

5 Ways to Market Your Library



1 Get Social

- Use Facebook to publicize new arrivals, databases and services
- Tweet about interesting content and how to access it
- Email subsets of students (Theater majors, Business majors) about content of particular interest to them

2 Get Seen

- Hang custom posters featuring library staff
- Light up LCD screens in the library with info about databases and features
- Advertise the library outside its walls—in residence halls, classroom buildings, labs, laundry rooms and dining halls
- Engage film and theater students to create a video promoting the library resources
- Involve marketing students in developing an ad campaign for the library

3 Get Interactive

- Hold a scavenger hunt: Students search for specific information in the library's resources and fill out an answer sheet to win a prize
- Host a trivia night: Announce a topic, allow a set period of time (5 minutes) for on-the-spot research at the library, then test users' newfound knowledge
- Give live demos on "how to research" using a relevant topic that will draw students
- Invite grad students or researchers to talk about how they use library resources every day in their work
- Bring in outside speakers (including guest speakers from EBSCO and other vendors) to talk about library resources

4 Get Integrated

- Work with professors to build library awareness into courses
- Teach instructors to use Curriculum Builder—an EBSCO app that allows faculty to create reading lists from your LMS—a win-win for librarians and professors

5 Get Noticed

- Visit www.libraryaware.com
- Subscribe to download templates for newsletters, emails, posters and more