



PRESENTED BY
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SLIDES &
HANDOUT

DYNAMIC DISPLAYS

SPICE UP YOUR SPACE

SPRING INSTITUTE 2024



GET TO KNOW US



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DISPLAYS

THE WHO, WHAT, WHERE, WHEN, WHY, HOW

Today's Goals

1. General display tips
2. Creating diverse & inclusive displays
3. Ideas, ideas, ideas!



WHY HAVE DISPLAYS

- Merchandise your product
- Improve customer service
- Anticipate people's needs





OUO

“PEOPLE MAY SEE SOMETHING ON DISPLAY THAT’S TIMELY, OR SOMETHING THAT THEY DIDN’T KNOW THEY WANTED OR NEEDED. IT’S A WAY TO SHOW THAT WE’RE LISTENING AND WATCHING AND AWARE. AND THERE’S THE ELEMENT OF SURPRISE — WE’RE PROVIDING SOMETHING DELIGHTFUL WHEN THEY COME INTO OUR SPACE.”

Stacie Ledden, “[Merchandising Your Collection](#)”, Library Journal



WHY HAVE DISPLAYS




- Merchandise your product
- Improve customer service
- Anticipate people's needs
- Engage with your community
- Spice up your space -
It's a Beautiful Day in the Library!





LOCATIONS



- Display cases
 - Bulletin boards
 - "Power Aisle"
 - Walls (add your own shelving)
 - End caps
 - Tops of shelves
 - Within the shelves
 - Tables
 - Book carts/mobile shelves
 - Desks
 - Programming space
 - Virtual
- 

SHELVING, END CAPS, AND BULLETIN BOARDS



“POWER AISLE”



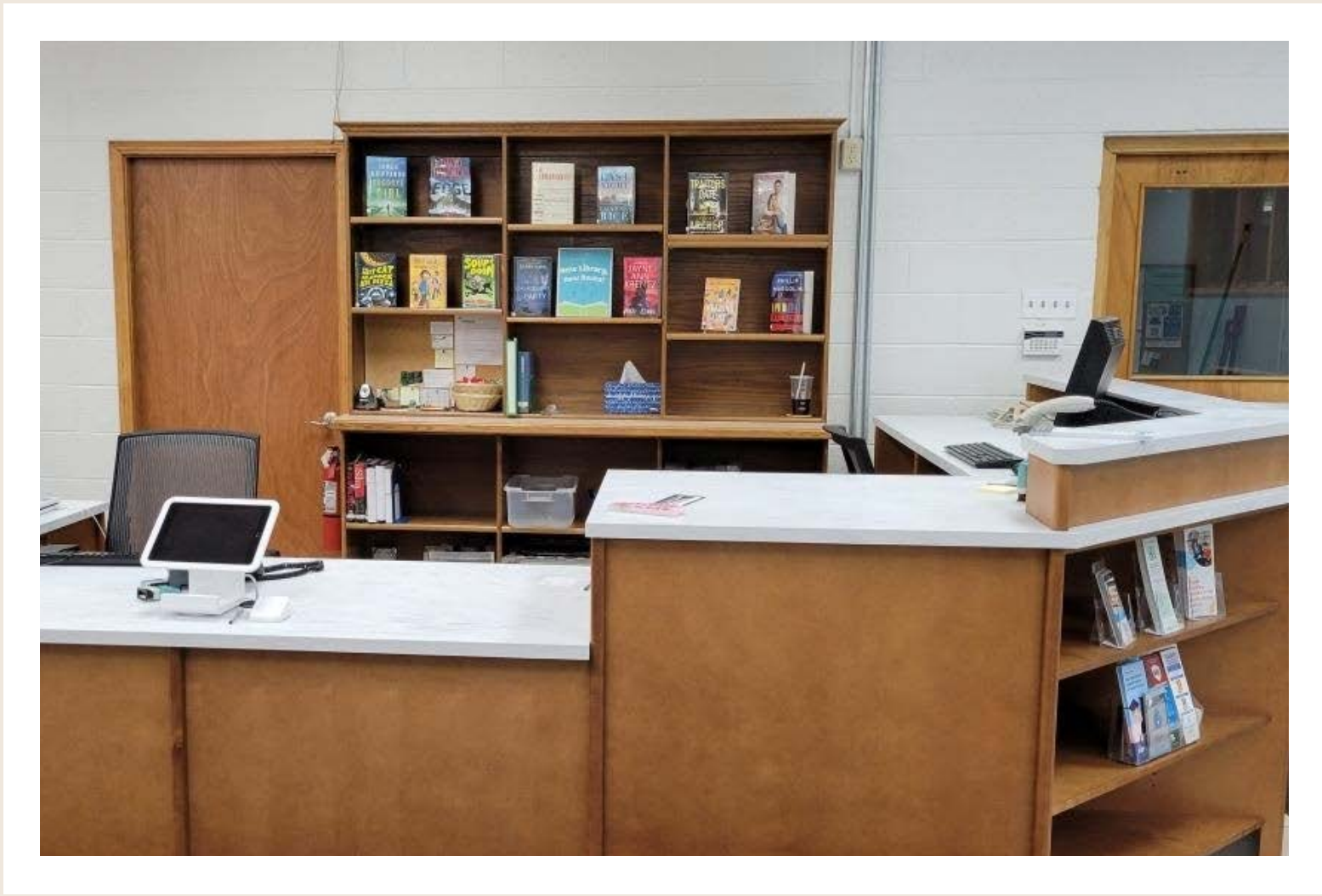


“POWER AISLE”





