



## Four County Library System

presents

### **A Day of Digital Delights: Technology Workshops with Polly-Alida Farrington**

**Monday, April 30, 2012**

**Sidney Memorial Library**

#### **9am-noon: Using electronic media to promote books, reading, and libraries to your customers**

Don't miss this opportunity for hands-on experience that will give participants guidance in ways to reach out and expand programs and promotion. The workshop will include using search tools to find licensed media for your promotional projects and how to have fun creating promotional materials with a variety of digital tools including social media, Animoto, Wordle, Voki and more to create marketing and informational pieces to draw customers to the library and your website. You may bring a flash drive with your own photos to create a tailor-made piece for your library.

#### **1pm-4pm: Computer Catch-up Camp**

Does it feel as if the world is progressing just a little too fast? Do you find it hard to keep up with all the latest technological advances/products and before you know it you feel hopelessly behind? Computer Catch-up Camp will provide an opportunity for hands-on exploration of social media (Pinterest, Instagram, Twitter, Facebook, etc.) and other electronic elements (QR codes, cloud computing, etc.) **No question is too silly, bring them all!!**

#### **You may register for either or both sessions.**

To register: Please email Starr at [slatronica@4cls.org](mailto:slatronica@4cls.org) Please indicate which session(s) you will attend.

#### **There is no charge for these workshops. Registration is limited so act now!**

For questions contact Starr LaTronica at [slatronica@4cls.org](mailto:slatronica@4cls.org) or (607)723-8236 ext. 350

**Presenter:** Polly-Alida Farrington is President of PA Farrington Associates, a consulting firm specializing in technology training and Website development for libraries. Before forming her own training and consulting firm in 1997, Polly was a librarian at Rensselaer Polytechnic Institute for 17 years, working in Reference, Government Documents, ILL and Systems.

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