



## LIBRARIES CHANGE LIVES → Promotional Guide

*A key part of ODL's mission is to promote the impact of Oklahoma libraries on their communities through engaging programs, crucial resources, and more.*

### Overview

This toolkit will enable you to share how libraries change lives via social media. From moving stories about how Oklahomans have benefited from library services to big picture statistics, this campaign is a great way to introduce the general public (and your customers) to what libraries across the state make possible. Oklahoma libraries are vital hubs that make resources and community available to people in every county, empowering Oklahomans of all ages to achieve their life goals. Whether a customer is pursuing a healthier lifestyle, on a job search, or looking to connect, libraries have something for everyone!

In this guide, you will find suggested captions for each social media post, making it quick and easy to share with your followers. You may also want to add your library's logo to the promotional images. There are instructions detailing how to do that as well. Feel free to use the blank templates under "Make It Your Own" to share some of your library's impact stories. Thank you for joining us as we promote Oklahoma libraries!

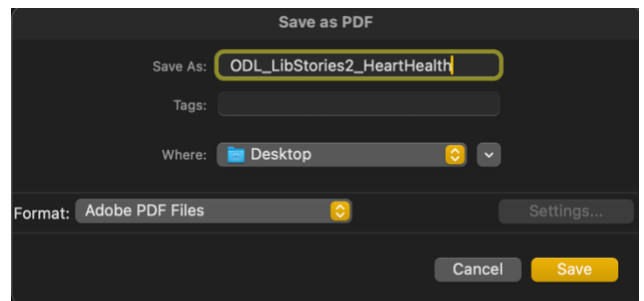
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## HOW TO ADD YOUR OWN LOGO

### Adobe Acrobat

1. Download the image you want to post.
2. Open that file in **Adobe Acrobat** and click “edit a PDF”
3. Under add content, click image and upload your logo (PNG preferred, without a background).
4. Center your logo within the white rectangle on the banner at the bottom of the image.
5. Click “Save as” and make sure to export the image as a PNG by changing the format when this menu pops up →



### Canva

1. Start with an Instagram square template.
2. Click “uploads,” upload the image you want to post, and then add that image, scaling it to fit the blank square.
3. Repeat the process for your logo (PNG preferred, with no background). Scale and center the logo to fit inside the white rectangle in the post’s banner.

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## LIBRARY STATISTICS

### Post 1: *Total materials checked out*

1. Download matching image (labeled *ODL\_LibStats1\_CheckoutTotal*)
2. Add your own library’s logo using the instructions if desired
3. Copy and paste this caption:  
Public libraries are changing lives by offering books and so much more! What do laptops, bikes, and WiFi hotspots all have in common? They can be checked out in

certain libraries across the state. 📖 Whether you're looking for the latest tech, your next great read, or a unique resource to help you thrive, libraries have something for everyone!

Explore how libraries continue to make a difference at [Oklahoma.gov/libraries/stories](https://Oklahoma.gov/libraries/stories).

#LibrariesChangeLives #OklahomaLibraries #LibrariesTransform #IMLS  
#CommunityImpact #OKLibraries #PublicLibraries

### **Post 2:** *Library visits*

1. Download matching image (labeled **ODL\_LibStats2\_Visits**)
2. Add your own library's logo using the instructions if desired
3. Copy and paste this caption:

🌟 Oklahoma libraries are buzzing with activity all year long! This federal fiscal year, 8.7 million visits took place! Every visit offers something new—whether it's a class, a chance to share your favorite hobby, or a life-changing resource. Become one of the millions of Oklahomans who find support and connection at their library. 📖❤️

Learn more about how libraries change lives at [Oklahoma.gov/libraries/stories](https://Oklahoma.gov/libraries/stories).

#LibrariesChangeLives #LibrariesTransform #PublicLibraries #OklahomaLibraries  
#SupportLibraries #CommunityImpact #OKLibraries

### **Post 3:** *Library count*

1. Download matching image (labeled **ODL\_LibStats3\_LibraryCount**)
2. Add your own library's logo using the instructions if desired
3. Copy and paste this caption:

Oklahoma libraries are at the heart of their communities, and with one in every county, they are helping Oklahomans all over the state achieve their life goals 🏆🌟 From books to technology, each library offers helpful tools and a gathering place for people of all ages at no cost. Visit your local library today!

