Your library could win
EVERY DUMMIES BOOK IN PRINT
— over 1600 titles!

Enter our For Dummies 2011 Library Contest
and win over 1600 Dummies titles
for your library’s collection

✓ Participate in the For Dummies 2011 Library Contest anytime between January 17th, 2011 and April 30th, 2011 by creating a Dummies Fan Page on Facebook (see the Facebook Fan Page Cheat Sheet on page 2)
✓ Encourage your library patrons to become fan of your Dummies page
✓ The library with the most fans on May 1st, 2011 will win a complete Dummies Library!

An early start and broad outreach increase your chances of winning!

Follow these helpful tips to increase your chances of winning:

✓ Invite your library’s existing Facebook friends or Twitter followers to be Dummies fans (and have them encourage their friends and followers to become involved as well)
✓ Create displays, posters, flyers, shelf talkers, bookmarks, buttons, media releases, etc. encouraging patrons to be a Dummies fan
✓ Post a link to your Dummies Fan Page on your library’s Web page
✓ Publicize your Dummies Fan Page and the contest in your library’s newsletter
✓ Get your Friends of the Library members involved
✓ Utilize your staff for word of mouth promotion
✓ Request your Dummies 20th Anniversary Sign Kit (supplies are limited) via email: DummiesDisplay@Wiley.com (or use the online form found on Dummies.com/go/librarycontest). Materials include: a mobile, poster, window cling, and bookmarks
✓ Create Dummies branded promotional materials using graphics provided on Photobucket.com by logging in: username: DummiesContest2011 password: dummies2011 (an easy link to the graphics can be found on Dummies.com/go/librarycontest)
✓ Regularly post Dummies related information and contest updates and reminders to your fans.

Entering the Contest:
Send your Dummies fan page’s URL (see the Cheat Sheet to see how to get your URL) to DummiesDisplay@Wiley.com no later than 12 Midnight EST on April 30, 2011.

Please include library name, contact person, mailing address and phone number in the e-mail. The winner will be notified by May 15, 2011. The winning library will be announced in the Wiley booth during the American Library Association 2011 Annual Conference.

Become an Official Dummies fan!
Facebook.com/ForDummies

DEADLINE:
All entries must be Received by Midnight EST On April 30, 2011
Never created a Facebook Page before? Relax—there’s a Dummies instruction sheet for that! This quick and easy, step-by-step instruction sheet guides you through the process. In no time at all your Library For Dummies Fan Page will be up and running!

**Step 1:** A Facebook [Facebook.com](http://Facebook.com) profile page for your library is needed to be able to create your library’s Dummies Fan Page. Be sure to work with your library’s Facebook administrator to create your fan page.

If your library already has a Facebook profile, move on to Step 2.

Creating a Facebook profile is easy! Simply go to Facebook.com; fill in the requested information; and click the green “Sign UP” button.

**Step 2:** Enter [Facebook.com/pages](http://Facebook.com/pages) in your browser. Click on the “+ Create Page” button.

In the “Official Page Section” click on “Local Business” and select “Library / Public Building”

**Name your Dummies Fan Page:** Create a unique name for your fan page that is easy to remember and includes words that identify your library and the phrase “For Dummies”—for example:

If your library is the “Dummiesville Public Library” your page name could be named:

Dummiesville Library For Dummies
DPL For Dummies
Dummiesville loves Dummies
— you get the picture...

Be sure to certify that you are an official representative of your library then click on the “Create Official Page” button.
Step 3: Now that your For Dummies fan page is created, you can customize how the page looks and what it says, invite patrons to be For Dummies Fans, post Dummies related content, promote your fan page, and more!

Be sure to include an image. The For Dummies 20th Anniversary logo, and other Dummies images can be found at:

Photobucket.com
Login: Username:DummiesContest2011 Password: dummies2011

Invite your contacts, patrons, and community to be Dummies Fans by asking them to help your library win over 1600 Dummies books.

Let people know more about this fan page and why you are asking them to be a Dummies Fan.
Be sure to assign administrators and manage permissions.

You’re almost there...
Post Dummies related content that is of interest to you fans and patrons. Talk about a Dummies book and link your post to that book’s online library catalog landing page.

Feel free to copy and past daily posts from Wiley’s official For Dummies Fan Page at (While you’re there—become one of our fans!):

Facebook/ForDummies

Can’t say it enough—Promote! Promote! Promote!

Once you have your page up and running have staff, their family and friends become fans right away.

Once you have 25 fans, Facebook will create a unique URL for your Dummies Fan Page. This URL will direct potential fans right to your Dummies Fan Page making promoting the page easier!

For more information on Facebook checkout...