



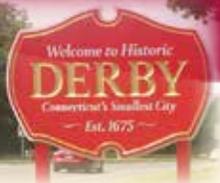
Library Trivia: ♦ In 1975 Derby celebrated the centenary of its founding. To commemorate this event, ceramic plates were created that depicted important landmarks in the city, such as the Sterling Opera House, Derby Public Library, and the First Congregational Church. You can see one of these plates displayed in our Local History Room.



8th Annual
Summer Reading Club for Adults
June 19 - August 11

ONE BOOK AT A TIME

DERBY Public Library



LOCAL HISTORY

Chelsie Labrecque

Although some records differ, it is generally agreed that the first permanent residents of Derby settled in 1651. Richard Baldwin of Milford was instrumental in the settlement. On June 10th, 1655 he was given leave by the Milford court to "treat and agree with the Indians, being the true proprietors for all or any part of the land purchased betwixt Paugasset and us that falls within our line; and what agreement they make, the town is to stand to it, according to the promises expressed." After purchasing a considerable amount of land from the Paugasset tribe, he appealed to the General Court to make the territory of Paugasset a separate plantation- at the time, the term plantation was synonymous with town. Unfortunately, vigorous opposition by Milford and certain officials in New Haven caused the petition to ultimately fail. As such, the territory known as Paugasset remained part of Milford jurisdiction.

This changed beginning in the 1670's. This was when the inhabitants called upon Reverend John Bowers from New Haven to live among them. After building him a parsonage in 1673, the settlement now met all legal requirements for becoming a recognized town. As such on May 13th 1675, Joseph Hawkins and John Hulls once again petitioned the General Court of Hartford on behalf of the inhabitants to grant them plantation privileges. This time the request was granted and Paugasset- with boundaries from Milford and New Haven in the south and Woodbury and Waterbury to the north- was admitted as a township. Thus May 13th marks the day Derby was officially named. This year will mark the 342nd anniversary of Derby's official founding and naming.

At the time, twelve families were living in Derby. They were headed by: Edward Wooster, Stephen Pierson, Francis French, John Hulls, Joseph Hawkins, Jeremiah Johnson, Samuel Riggs, Jabez Harger, Ephraim Smith, Ebenezer Johnson, Abel Gunn, and John Tibballs. The town was named Derby due to the fact that several families originated from Derbyshire, England.

Despite popular belief, the name Birmingham was not applied to Derby until the late 1830's, after Sheldon Smith purchased land on the west bank of the Naugatuck River. Additionally, Birmingham was only ever a borough of Derby. The name never applied to the whole of Derby; it was the downtown Derby area, and did not include East Derby. Though at one time Birmingham did include Shelton, it was known as "West Birmingham" until it was incorporated as its own borough within the town of Huntington in 1882.

Then, on Christmas Eve of 1888 the Transcript announced that a petition was circulating to incorporate Derby as a city. However, at the same time the borough of Ansonia was petitioning to separate from Derby. So there were conflicting motions: one for Ansonia's independence and the other, for the consolidation of Derby and all its boroughs to become a city. The dispute postponed Derby's ability to become a city. On April 11, 1889 the House of Representatives voted in favor of allowing Ansonia to become its own town. As such, further time was spent creating new town lines. Ansonia reincorporated itself as a City in 1893 - the first municipality in the Valley. Derby followed suit a year later, ending the borough of Birmingham.

You can find a facsimile of the petition by Hawkins and Hull in our Local History database! *From *The Baldwin Genealogy from 1500 to 1881* by Charles Candee Baldwin.

From the Desk of the Director:
Cathy Williams

May, more than any other month of the year, wants us to feel most alive.
-- Fennel Hudson

The months of May and June often prove to be a very busy time for people. Along with the holidays -- Mother's Day, Memorial Day, and Father's Day -- there may also be graduations, end-of-the-year school activities, and the beginning of summer vacations, all of which may bring a certain amount of stress. While we are busy throughout the whole year here at the Library, we also seem extra busy during these months, planning and scheduling events for you to enjoy. So during the next couple of months, take a break from your busy schedule to spend some "me" time at the Library, stress not included!

Monday, May 8 brings our **Annual Spring Open House**. Information on all Library services and events, including summer programs, will be available. Visitors will be welcome to cookies and punch from 11:00 AM to 7:30 PM. There will also be a free spring themed basket raffle for all wishing to participate. The day will end with a 50's and 60's concert performed by Willie and Jan Nininger at 6:30 PM. Television and movie songs from that time period will be included.

