



IMMEDIATE RELEASE
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OUTSIDE THE LINES ANNOUNCES ADDITIONAL WEBINAR FOR LIBRARIES

New webinar to focus on social media

DENVER – July 7, 2016 – In 2015, more than 275 libraries and organizations worldwide helped shift perceptions of libraries by participating in [Outside the Lines](#). A weeklong celebration demonstrating the creativity and innovation happening in libraries, Outside the Lines returns this Sept. 11-17, 2016.

Outside the Lines organizers have scheduled a new webinar on July 13 focused on social media. Current and prospective Outside the Lines participants are encouraged to take part in this webinar to learn about how social media can play an important role in creating a successful campaign. This webinar is hosted by [TechSoup for Libraries](#), an organization that connects nonprofits, foundations and libraries with tech products, services and resources.

“TechSoup for Libraries addresses the specific technology needs of public libraries through technology product donations, blog posts, webinars, and our monthly newsletter,” says Crystal Schimpf, webinar producer for TechSoup for Libraries. “We are delighted to provide this opportunity for libraries to learn about the Outside the Lines campaign, and to identify ways social media can be utilized for community engagement.”

Registration for Outside the Lines 2016 is currently open, and over 100 libraries and organizations from across North America have already signed up at getoutsidethelines.org. Participating libraries are encouraged to spread the word about their involvement using the #getOTL hashtag across social networks.

Details

[#getOTL: Leverage Social Media to Make the Most of Your Campaign](#)

Wednesday, July 13, 2016
12-1 pm MDT

-more-

<http://bit.ly/28Z4eUu>

A weeklong celebration demonstrating the creativity and innovation happening in libraries, Outside the Lines returns Sept. 11-17, 2016. Explore examples of how libraries have used this international initiative to build community and shift perceptions. Discover how you can leverage social media to make the most of your Outside the Lines experience and reach new audiences. This free webinar is hosted by TechSoup. Register today at <http://bit.ly/28Z4eUu>.

ABOUT OUTSIDE THE LINES

Outside the Lines is an R-Squared initiative designed by Colorado library marketers and directors that gets libraries “walking the walk” – taking action to show our communities how important libraries are and how they’ve changed. This celebration takes many of the concepts discussed at R-Squared – The Risk & Reward Conference, such as creativity, customer curiosity, culture, community and creative spaces, and puts them into action where they count – in our local communities. Learn more at getoutsidethelines.org.

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