Learn more about how libraries change lives at [Oklahoma.gov/libraries/stories](https://Oklahoma.gov/libraries/stories).



#LibrariesChangeLives #OklahomaLibraries #SupportLibraries #CommunityImpact  
#OKLibraries #LibrariesTransform #PublicLibraries

#### **Post 4:** *Cardholders*

1. Download matching image (labeled **ODL\_LibStats4\_Cardholders**)
2. Add your own library's logo using the instructions if desired
3. Copy and paste this caption:

👤 Nearly two million Oklahomans have library cards—and for good reason! Libraries offer job seekers essential resources, connect young readers with learning opportunities that will shape their futures, and provide Oklahomans of all ages with community through everything from fitness groups and book clubs to cooking classes. Get connected today! Visit or reach out to your local library. 📖 ✨

Discover the impact libraries are making at [Oklahoma.gov/libraries/stories](https://oklahoma.gov/libraries/stories).

#LibrariesChangeLives #OklahomaLibraries #LibrariesTransform #IMLS  
#CommunityImpact #OKLibraries #PublicLibraries

#### **Post 5:** *Digital Resources*

1. Download matching image (labeled **ODL\_LibStats5\_DigitalResources**)
2. Add your own library's logo using the instructions if desired
3. Copy and paste this caption:

🌟💻 Oklahoma libraries unlock amazing resources for all! Thanks to funding from IMLS and statewide subscriptions through the Oklahoma Department of Libraries, Oklahomans have access to tools like EBSCO research databases, Brainfuse live tutoring, and the OK Virtual Library's thousands of eBooks and audiobooks. These resources save taxpayers money while providing everything from career coaching to veteran support.

See how libraries are transforming lives at [Oklahoma.gov/libraries/stories](https://oklahoma.gov/libraries/stories).

#LibrariesTransform #PublicLibraries #LibrariesChangeLives #OklahomaLibraries  
#OKLibraries #LSTA #CommunityImpact

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## LIBRARY STORIES

### **Post 1:** *Heart Health Story*

1. Download matching image (labeled ***ODL\_LibStories1\_HeartHealth.png***)
2. Add your own library's logo using the instructions
3. Copy and paste this caption:

❤️🩹 One Oklahoman found out he needed to seek urgent medical care after taking a health class at Bartlesville Public Library. In the class, participants learned how to track their blood pressure using an arm cuff. This hands-on experience revealed his dangerously high blood pressure, a condition he didn't know he had. The customer pursued treatment and, with this help, has brought his numbers down to a healthy level.

Across the state, public libraries continue to offer programs that guide Oklahomans toward healthier lifestyles. This story from Bartlesville shows how libraries can inspire Oklahomans and provide accessible steps to better health. 📺

View more stories at [Oklahoma.gov/libraries/stories](https://oklahoma.gov/libraries/stories)

#LibrariesChangeLives #LibrariesTransform #PublicLibraries #HealthLiteracy #IMLS  
#OklahomaLibraries #OKLibraries

### **Post 2:** *Building Job Skills at the Library*

1. Download matching image (labeled ***ODL\_LibStories2\_BuildingJobSkills.png***)
2. Add your own library's logo using the instructions if desired
3. Copy and paste this caption:

👛📖 Building Job Skills at the Library

Tulsa City-County Library System played a key role in one individual's career success! As a cashier at a local grocery store, this library customer shared how using the library's computers equipped him with the skills and resources needed to use



technology effectively and pursue new opportunities. The library's computers even helped him apply for his current job! He is so thankful for the library and actively promotes TCCL's programs to others, sharing how these resources can improve the lives of Oklahomans.

🗣️ "The library is why I have a job." – Tulsa City-County Library System customer

Share your library story at [Oklahoma.gov/libraries/story](https://oklahoma.gov/libraries/story) 🧑

#WorkforceDevelopment #LibrariesTransform #IMLS #OklahomaLibraries #JobSkills  
#TCCL #LibrariesChangeLives