

RCLS / OLA

Friends Gathering

**Monday,
May 22,
2017**

5:00 – 7:00 p.m.

**Middletown Thrall
Library**

Community Room

11-19 Depot Street
Middletown, NY
845.341.5454

For additional information
about the program,
contact:

Randall Enos
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Speaker Dana Lee Willbanks
Public Information Specialist,
Albany Public Library

Followers, Tweets, & Hashtags – Social Media 101

Friends and staff from **all** RCLS member libraries are encouraged to attend the annual RCLS/OLA Friends Gathering at Middletown.

Speaker Dana Lee Willbanks, Public Information Specialist, Albany Public Library will present information on how to use social media and online venues to market the Friends organization, boost membership, distribute information about fundraising, events and other activities.

Registrants are asked to submit specific questions about using social media for Friends activities when they register.

With a degree in Humanistic & Women's Studies from McGill University and a certificate in Marketing Strategy from Cornell University, Dana has always gravitated towards non-profit marketing. She currently works as a Public Information Specialist at the Albany Public Library where, despite not actually being a librarian, she feels right at home.

Light refreshments will be served and there will be plenty of opportunity for Friends to network.

Register for the free program by **Thursday, May 18** using the RCLS online calendar at <http://rcls.evanced.info/signup/EventCalendar.aspx> and clicking on the event or through your library director.