SHELVING BEHIND DESK



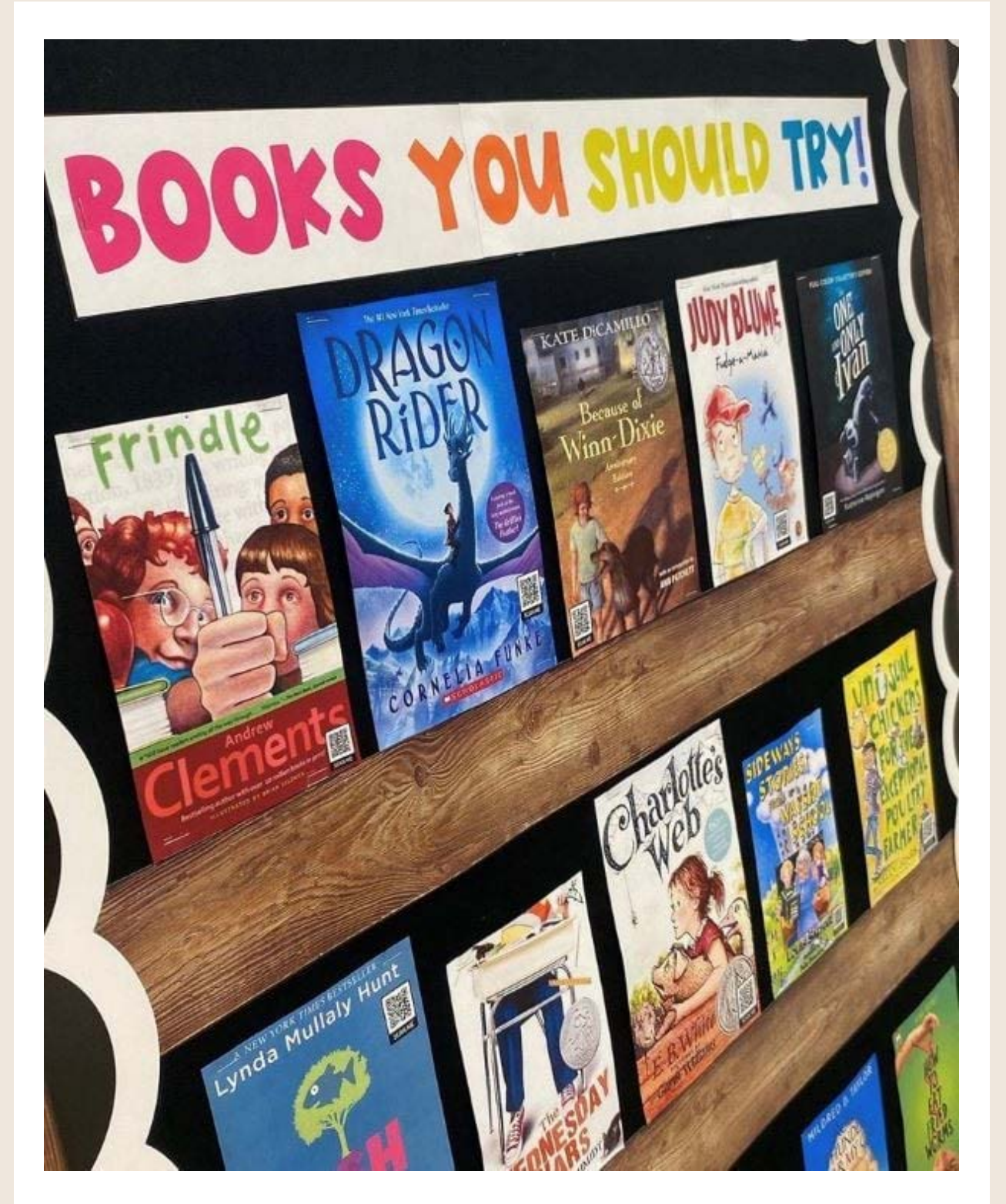


WHEN IN DOUBT SPACES





WHEN IN DOUBT SPACES





USE WHAT YOU HAVE





USE WHAT YOU HAVE





VIRTUAL "DISPLAYS"

Delta Township District Lib...
@deltatwplibrary


Follow 20 items

Get Your Tissues


Check out these middle grade and young adult books that might just have you reaching for a box of tissues.

<p>We are not free by Traci Chee</p>	<p>They went left by Monica Hesse</p>	<p>Like a love story by Abdi Nazemian</p>	<p>Before I fall by Lauren Oliver</p>	<p>Clap when you land by Elizabeth Acevedo</p>	<p>Before I die by Jenny Downham</p>	<p>I must betray you by Ruta Sepetys</p>
<p>All my rage by Sabaa Tahir</p>	<p>Before the ever after by Jacqueline Woodson</p>	<p>The benefits of being an octopus by Ann Braden</p>	<p>Isaiah Dunn is my hero by Kelly J. Baptist</p>	<p>The bridge home by Padma Venkatraman</p>	<p>Bridge to Terabithia by Katherine Paterson</p>	<p>Glitter gets everywhere by Yvette Clark</p>





GENERAL TIPS




- Staffing
- Keeping a record
- Maintaining
- Creating
 - To catalog or not to catalog
 - Signage
 - Eye-catching layout and materials
- Display Policy


KEEPING A RECORD


	JANUARY	FEBRUARY	MARCH	
#1	Battle of the Books (BL)*	War/enemies (AG)	Solar Eclipse (BL)	E
#2	Anime/Manga promo (AG)	Romance/rom coms (T Fic) (Lovers) (NW)* (1)	Adults read YA too (SA)*	F (
#3	Short story/poetry promo (NW)	Tween Winter Sci promo (NW)	Drawing/cartooning promo (AG)	M
#4 (start of 5 block)	STEAM Saturday promo (AG)* (2)	Decades (SA)* (3)	Pout-Pout Fish promo (NW)	U
#5	Books set in foreign countries T/J (SA)* (3)	Black History Month (SA)	Not the Baby-Sitters Club (AG)*	U
#6	GN chp book adaptations (SA)	Mario Promo (AG)* (4)	Eric Carle interactive (SA)	V
#7	Trains/Transportation (PB & J Nonfic) (NW)* (1)	ALA Awards (BL)	Weather (PB) (NW)*	V
#8	Winter Animals (PB) CS	Smitten with Books (all ages) CS* (2)	Poetry (all ages) (CS)*	F
Picture Books	Feelings/Emotions CS	Winter Blues (Blue covers) CS	Animals around the world (CS)	E
Ideas:				

< > ☰ June-Dec 2021 Jan-May 2022 June-Dec 2022 Jan-May 2023 June-Dec 2023 Jan-May 2024 June



GENERAL TIPS



- Staffing
 - Ideas & keeping a record
 - Maintaining
 - Creating
 - To catalog or not to catalog
 - Signage
 - Eye-catching layout and materials
 - Display Policy
- 



TYPES OF DISPLAYS



- **Highlight collections and enhance Readers' Advisory**



CIRCUMVENTING COLLECTION ORGANIZATION





POPULAR REQUESTS



Frances Banta Waggoner Community Library,
Yesterday at 4:23 PM · 🌐

Wondering what our patrons have read recently? Check out our new "recently returned" book display to see what the kids are reading about lately!

