



Creative Ideas for Promoting Reader Services

We've collected great ideas for promoting reader services in libraries.

Here are just
a few of our
favorites!



Online

Start a series of Staff Picks posts on your website and social media channels; it helps readers connect with your staff! [NoveList Story Elements](#) will help your staff find reader-friendly language to use when describing the books they've loved. This graphic and many more are available to LibraryAware subscribers.



Set a special date or even a recurring one when patrons can share books on your Facebook page. Or, start a Facebook book discussion group for patrons. Use a hashtag like #FridayReads to make it easy to group or search for your posts.



Use book widgets to create book rivers or carousels on your website for a continuously updated online book display. It's easy to do this with [NextReads newsletter widgets](#).



Try an online storytime session. Search “storytime standouts” in NoveList for some stellar picks, then stash them in folders for later use. Search “storytime” in LibraryAware for book flyers and promotional materials.





Around the Library

Give each staff member small cards to use with patrons during in-person RA. Keep one side of the card blank for call numbers; pre-populate the other side with the librarian's name and location. Add a photo or avatar to make it more personal! Want this template? Search “recommended reads” in [LibraryAware](#).



Go beyond themed displays and set out a “Best Bets” cart in a location with lots of foot traffic. Put out titles with a wide appeal for patrons on the run.

Set up a “What should I read?” table in your lobby and staff it with readers’ advisors ready to offer patrons suggestions as they walk in the door.

Place book flyers inside books on hold for an easy way to suggest what to read next! LibraryAware users will find hundreds of book flyers ready to print or post.

Create a display from titles your book clubs are reading. It will increase your circulation and promote the book clubs too! In NoveList, check out our Book Club Best Bets — curated lists of books that our NoveList experts think would make great selections for your book club. In LibraryAware, search “book display” for professionally designed signs.

Create bookmarks for popular authors and titles and stock them on book displays. LibraryAware makes this super easy.



Make book bundles! Find a quirky way to link different titles together under a unifying theme and bundle them together with ribbon or string for patrons to check out. Take advantage of genre-based themes in NoveList for quick ideas, or use the appeal mixer in NoveList to spin your own combos. LibraryAware has everything you need to promote and label your book bundles.



Put up chalkboards or whiteboards at a book display and ask readers to comment on the books, make recommendations, and share their reading experiences.

Planning your next staff day? [Hire a NoveList Expert](#) to guide your staff in developing their skills in providing and promoting readers' advisory.



In the Community

Offer to host “Booked for Dessert” nights in your library for local book clubs. Provide sweet refreshments, coffee, and a cozy place to talk books!

Give community partners custom book lists for their website. For example, give animal adoption centers a list of books from your library about adopting a pet or give schools and daycares lists of books about parenting and books for kids. Provide them with self-updating book carousels to place on their website that link directly to your catalog with [Linked Library Service](#).

Write a monthly readers' advisory column in the local newspaper like [Lexington and Addington Libraries](#).

Have a booth at your local farmers' market. Bring along books about cooking, gardening, and eating local — and don't forget the kids' books!

Want to submit other ideas for consideration? [Send them along!](#)