Flipster Promotion Kit

Welcome to Flipster

Flipster makes your library's most popular and sought-after magazines available digitally for your patrons, via your library's website. We have put together the following welcome pack for you to learn how Flipster works, and how best to spread the word to your patrons.

Print-on-Demand & Web Marketing Materials

Posters
Colorful and engaging materials can help you spread the word about Flipster to your library staff and patrons. Print and hang these customizable posters around your institution or library for maximum impact.

- Poster (11x17)
- Poster (11x17)
- Poster (8.5x11)
- Poster (8.5x11)

Tent Cards & Rack Cards
Print and place these cards at the reference desk, on shelves, racks, or tables, or at computer workstations around the library.

- Tent Card
- Customizable Tent Card
- Rack Cards

Guides & Handouts

- Getting Started Guide for patrons
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Frequently Asked Questions document that you can include on your website or print and distribute at your library.

- System Requirements Sheet that you can include on your website or print and distribute at your library.

- **Flipster** App Information Sheet for iOS devices

- **Flipster** App Information Sheet for Android devices

- **Flipster** Mobile App APK file for Android devices

Print & Web Graphics
Use these colorful ads, icons, and logos on your website to promote **Flipster** and link users to the service.

**Flipster** Video
Post this video on your website or send the link to customers in an email campaign or newsletter: [http://vimeo.com/86942429](http://vimeo.com/86942429)

Sample Press Release Copy
Announce the availability of **Flipster** to your customers with this sample text.

Social Media Posts
Use the following text to announce **Flipster** on your institution's social media channels.

- Did you know that you can read digital magazines through [INSERT LIBRARY NAME] using #Flipster? [link to library website]
- Get instant access to the most popular magazines through [INSERT LIBRARY NAME] with #Flipster. Learn how: [link to library website]
- The magazines you know and love are now available to browse, select & read through [INSERT LIBRARY NAME] with #Flipster [link to library website]
- Now available at [INSERT LIBRARY NAME]! #Flipster offers top magazines designed for easy readability on mobile devices. [link to library website]
- Flipping through a digital magazine is fun and easy using #Flipster! [link to library website]

Top 5 Tips for a Successful Launch

1. Include an announcement about **Flipster** in your next library newsletter, and link to **Flipster** on your social media sites (Facebook, Twitter, etc.) to help spread the word.
2. Have your library staff review the videos and training materials below so that they are equipped to answer customer questions.
3. Print and have on hand the Getting Started Guide, FAQs, and Systems Requirements documents at the front desk.
4. Hang **Flipster** posters in the library by the print magazines and by the computers.
5. Create a dedicated landing page for **Flipster** on your library’s website.
What resources are available for you to learn more?

Video and PowerPoint Tutorials
Need help preparing for an upcoming training session for your administrators, library staff, students, or patrons on Flipster? Our video tutorials provide audio narration with matching text to guide users on how to use Flipster. Our accompanying PowerPoint versions offer the same helpful information in slides.

- Flipster for Desktops