🏠 📺 🏪 👤 🔔 ☰



POP CULTURE AND TRENDING



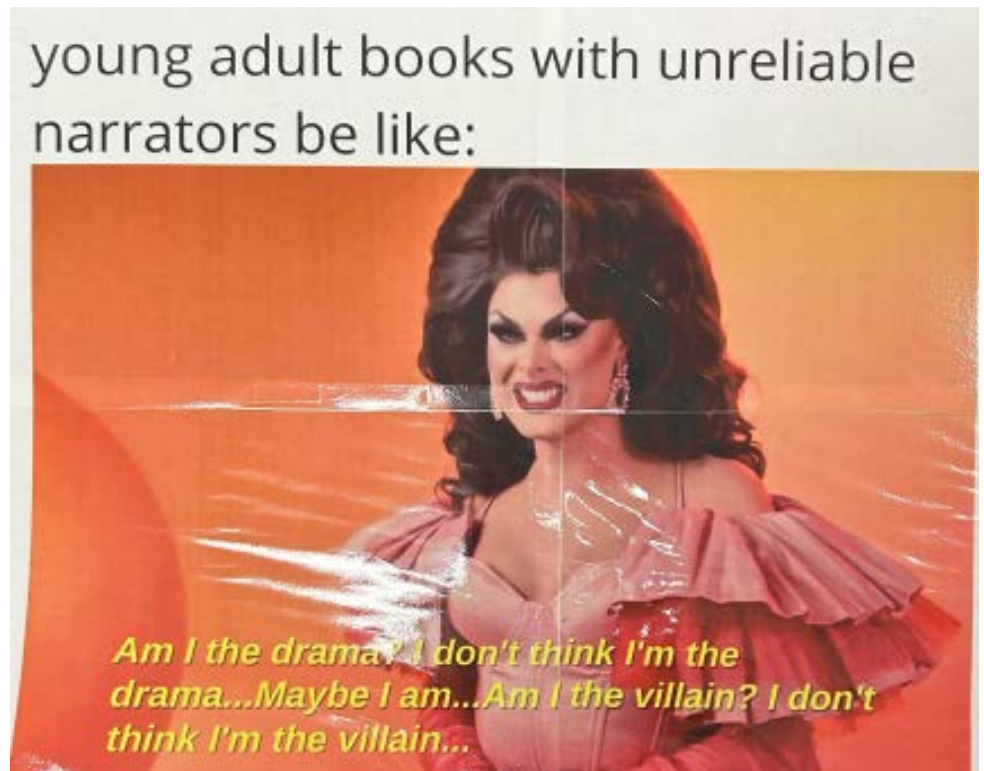
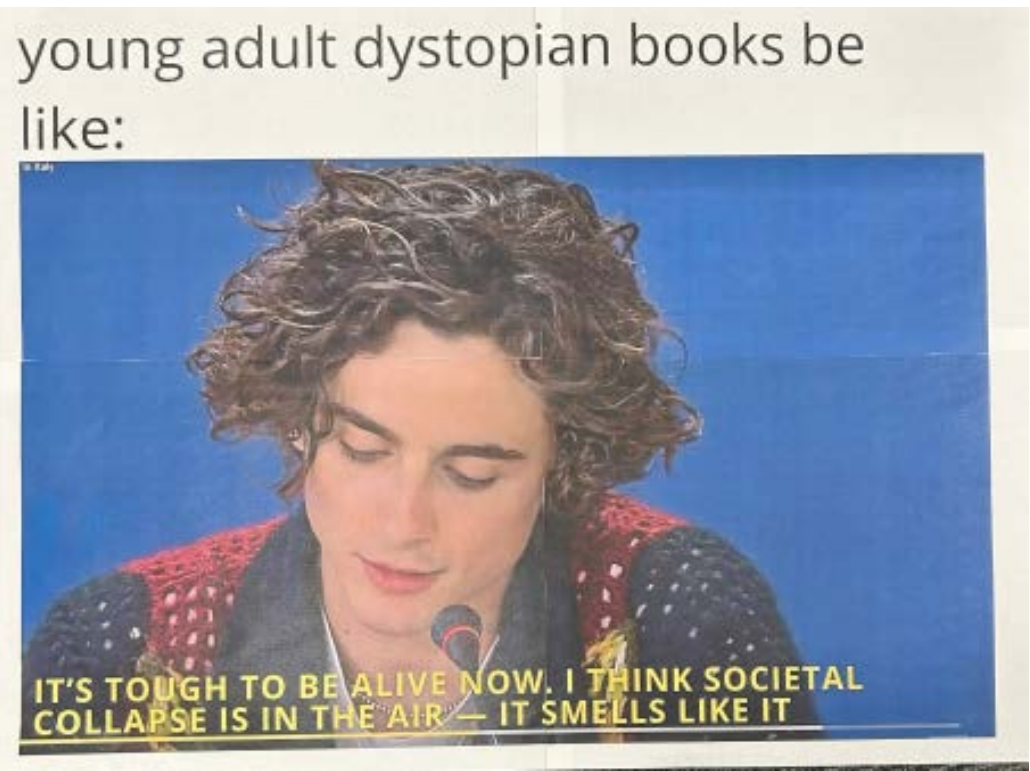
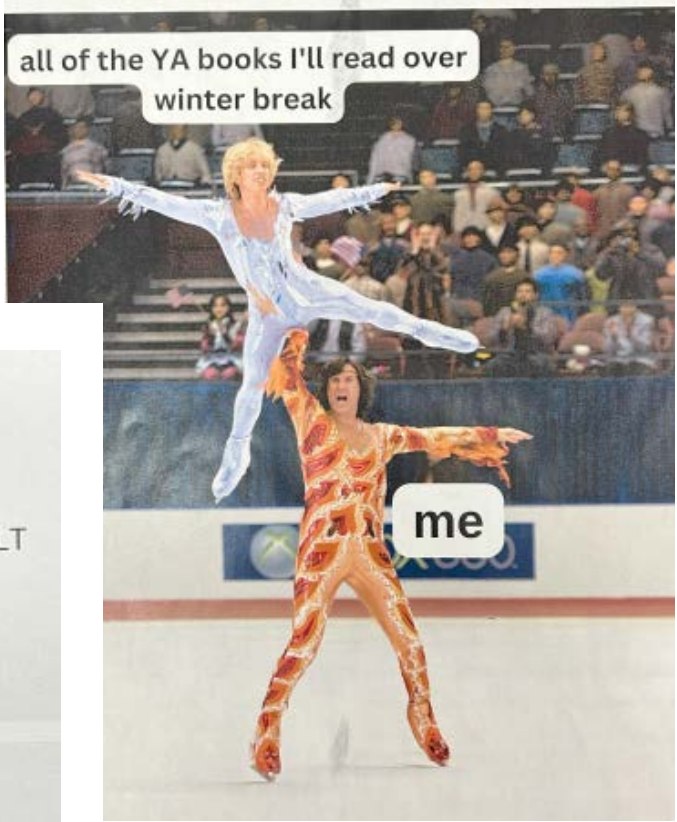


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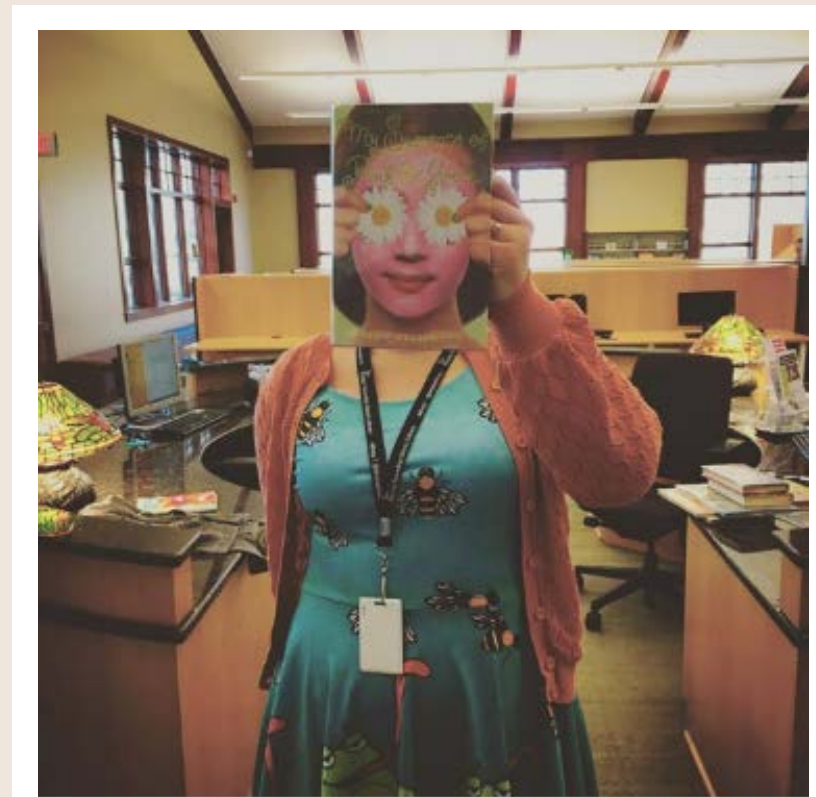
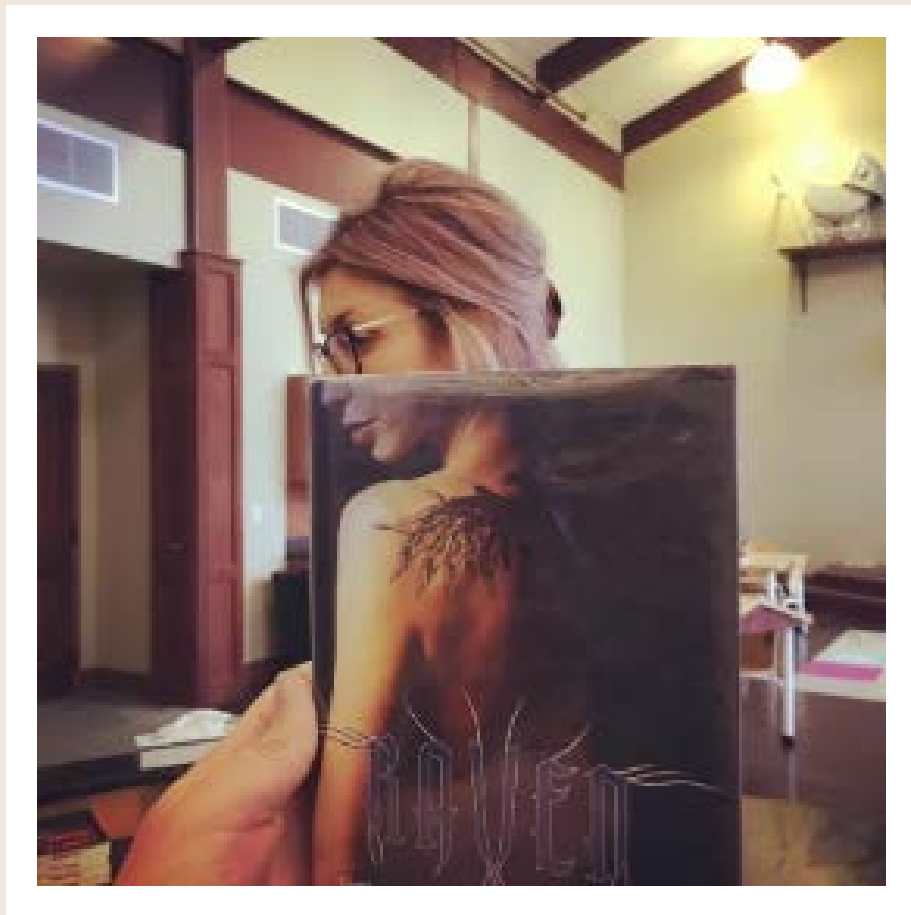