Monday, May 22 the Library recognizes the **100th Anniversary of the United States** official involvement in World War I with a special presentation. Library Local History Coordinator, Chelsie Labrecque, will explore Connecticut's contributions and spotlight Derby's efforts in the war, including lists of veterans as well as factory production.

Monday, June 19, the Library once again celebrates the **birthday of Holton Harcourt Wood**, the young boy in whose memory the Library was built. The building will be decorated with flowers in compliance with Colonel H. Holton Wood's request, which he made at the dedication of the Library in 1902. As is tradition, we invite everyone to join us from 11:00 AM - 7:00 PM for birthday cake as we honor this special young boy. More information about the Wood Family and their great contribution to Derby will be available.

On the evening of June 19, we invite everyone ages 18 and over to **Salsa: Sweet and Savory Flavors to Get You Dancing**. Alissa Montelone, author of *Everybody Eats* and owner of *Simply Good Thinking*, will discuss the healthy advantages of homemade salsas made with antioxidant rich fruits and vegetables. Participants will have the opportunity to experiment with new flavor combinations, both sweet and savory, and then will taste their creations!

Our **8th Annual Summer Reading Club for Adults** begins on June 19 and runs through August 11. This year, participants are invited to read and *Build a Better World*, one book at a time. Readers will read books of their choice and share their reviews with fellow participants via written forms or on-line. The club includes participation prizes, weekly raffles, and a closing celebration party.

Popular local favorite presenters are also on the Library calendar for May and June. Stacey Ference from *Savour Catering* returns with **One Potato, Two Potato**, Rich DiCarlo returns with another **Water Color Class**, Jean Roslonowski returns with another **Recycle, Repurpose, Reuse Craft Class**, and Rob Novak returns with another look back at **Yesterday's Headlines**. In addition, AARP returns with another **Driver Safety Class**. We also continue all our monthly programs -- **Tech Times**, **Lunchtime Book Discussions**, **Cookbook Club**, and **American Job Centers Career Coach visits** and **Resume "Right-ing"** classes for all job seekers. We also continue our weekly programs, **Movie Matinees** for all our film critics and **Sports Talks** for all our baseball aficionados.

So as you can see, May and June are truly very busy at the Derby Public Library! And to quote Irish actor and playwright, Charles Macklin, "You are as welcome as the flowers in May."

**Annual Spring
OPEN HOUSE**

Monday
May 8
11:00 am -
7:30 pm

Concert
6:30 pm





Mother's Day
May 14th

May 2017

Memorial Day
May 29th



Reoccurring Programs in May

Registration is requested for all programs. **Resume "Right-ing", Sports Talk & Tech Time** are on a drop-in basis

MONDAYS:

- 5/8, 5/15, 5/22 10:00 am **Family Place - 1,2,3 Grow With Me!** (ages 1-3). Each week features puzzles, books, blocks, a craft, dramatic play & more followed by a story & rhymes. Parents/caregivers introduced to library resources.
- 5/1 6:30 pm **Cookbook Book Club** (18+). Books are better shared, & so is food! May recipe theme: *Spring Desserts*. Select a cookbook from our Library cookbook collection, try a recipe and bring it in for all to sample.

WEDNESDAYS:

- 5/3 6:30 pm **Resume "Right-ing"** session. Participants can either start from scratch or bring copies of their existing resumes and cover letters for review and optimizing.
- 5/3, 5/10, 5/17, 5/24, 5/31 9:30 am **Mommy & Me** (birth to 12 mo.). Opportunity for a parent/caregiver to bond with their young child through interactive play including books, rhymes and songs. Older siblings are welcome to join us.
- 10:30 am **Wonderful Ones** (13-24 mo.) Interactive class featuring stories, songs, rhymes and musical instruments.
- 1:00 pm **Wednesday Movie Matinees** (18+). Newly released DVDs will be shown and light snacks offered
- 3:30 pm **After School Program: Crafty Kids** (ages 5-11). Different art or craft project each week. Snacks provided.
- 6:00 pm - 7:30 pm **YA Wednesdays** (ages 12-17). Nintendo Wii, board games, and Legos. Light refreshments will be provided.
- 5/17 6:30 pm **Tech Time: Bring All Your Tech-Related Questions!**
- 5/31 12:30 pm **Lunchtime Book Discussion, Stella Bain** by Anita Shreve. Multiple copies of the book are available at the circulation desk. Bring a bag lunch. Dessert & beverage provided.

