

## Where do you market your baby programs?

- Facebook, Macaroni Kid (<https://national.macaronikid.com/>). I found out about Macaroni Kid from my parents! When I did an informal survey over half of them said that's how they find out about library events.
- Word of mouth
- Flyers, posters at library
- Flyers and white board in library
- Facebook and library website, word of mouth, bookmarks
- Flyers, posters, city magazine and website
- Social media, programming brochure, flyers/posters
- Also can reach through outreach in child care settings
- Baby events calendar included in the newborn take-home information at local hospital
- Website, flyers, word of mouth
- In-house program promotion, community bulletin boards, website promotion
- School, Local Business and Churches!
- Child Care Aware sends e-mails to licensed daycares for free
- Literacy Night at the Local School
- We also send out flyers with the local electric bill
- We promote online on the city website and also within the library on screens, also the community e-news