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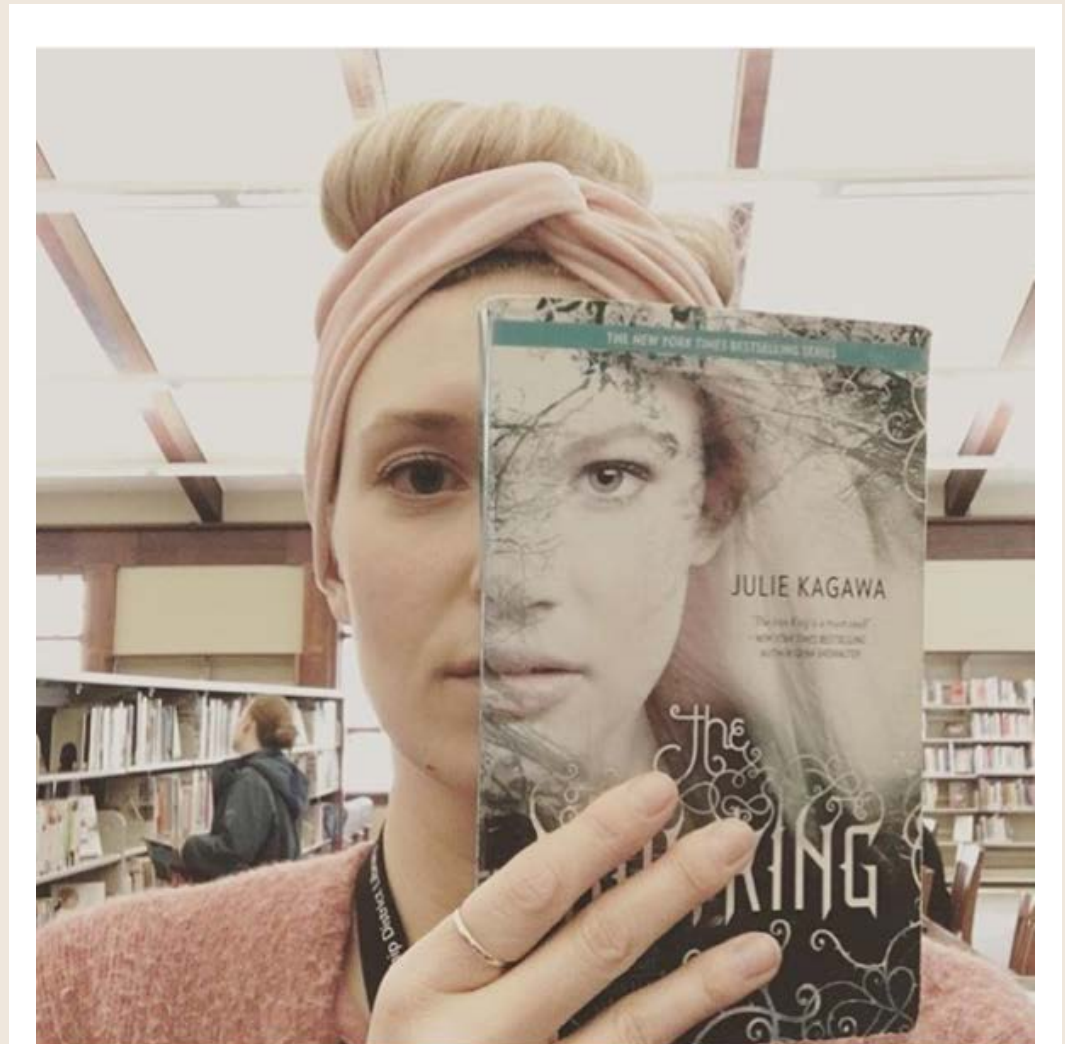


POP CULTURE AND TRENDING



28 likes

deltatwplibrary One more #bookface for your enjoyment 🙌 #libraryshenanigans #booknerdigans #bookfacefriday



37 likes

deltatwplibrary YOU KNOW WHAT TIME IT IS 📖🧐
#bookface #friday #theironking #juliekagawa
#booknerdigans

READALIKES.
GENRE.
FORMAT.
AGE.

Specific Ideas

- Recent Historical Fiction (1970's to 1990's)
- Mood Reader
- Adults Read YA Too
- Companion Books for Kids & Adults