THURSDAYS:

- 5/4, 5/11, 5/18, 5/25 10:00 am **Sports Talk Series** with Rich Marazzi. Join the Silver Sluggers for trivia contests, videos, lively conversation and more.
- 10:00 am **Time for Twos** (24-36 mo.) Stories, songs, finger plays and a simple craft for toddler and parent(s). Caregivers welcome.
- 5/18 10:00 am **Tech Time: Bring All Your Tech-Related Questions!**

FRIDAYS:

- 5/5, 5/12, 5/19, 5/26 10:00 am **STEAM Ahead!** (ages 3-5) Preschool program is a blend of story time and hands-on activities exploring the world of science, technology, engineering, art and math. Interactive experiments.



Saturday, May 27 & Monday, May 29th Closed in Observance of Memorial Day

Kids + Crafts = Fun!

Crafters busy at work! Join us for our May and June Recycle, Repurpose & Reuse craft classes.



Special Events

(Registration is requested for all Special Events.)

- 1-MONDAY:** The Derby Public Library now accepting submissions for the Annual Scholarship til June 2nd.
10:00 am **Children's Gymnastics Class** presented by *Tumbletrain Mobile Gymnastics* (ages 1 1/2 - 2 1/2).
10:45 am **Children's Gymnastics Class** presented by *Tumbletrain Mobile Gymnastics* (ages 2 1/2 - 3 1/2).
- 8-MONDAY:** 11:00:am - **Annual Spring Open House with Evening Concert.** All welcome. Refreshments, information on Library services and events, including summer programs & Spring-themed basket raffles.
7:30 pm **50's & 60's Concert** featuring TV & movie songs presented by Willie and Jan Nininger.
6:30 pm **AARP Driver Safety Class** (50+). AARP members-\$15/Non-members-\$20. May save up to 10% on current auto liability insurance. Bring bag lunch. Coffee & dessert provided.
- 9-TUESDAY:** 9:30:00 am - **American Job Center Career Coach** presents *Job Search Assistance*. The workshop is free and open to the public. Learn where to look for jobs, how to get the job you want, & how to search on the internet.
1:30 pm
- 12-FRIDAY:** 10:00 am - Noon **Mother's Day Craft Workshop** w/Michelle Novak. Make a surprise gift and card for mom.
1:00 pm - 3:00 pm
- 13-SATURDAY:** 10:30 am **Cooking Demo: One Potato, Two Potato** (18+) presented by Stacey Ference/Savour Catering.
- 15-MONDAY:** 6:30 pm **Recycle, Repurpose & Reuse Craft Class** (18+). Learn how to make **Decorative Men's Foot Bath Kits**. Presented by Jeanie Roslonowski. Materials supplied.
- 16-TUESDAY:** 6:30 pm **100th Anniversary of the U.S. Involvement in WWI.** Library Local History Coordinator, Chelsie Labrecque spotlights Derby's war efforts including lists of veterans as well as factory production.
- 22-MONDAY:** 6:30 pm



Reoccurring Programs in June

Registration is requested for all programs. **Resume "Right-ing", Sports Talk & Tech Time** are on a drop-in basis.

MONDAYS:

- 6/12, 6/19, 6/26 10:00 am **Family Place - 1,2,3 Grow With Me!** (ages 1-3). Each week features puzzles, books, blocks, a craft, dramatic play & more followed by a story & rhymes. Parents/caregivers introduced to library resources.
- 6/5 6:30 pm **Cookbook Book Club** (18+). Books are better shared, & so is food! June recipe theme: *Summer Salads*. Select a cookbook from our Library cookbook collection, try a recipe and bring it in for all to sample.

