

# Raise Your Library Profile for Free (or Cheaply)

A colorful, stylized illustration of a school bus on a road. The bus is white with orange and yellow accents. It is on a yellow road that curves through a green landscape. In the background, there are green buildings and a blue sky with white clouds. The overall style is bright and cartoonish.

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# Who are your users?



<http://www.flickr.com/photos/bgtothen/21115>

# Are these your users?



<http://www.flickr.com/photos/wsdot/3418637588/>

E-30 BAY BRIDGE  
CLOSED SUNDAY  
1 AM TO 9 AM

Communication is  
key!

<http://www.flickr.com/photos/michaelpatrick/62487456/>



**Make the message clear.**



**Give your users what they want.  
(Within reason.)**

Make them feel  
welcome/comfortable.



**Be bold. Play. Keep at it.**



<http://www.flickr.com/photos/wigwam/2289374357/>



# It's OK!

# FAIL



Be “multimodal”.



<http://www.flickr.com/photos/teflon/2631497391/>

# Questions?

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