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' new-found 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 LMS—a win-win for librarians and professors

5. GET NOTICED
   - Visit www.libraryaware.com
   - Download templates for newsletters, emails, posters, and more

Trivia Night!
University Library
7-9pm