WEDNESDAYS:

- 6/7 3:30 pm **After School Program: Crafty Kids** (ages 5-11). Different art or craft project each week. Snacks provided.
- 6:30 pm **Resume "Right-ing"** session. Participants can either start from scratch or bring copies of their existing resumes and cover letters for review and optimizing.
- 6/7, 6/14, 6/21, 6/28 1:00 pm **Wednesday Movie Matinees** (18+). Newly released DVDs will be shown and light snacks offered.
- 6:00 pm - 7:30 pm **YA Wednesdays** (ages 12-17). Nintendo Wii, board games, and Legos. Light refreshments will be provided.
- 6/7, 6/21, 6/28 10:00 am **Mommy & Me** (birth to 12 mo.). Opportunity for a parent/caregiver to bond with their young child through interactive play including books, rhymes and songs. Older siblings are welcome to join us
- 10:30 am **Wonderful Ones** (13-24 mo.) Interactive class featuring stories, songs, rhymes and musical instruments.
- 11:00 am **Crafty Kids** (ages 4-11). Explore your creativity with a different art/craft project each week. Snacks provided.
- 6/21 6:30 pm **Tech Time: Bring All Your Tech-Related Questions!**
- 6/28 12:30 pm **Lunchtime Book Discussion, I've Got Your Number** by Sophie Kinsella. Multiple copies of the book are available at the circulation desk. Bring a bag lunch. Dessert & beverage provided.

THURSDAYS:

- 6/1, 6/8, 6/15, 6/22, 6/29 10:00 am **Sports Talk Series** with Rich Marazzi. Join the Silver Sluggers for trivia contests, videos, lively conversation and more.
- 6/1, 6/8 10:00 am **Time for Twos** (24-36 mo.) Stories, songs, finger plays and a simple craft for toddler and parent(s). Caregivers welcome.
- 6/15 10:00 am **Tech Time: Bring All Your Tech-Related Questions!**
- 6/22, 6/29 10:00 am **Toddler Time** (ages 1 & 2) Stories, songs, finger plays and rhymes for toddler and parent(s). Caregivers welcome.
- 1:30 pm - 3:00 pm **YA Build a Better World Get-Togethers** (ages 12-17). 3D doodle pens, 3D design/printing, Legos, and building kits.

FRIDAYS:

- 6/2, 6/9 6/23, 6/30 10:00 am **STEAM Ahead!** (ages 3-5) Preschool program is a blend of story time and hands-on activities exploring the world of science, technology, engineering, art and math. Interactive experiments.



Join us for our time-honored tradition – the Memorial Birthday Celebration honoring Harcourt Wood on June 19.

Special Events

(Registration is requested for all Special Events.)

- 1-THURSDAY: Summer Reading Club for Adults** registration begins (18+), *Build a Better World*. Program runs June 19- August 11.
- 5-MONDAY:** 10:00 am **Children's Gymnastics Class** presented by *Tumbletrain Mobile Gymnastics* (ages 1 1/2 - 2 1/2).
- 10:45 am **Children's Gymnastics Class** presented by *Tumbletrain Mobile Gymnastics* (ages 2 1/2 - 3 1/2).
- 6-TUESDAY:** 6:00 pm **Parents Place** for parents/caregivers. Gabrielle Sellari discusses parenting concerns and experiences.
- 6:30 pm **Recycle, Repurpose & Reuse Craft Class (18+): Garden Decorations** (using old CDs & DVDs). Presented by Jeanie Roslonowski. Materials supplied.
- 10-SATURDAY:** 10:00 am **Music & Movement Program, Turn it Up!** w/Sandi Schuchmann (ages 2-8). Weather permitting/outdoors.
- 12-MONDAY:** 6:30 pm **Yesterday's Headlines** presented by Rob Novak, Jr. Explore the headlines from 1917, 1942 & 1967.
- 16-FRIDAY:** 10:00 am - Noon **American Job Center Career Coach** presents *Create a Great Resume*. The workshop is free & open to the public. Bring in your current resume or build a new one that shows your strengths & experience.
- 1:00 pm - 3:00 pm
- 19-MONDAY:** 11:00 am **Read to Payson** (ages 5-11). Share a book with our volunteer therapy dog & encourage a love for reading.
- 11:00 am - 7:00 pm **Harcourt Wood Memorial Birthday Celebration**. All welcome to celebrate a tradition since 1902.
- 6:30 pm **Salsa: Sweet & Savory Flavors to Get You Dancing!** (18+). Author Alissa Monteleone will discuss healthy advantages of homemade salsas and create new flavor combinations.
- 20-TUESDAY:** 1:00 pm **Animal Embassy, Nature's Architects** (ages 4-11). Live animal program showcases the building talents of animals.
- 26-MONDAY:** 6:00 pm **Water Color Painting Workshop** (18+) with Rich DiCarlo from the Valley Arts Council. Materials provided.
- 29-THURSDAY:** 11:00 am **STEM program, Construct It** (ages 4-11). Stretch your imagination building with Lego bricks or KEVA planks.