HIDDEN GEMS

AND UNDERUSED COLLECTIONS



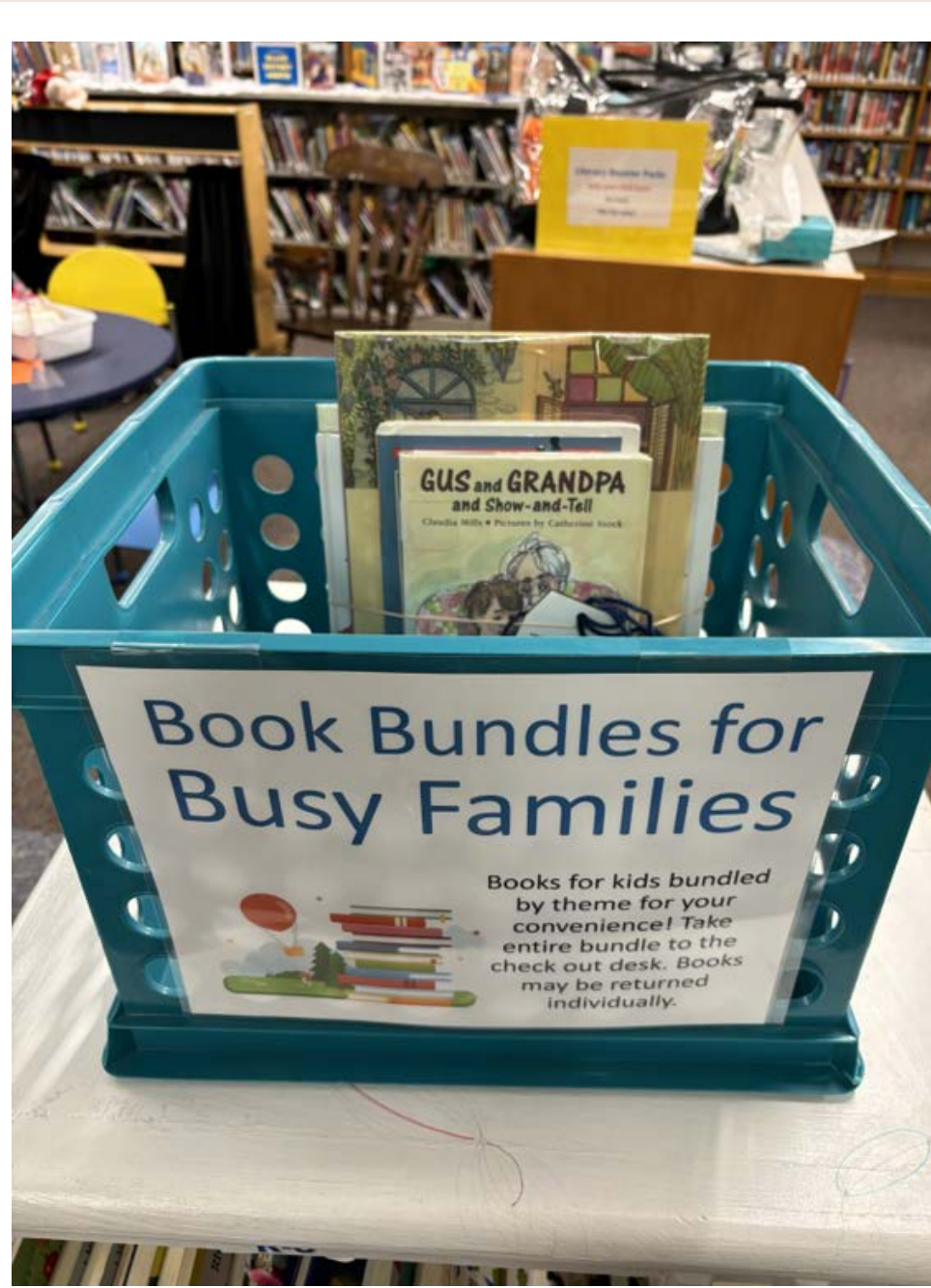


AWARD WINNERS





BOOK BUNDLES





STAFF RECOMMEND



16 likes

deltatwplibrary Staff youth recommendations. You win this round, Marissa! #friendlyrivals #staffpicks #atthelibrary #display



12 likes

deltatwplibrary We love talking books, so a youth staff picks display seemed like a perfect idea. Never be afraid to ask us what to read next! It's one... more



PATRONS RECOMMEND

These books have been designated

★ **Officially AWESOME** ★

by KIDS & TEENS

(plus some favorites from parents & library staff)

Take a peek at the book's
Officially AWESOME sheet
to find out why it's great.

Want to recommend your
favorite book for the display?
Fill out an **AWESOME** sheet
at the counter in the play area.



All books can be checked out!



LIBRARY OF THINGS





TYPES OF DISPLAYS



- Highlight collections and enhance Readers' Advisory
- **Promote library services and programs**



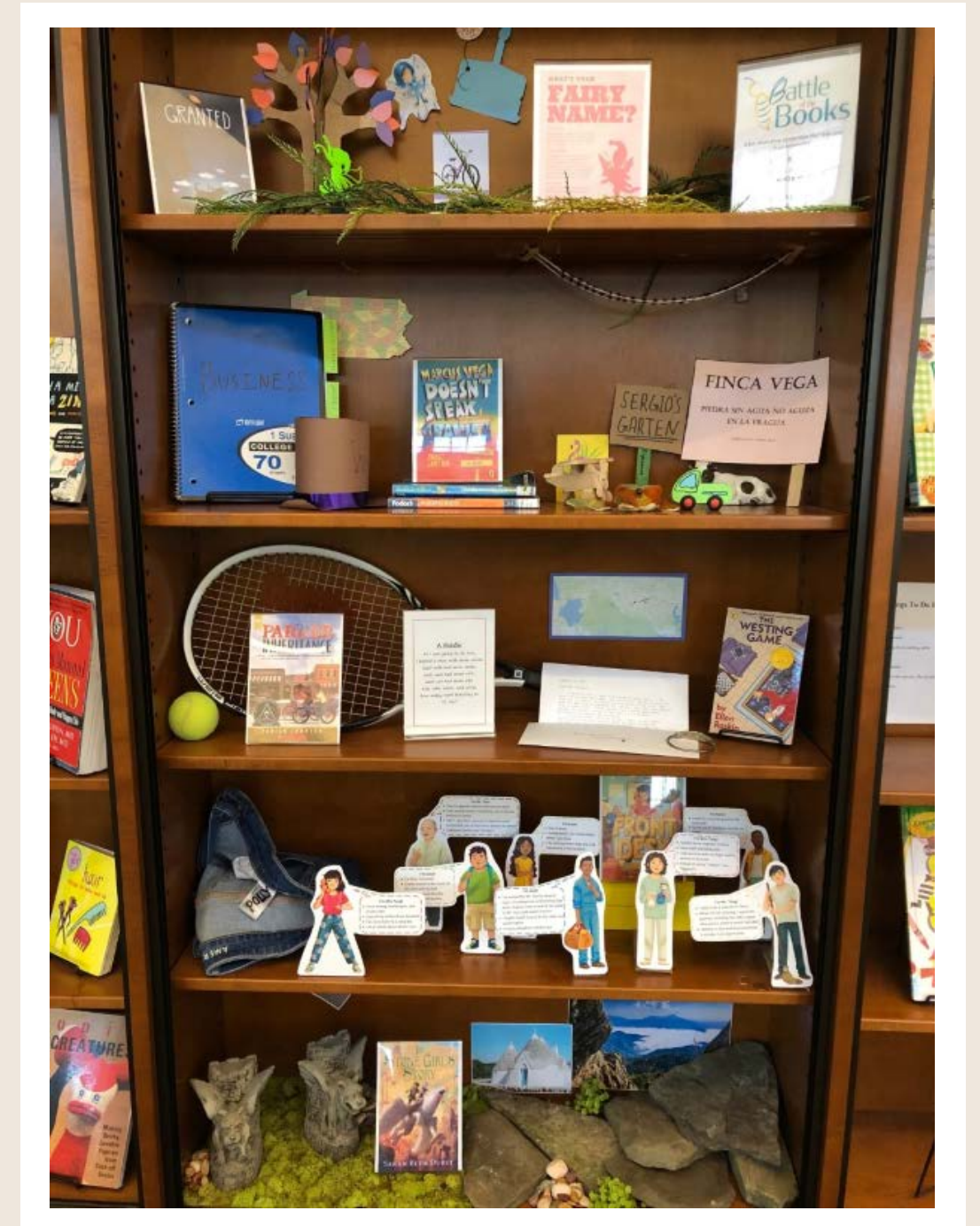


SERVICES AND PROGRAMS





SERVICES AND PROGRAMS





SERVICES AND PROGRAMS





TYPES OF DISPLAYS



- Highlight collections and enhance Readers' Advisory
- Promote library services and programs
- **Cultural celebrations and seasonal themes**





QUOTE

“DIVERSITY IS BEING INVITED TO THE PARTY. INCLUSION IS BEING ASKED TO DANCE.”

–Verna Myers, ILA 2017
(author, inclusion strategist)



