smu.edu/Study-rooms>.

**Nap time**  
Five bean bag chairs are available on the 4th floor for relaxed studying—or perhaps even a nap.

**Quiet study spaces**  
Absolute silence on the 4th floor.  
Learn about other study spaces at:  
<http://library.law.smu.edu/Home/Library-News/Study-spaces>.

**Study break activities**  
Stop by the circulation area to work on a crossword puzzle or answer our Wednesday's Random Question.

**Surprise snacks in the stacks!**  
Who doesn't love free snacks?  
Librarians will periodically surprise students with treats during finals.



# Student Events



SMU | UNDERWOOD  
LAW LIBRARY

Library catalog quick search



Also try ▾

[About Us](#)

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[SMU Law Home](#)



## Public Access Hours

Mon. - Thur. 9 a.m. - 8 p.m.  
Friday 9 a.m. - 6 p.m.



## Databases

A-Z | By Topic  
Interdisciplinary  
Off Campus Access (VPN)



## Library Services

Circulation  
Faculty Services  
New Titles



? Ask a Librarian

Q Catalog

↔ Interlibrary Loan



# Student Events

## THE LIBRARY LOO NEWS

April 2015

### IN THE LIBRARY

**EASTER HOURS:** In observance of the Easter holiday, the library will have the following hours for Easter weekend:

Friday, April 3rd: 9am - 6pm  
Saturday, April 4th: Regular hours  
Sunday, April 5th: CLOSED

**PERUNA, April 10th 12pm:** What could be better than sharing free Hamburger Man with admitted students? Taking selfies with a pony, of course! Back by popular demand, the library is bringing Peruna to the law school quad as part of the admitted students lunch fun--come join us!

**FINAL EXAMS:** Be on the lookout for the library snack fairy, delivering surprise treats and pick-me-ups during your final exam period. Good luck with finals, everyone!

### IN HISTORY

**April 1, 1852:** The origin of April Fool's Day remains somewhat of a mystery, but several historians date the day of jokes back to 1852 when France switched to the Gregorian calendar. Those who were slow to get the news that the start of the new year moved to January 1st became the butt of a few jokes when they were caught incorrectly celebrating on April 1st. These revelers could be caught with paper fish on their backs, said to symbolize a young, easily caught fish and a gullible person. Taking the cake, though, for best April Fool's joke probably goes to Burger King: in 1998, they advertised a left-handed whopper. And people actually tried to order it.



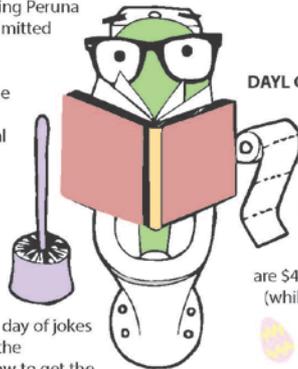
### DID YOU KNOW...

that a whopping 99% of the "wasabi" served in the U.S. isn't actually wasabi? Real wasabi is from the stem of a Japanese plant and is worth about \$5 just for a small dollop which is why you'll likely only find it in high-end restaurants. So then what's the green stuff you find in your grocery store sushi? Usually, it's a mix of regular horseradish and green food dye. Well, dang.

### AROUND TOWN

**DAYL Crawfest, April 25th 3pm - 6pm:** Join other young Dallas-area attorneys celebrating the spring weather and good food with this annual claws-for-a-cause event! Hosted by the Dallas Association of Young Lawyers, the festival's proceeds will benefit the North Texas Food Bank's Food 4 Kids Program. Tickets are \$40 and include all-you-can-eat crawfish (while supplies last) and Four Corners Beer. For more information, visit [www.daylcrawfest.com](http://www.daylcrawfest.com)

**Earth Day Texas, April 24-26:** Head to Fair Park for this annual three-day outdoor festival celebrating the planet. Concessions will include organic and vegan options but also your favorite festival treats (in case you're already anxious for the State Fair). After a pint of local beer, try your luck with some tree climbing. Speakers include Lieutenant Governor Dan Patrick and many other exhibitors showcasing their green achievements. For more information, visit [www.earthdaytx.org](http://www.earthdaytx.org).



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# Student Events

## MEET PERUNA!



FRIDAY, APRIL 10

Law Quad | 12:00 pm

Admitted students day & Hamburger man



# Summary

- It's OKAY to have a less formal marketing strategy
- Consider your audience and then utilize only realistic communication channels
- New event ideas!



# Questions?

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