

TEEN SERVICES 101

Week 3: Programs

Marketing

- Social Media
- Posters
- Schools
- Community – businesses, parks, farmers market, etc.
- Email newsletters
- Are you marketing to the kids or to their rides?
 - Marketing to adults might look different



Scheduling

- Weekly or monthly event
- Weekend events
- In tandem with adult programs
- After school – what time are kids able to get to you?
- After hours – is that possible in your library?
- Holidays, teacher training days, vacation weeks



Program ideas

- FOOD
- Movies
- Manga/ Anime
- Tinkering
- Crafts – duplicate your preschool programs!
- Volunteer programs



Evaluation

- How many kids came? What ages?
- Where did they hear about it?
- What did you learn?

**There is no such
Thing as failure!**

Tips

- Choose materials that can be reused
- Steal ideas from kids programs
- Pick a jazzy name
- Have backup plans (coloring sheets, YouTube videos, etc.)
- Bring music! Pandora is a wonderful thing.
- Follow their lead.

This week's assignment

- Draft a program plan. Make sure to include day, time, space, age restrictions, budget and marketing plans.
 - How will this plan be presented to the director/trustees?
 - How will you justify the program?
 - What will teens/the community get from the program?
 - Does it justify the money spent?
- How will you market this program? Be specific.
- Beyond planning programs, coming up with ideas is time consuming and challenging. Where can you find good ideas and what should you try next when everything fails?
- Want extra credit? Create a flyer/poster for a brand new program.