CULTURAL CELEBRATIONS



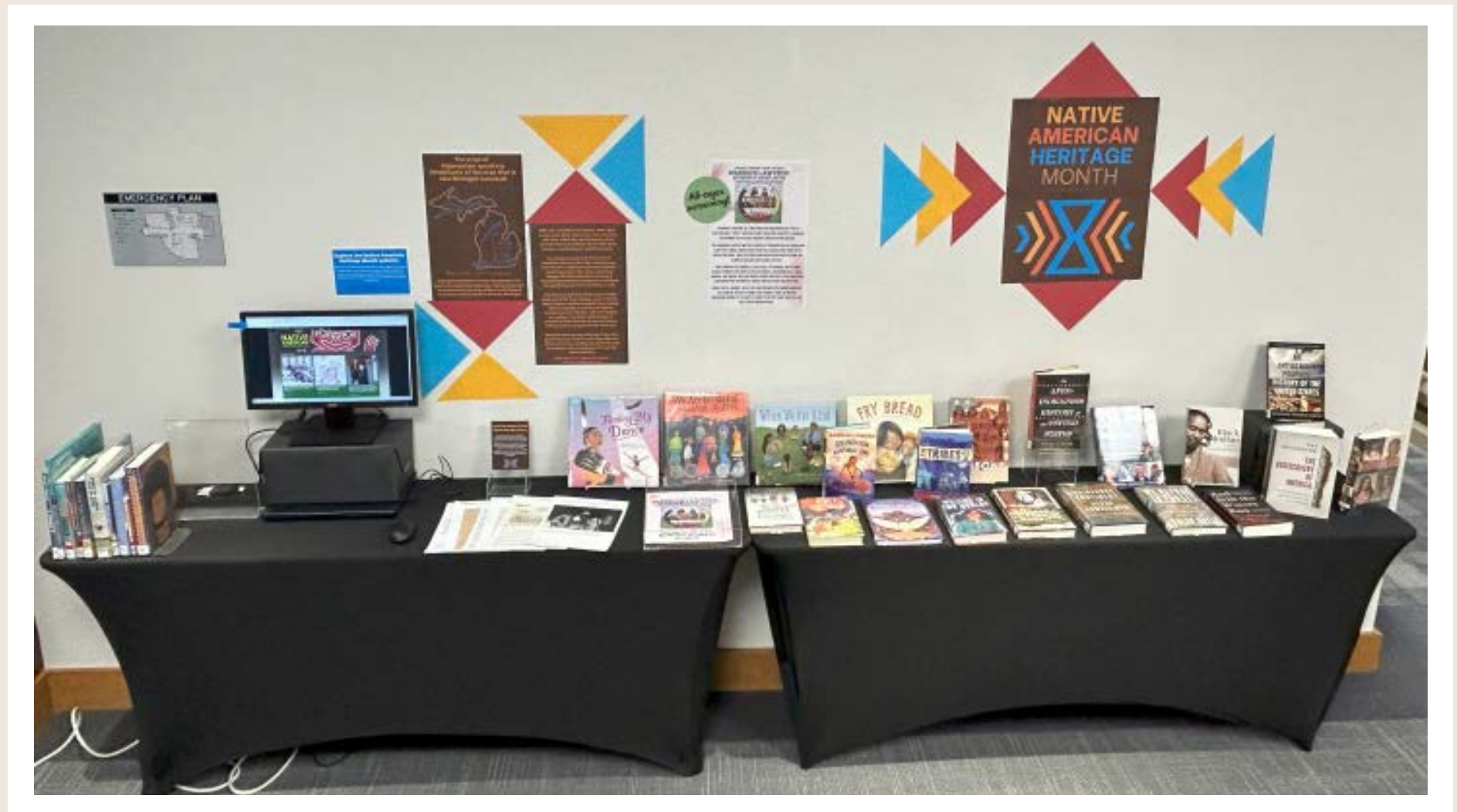


CULTURAL CELEBRATIONS





CULTURAL CELEBRATIONS





SEASONAL THEMES



26 likes
deltatwplibrary Do you read banned books? WE DO! #bannedbooksweek doesn't start until Sept. 24, but we think it deserves a whole month. Come... more

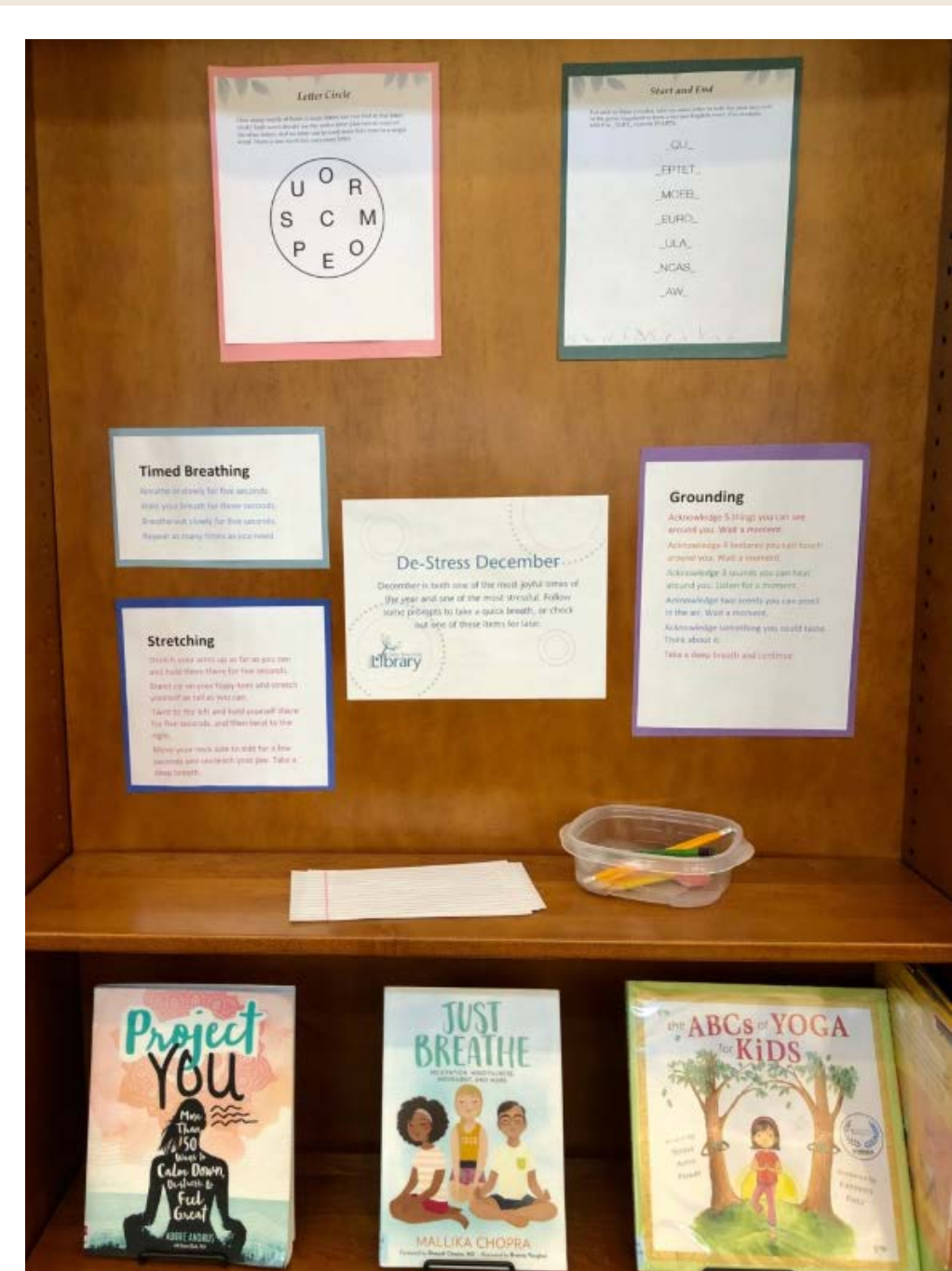


SEASONAL THEMES





SEASONAL THEMES





TYPES OF DISPLAYS

- Highlight collections and enhance Readers' Advisory
- Promote library services and programs
- Cultural celebrations and seasonal themes
- **Exhibits of collections and creativity**





STAFF AND PATRON COLLECTIONS





GET TO KNOW THE STAFF





CREATIVE PROJECTS





CREATIVE PROJECTS





CREATIVE PROJECTS





CREATIVE PROJECTS





TYPES OF DISPLAYS




- Highlight collections and enhance Readers' Advisory
- Promote library services and programs
- Cultural celebrations and seasonal themes
- Exhibits of collections and creativity
- **Community and partnerships**






