



Simple Ways Libraries Can Help Promote the Use of iCONN

- ✓ Place iCONN tent cards in and around all public computers, reference desk and circulation desk.
- ✓ Hang iCONN posters in visible locations throughout the library.
- ✓ Place iCONN bookmarks in readily accessible locations.
- ✓ Include information about iCONN in the packet of materials for new patrons.
- ✓ Place iCONN logo and link on home page.
- ✓ Include iCONN search box on website.
- ✓ Include information about iCONN in your library newsletter or in a townwide newsletter. Focus on a particular area, e.g., business information, genealogy, in successive issues.
- ✓ Mention iCONN in your blog.
- ✓ Create an online survey asking feedback about your library's website, including use of online databases. (Benefit may be to encourage people to start asking questions about iCONN).
- ✓ Set up a display with information about iCONN. Some libraries have dedicated unused study carrels and included bookmarks, fact sheets, etc. Other libraries have dedicated a monthly display to iCONN.
- ✓ Include iCONN segment in Internet training classes.
- ✓ Offer individualized iCONN training on an appointment basis.
- ✓ Include overview of iCONN and search statistics in your annual report.
- ✓ Highlight a success story – how iCONN helped with a research project.
- ✓ Subscribe to the iCONN list to get the latest updates on iCONN.
- ✓ Encourage all staff to participate in ongoing iCONN training opportunities.
- ✓ Put together a new teacher packet with information about the library and iCONN and distribute at the beginning of the school year.
- ✓ Connect with teachers to educate them about iCONN and the difference between using sources from the Internet versus reliable information from iCONN.
- ✓ Connect with local historical societies and provide them with information about HeritageQuest.
- ✓ Connect with local business associations and provide them with information about Business and Company Resource Center.