Message from Miss Sue

Sue Sherman

The letters S, T, E, A and M may not have any real significance as they stand alone other than being part of the alphabet, but if you are a parent, educator, or in the "know" with what's trending for children and teens, these letters all together have impacted school curriculum, library programming and education based resources. Recognized as **S.T.E.A.M.** each letter takes on the role of representing an area of learning (Science, Technology, Engineering, Art, and Math) and have triggered more engaging hands-on curriculum. One example, many book publishers have incorporated a back page glossary of additional resources and tie in activities also available online to further enhance the knowledge on a particular non-fiction topic.

For over two years, Derby Public Library has offered **STEAM** programs for school age children and tweens, and will continue to do so with a summer series beginning on June 29. Now we will begin offering this type of program to younger children as well! We are pleased to introduce **STEAM Ahead**, geared for preschoolers ages 3-5 beginning Friday, May 5 at 10:00 AM. This class is a blend of story time and hands on activities that lend themselves to exploring the world of science, technology, engineering, art and math at a preschool level. Discovery through interactive experiments will lead participants to a basic understanding of such topics as how plants grow, weather, math science using shapes and more. This program will spark your young child's interest in the world around them and nurture a love for learning.

The time is fast approaching when many families push aside the school year routine and trade it in for a more relaxed one. We invite children ages 2-11 to join us for our **Summer Kids Club** with registration beginning June 5. Our theme this year is **Build a Better World**. Once again we will be featuring bingo cards filled with fun and challenging age-appropriate activities. Exciting news . . . we have partnered with the **Sports Center of CT**, located in Shelton, to give each child who completes our summer activity/reading challenge (1 bingo card), a \$20.00 gift card to the Sports Center! Children may pick up their library bingo cards beginning June 19. Many thanks to the Sports Center for their generosity!

We officially kick things off with programs starting the week of June 19 with a visit from **Animal Embassy** on Tuesday, June 20 at 1:00 PM when they present *Nature's Architects*. This live animal program is suitable for families with children ages 4-11.

Crafty Kids will be a regular part of our summer lineup meeting every Wednesday at 11:00 AM starting June 21.

Even our youngest patrons will find something of interest during the summer as we continue

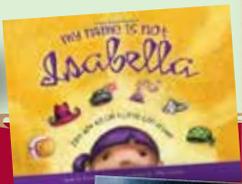
to offer weekly story times along with our popular Monday morning **Family Place – 1,2,3 . . . Grow with Me** series.

The **2018 Nutmeg Nominees** have arrived! As of May 1, our display will feature both the Elementary and Intermediate level books for young readers. Be the first in your class to read one of these great new titles and be entered into a raffle! Further details are available at the Children's Room circulation desk.

Our complete **Summer Kids Club** flyer listing activities and events for the summer will be available June 5 so you can start planning your summer at the Library!



Tumbletrain returns to the Library in May and June!



Staff Picks

- | | |
|-------------------|--|
| Cathy Williams | <i>The Girl Before</i> by J.P. Delaney |
| Sue Sherman | <i>A Butterfly is Patient</i> by Dianna Hutts Aston
(Children's Room) |
| Kathy Wilson | <i>Girl in Disguise</i> by Greer Macallister |
| Ann Mirisola | <i>Fireside</i> by Susan Wiggs |
| Mary Householder | <i>Devil's Triangle</i> by Catherine Coulter |
| Lorraine Piazza | <i>Night Watch</i> by Roy and Iris Johansen |
| Gabriella Novak | <i>My Name is Not Isabella</i> by Jennifer Fosberry
(Children's Room) |
| Tony DeLos | <i>Mosquitoland</i> by David Arnold (Young Adult) |
| Brian Karkut | <i>Build, Dogs, Build: a Tall Tail</i> by James Horvath
(Children's Room) |
| Marc Weissman | <i>99: Stories of the Game</i> by Wayne Gretzky |
| Andrew Bisaccia | <i>In His Own Write</i> by John Lennon |
| Chelsie Labrecque | <i>Norse Mythology</i> by Neil Gaiman |

TEEN ZONE

Tony DeLos

Greetings Teen Zone fans! May and June are certainly two of the most active months of the school year. With end-of-term projects, proms, final exams, yearbook signings and graduations, it's no small feat to ensure these are successful and a tribute to your dedication and hard work. I'd like to be the first to congratulate you on all your academic year accomplishments.