COMMUNITY AND PARTNERSHIPS





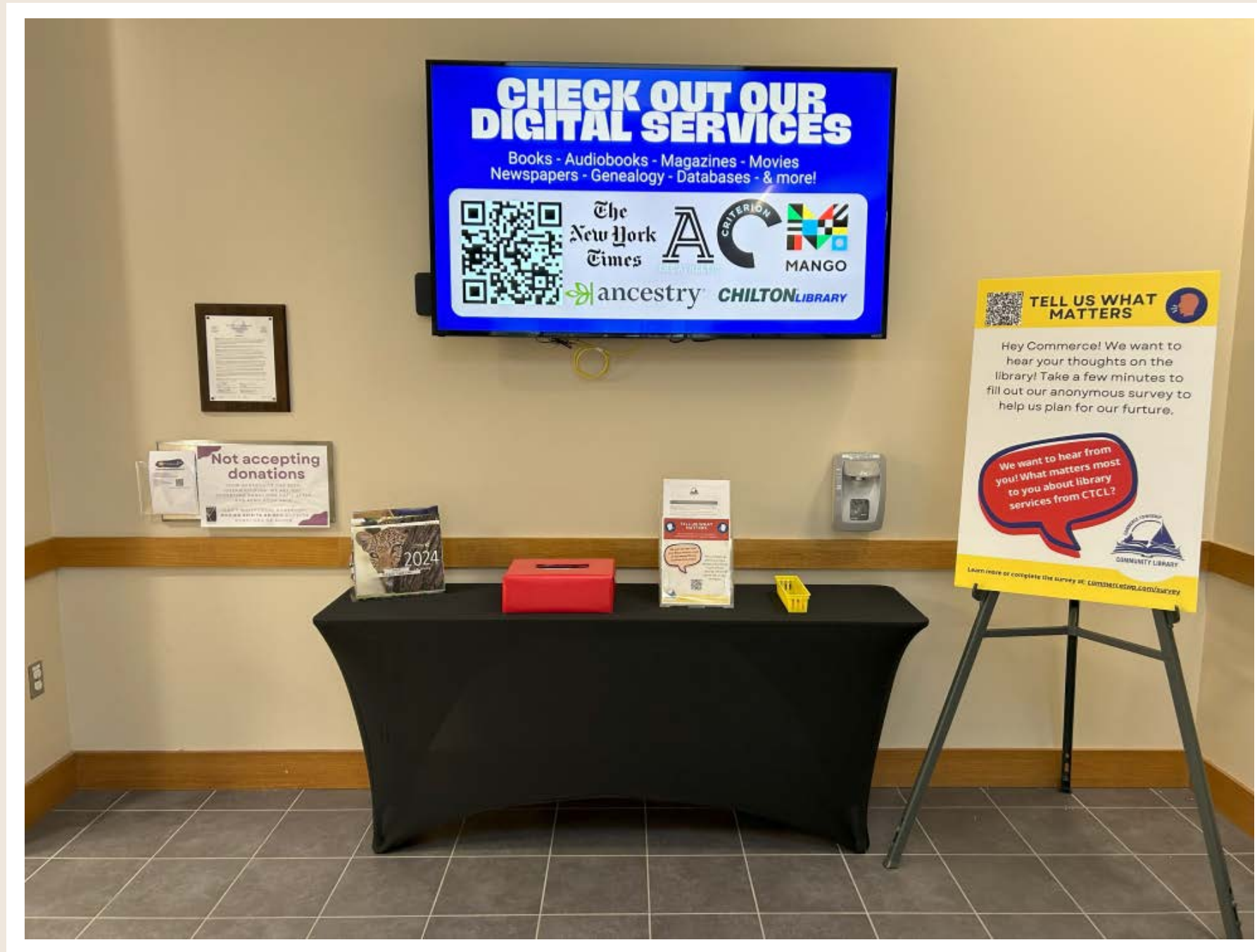
TYPES OF DISPLAYS




- Highlight collections and enhance Readers' Advisory
- Promote library services and programs
- Cultural celebrations and seasonal themes
- Exhibits of collections and creativity
- Community and partnerships
- **Solicit feedback**




SOLICIT FEEDBACK





TYPES OF DISPLAYS



- Highlight collections and enhance Readers' Advisory
- Promote library services and programs
- Cultural celebrations and seasonal themes
- Exhibits of collections and creativity
- Community and partnerships
- Solicit feedback
- **Interactive/participation**

