



*Promoting open and equal access to justice for all.*

# Harris County Law Library

## Program Marketing Cycle Checklist

### 4 Weeks Prior to Program

- Design marketing graphic
- Draft registration form
- Draft calendar announcement
- Draft and post homepage graphic with calendar link

### 3 Weeks Prior to Program

- Draft and post Facebook event
- Draft and print flyer for reference desk
- Draft and submit announcement for area newsletters
- Email law library contact list
- Circulate “registration available” announcement through parent organization channels

### 2 Weeks Prior to Program

- Post first social media posts
- Draft satisfaction survey
- Draft and print directional signs

### 1 Week Prior to Program

- Post second social media posts
- Update presentation laptop
- Print handouts, if any

### 1 Day Prior to Program

- Send reminder to registrants
- Draft and print CLE sign-in

### Day of Program

- Announce next program
- Send satisfaction survey and PDF handouts



*The Harris County Law Library is part of the Office of Vince Ryan, Harris County Attorney.*

*Visit us on the Web at  
[www.harriscountylawlibrary.org](http://www.harriscountylawlibrary.org)*

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