The Derby Public Library is equally busy, anticipating everyone's needs for smooth transitions through those challenges and remind you we have all the necessary resources and programs to keep you on track.

Monday, May 1 brings the announcement of **Connecticut's 2018 Nutmeg Award** nominees. The Teen Zone will unveil the ten titles each of the Teen and the High School literary contenders in our special Nutmeg display. If you can't be here on the 1st, check out those new items when you visit us for some refreshments during our annual **Spring Open House** on Monday, May 8. Also, all graduating high school seniors living in Derby must submit their essays by Friday, June 2 for our annual **Scholarship Prize**. Call us for details.

That brings us to the beginning of June when our **Teen Summer Club** registration opens. This season's theme is **Build a Better World** and a good part of the focus will be on 3D design and construction. Our electronic 3D design programs will serve as a foundation as you formulate your path to the 3D printer! There will also be 3D Doodle Pens, LEGOs, and some kit building, just to mention a few! **Build a Better World Get-Togethers** are Thursdays from 1:30 PM to 3:00 PM. And there's a new membership perk this season. Simply read and review one book, plus attend two summer programs, and thanks to the generosity, of the **Sports Center of Connecticut** in Shelton, you will automatically be awarded a \$20 gift card! The eight-week club will go from June 19 through August 10. We wrap things up with a club finale **Pizza Party!** Many thanks to the Shelton Sports Center for supporting our Summer Club!

YA Wednesdays continue through May and June from 6:00 PM to 7:30 PM and **Will-Call Chess** with Mr. Julio is also available when you phone ahead that you're interested in Monday evening get-togethers at 6:30 PM. Well that ought to do it for this edition. Don't forget our **Memorial Birthday** celebration, cake included, for Harcourt Wood on June 19! See you 'round the Zone!



The fun continues at YA Wednesdays!

TECH CORNER

Marc Weissman

facebook

The Internet Marketing Dilemma: Facebook® Page or Website?

If you've already started your own small business or perhaps are considering one, undoubtedly you have faced the quandary of whether to create a website or a Facebook page to garner interest and promote your product and/or services. Ultimately, the choice is yours. However, the decision can be easier if you consider the pluses and minuses of each of these forms of internet communication.

How much control you want over marketing your brand may dictate which one you use. Most website creation programs give you lots of latitude to create a unique domain name, layout, promote your logo, slogan, plus add photos, videos and other engaging media. And you'll often have several pages available to do so. Facebook, on the other hand, is an independently-controlled website, so you are at the mercy of its corporate options and the uniform template offered for customer interaction.

Nevertheless, when it comes to the timeliness of disseminating information, Facebook tends to outshine conventional websites on several levels. First, the sheer volume of Facebook traffic is quite large given there are nearly 2 million users worldwide, a subset of which might see your ads and hopefully "like" your page. Sure, websites have global internet exposure as well, but the downside is customers must actively seek out your URL or find it through a user-specified Google search. Facebook users, meanwhile, often log in as part of their daily routine, akin to picking up a morning newspaper every day. Second, the ability to provide instant updates is quite easy and powerful with Facebook. A quick sentence or two can be posted and shared by virtually anyone in a matter of seconds to the public at large. Conversely, website providers often use programming languages, such as HTML, that require specific training to make changes to your site, therefore even a brief update might have to be done by a tech savvy employee.

Another consideration is data collection. The good news is both Facebook and most website development companies tabulate pertinent market information such as the number of site visits as well as gender, age and the location of the visitors. The advantage with a website is that this data is privy only to you and your company, whereas the number of "likes" on a Facebook page is clearly accessible to all. Now, if you are a restaurateur, for example, having many "likes" can be very beneficial. However, since your number of followers will be low initially, you may have difficulty persuading the public to eat at your establishment because it isn't "popular" yet. So Facebook's data visibility can be a double-edged sword. Meanwhile, a website visitor won't know whether your site has had 10 visitors or 10,000.

Fiscally speaking, creating a Facebook page itself is free, even for business purposes. The only expense is if you choose to buy ads to further your exposure on that social network. Websites, on the other hand, usually require a fee just to establish the URL domain plus additional fees to create and secure the website pages themselves. But if your intended demographic is those who are more comfortable with websites versus Facebook, it may behoove you to invest in creating a website.

Like anything else, there are advantages and disadvantages to using either of these options to promote your small business. If you happen to be an eager entrepreneur, creating both a website and a Facebook page may be an option and could reap the best of both worlds. *Good luck!*