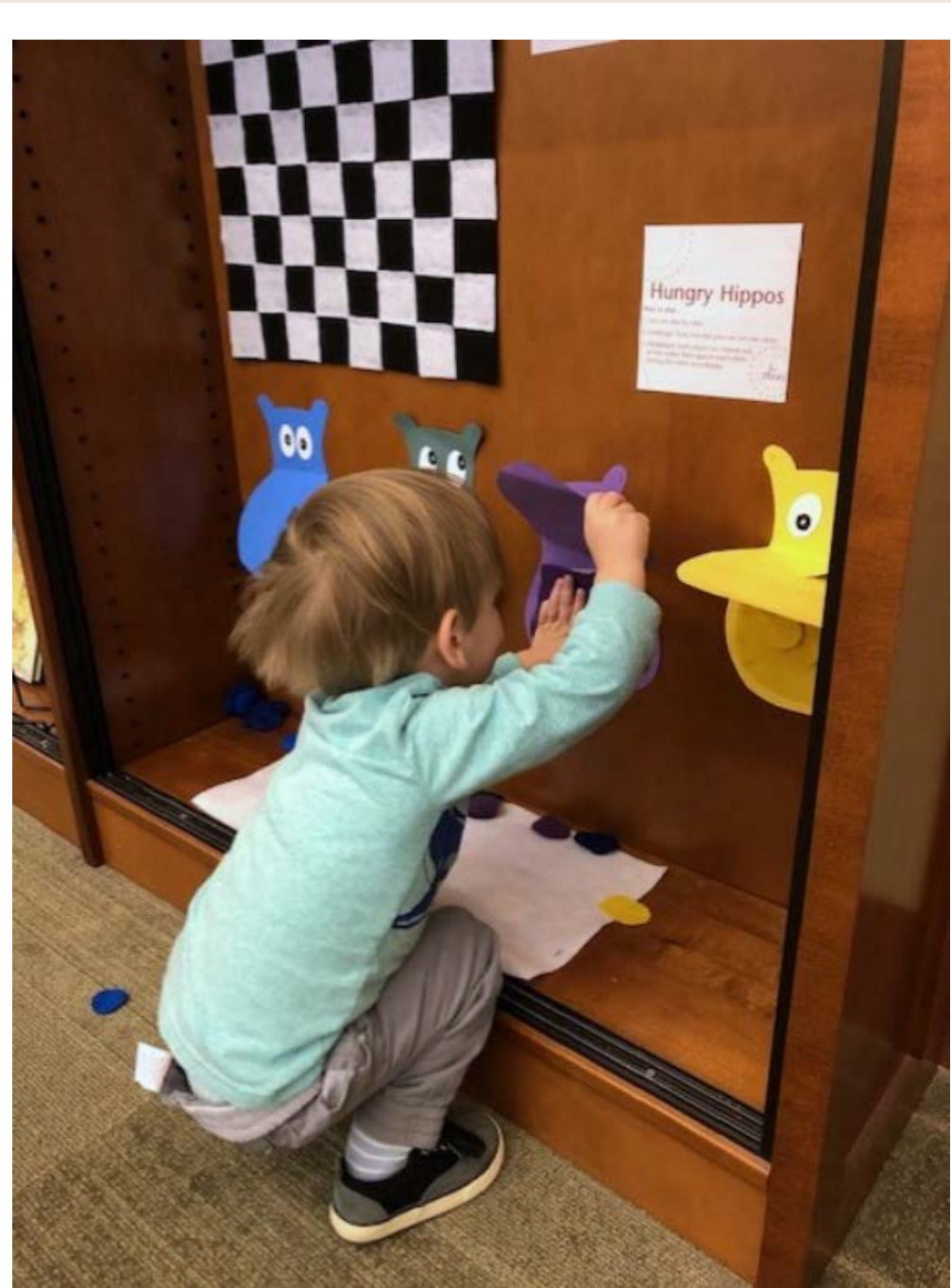


INTERACTIVE



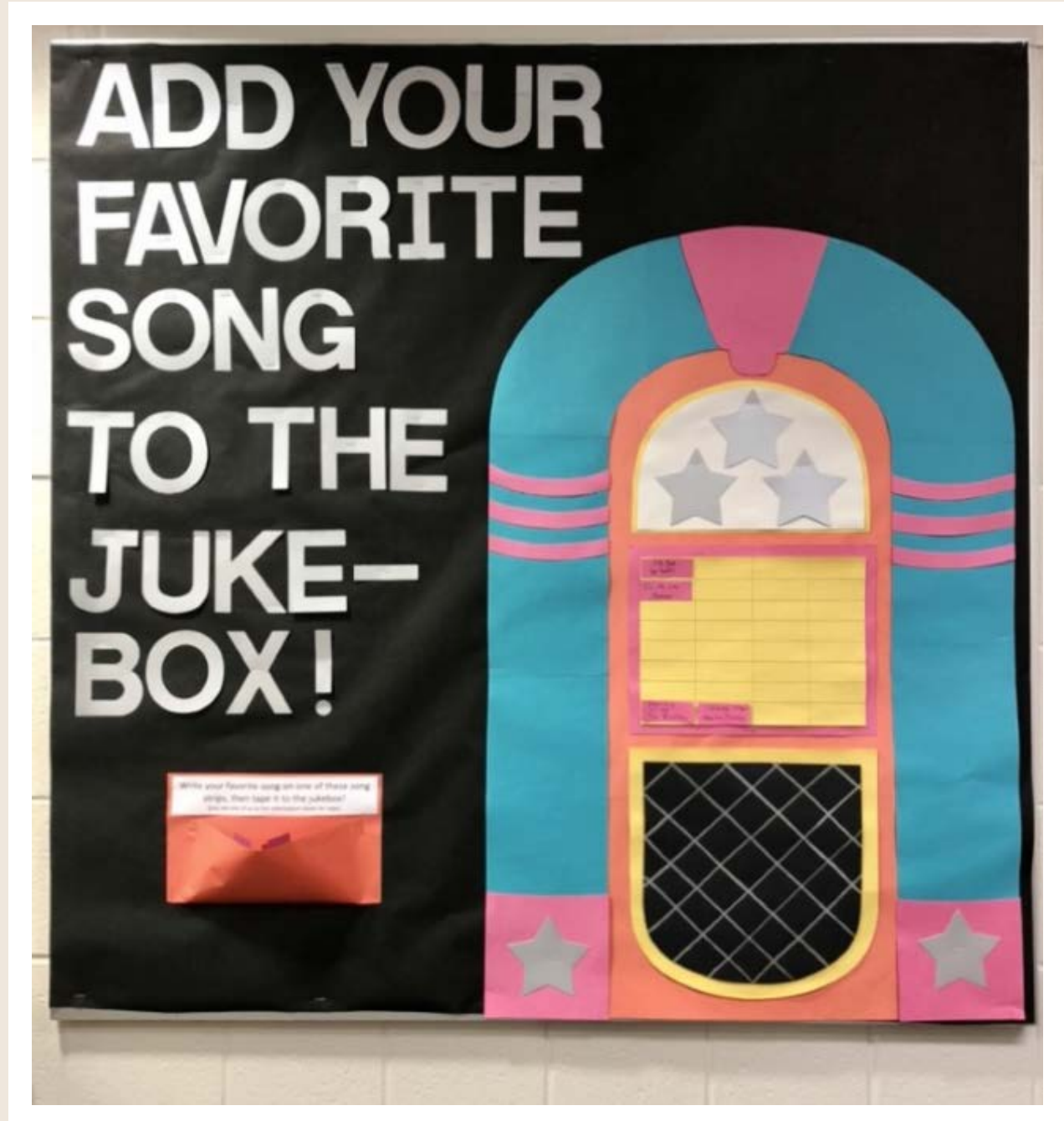


INTERACTIVE





INTERACTIVE





INTERACTIVE





INTERACTIVE






INTERACTIVE






INTERACTIVE





TYPES OF DISPLAYS



- Highlight collections and enhance Readers' Advisory
- Promote library services and programs
- Cultural celebrations and seasonal themes
- Exhibits of collections and creativity
- Community and partnerships
- Solicit feedback
- Interactive/participation
- **Summer theme**

SUMMER PROGRAM PROMOTION





ADVENTURE BEGINS @ YOUR LIBRARY



* Adventure/survival books

* Could You Survive?

* Choose Your Own Adventure®

* Adventures in [theme]
(the kitchen, crafting,
the Jurassic period)

* Outdoor activities

* Imagination

* Mystery, puzzle, hunt books

* In the Dark

* Extreme sports

* Pirates

* Space

* Real-life adventures &
adventurers

* Mountain climbers
(reading steps)

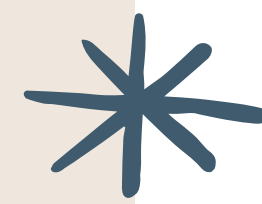
* Wild West

* Summer Olympics

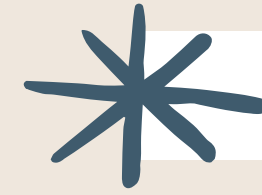
* Guide books



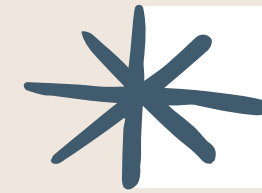
INTERACTIVE ADVENTURE



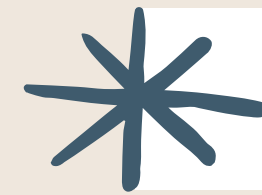
Animal Tracks Identification: Include books about animal tracks/identification and have silhouettes of various animal tracks for patrons to guess



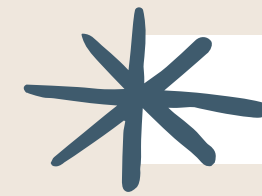
Bucket List



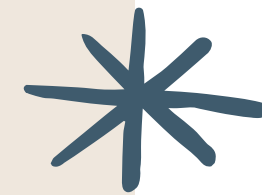
Community Photo Identification: Identify key landmarks from your community



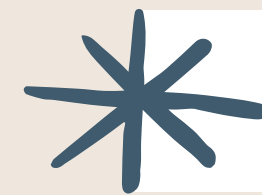
Hidden Adventure: Think blind date with a book, but adventure themed



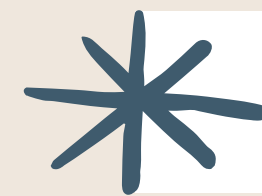
I Spy/Look & Find



Try Something New: Include hobby books and pair with an opportunity for patrons to write down what they'd like to try/explore



Where Would You Travel?: Include map/landmarks and encourage patrons to mark where they would go or have been



Who Would Win?: Display "Who Would Win?" books and add a voting component



You Choose the Adventure: Display a new section of the story each week and give two options for the character to choose from, let people vote.

RESOURCES

- Blogs & Facebook Groups
- Special Event Calendars
- Pinterest
- TikTok/BookTok
- Upcoming movies & books
- Materials
 - Better than Paper
 - Command strips/hooks
 - Demco – easels and acrylic holders
 - Painters tape
- Example Display Policies: [ALA](#), [Clearwater](#), [Highland City](#), [Clinton-Macomb](#), [Commerce](#)



TRICKS OF THE TRADE



- Look through your past displays
- Interactive display ideas can be adapted and reused
- Survey staff for collections & interest
- Spend time in retail spaces and other libraries (in person or on social media)
- Brainstorm ideas with coworkers
- It's possible to get too clever!
- Be flexible



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QUESTIONS?

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