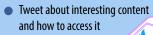


5 Ways to Market Your Library

1 GET SOCIAL

 Use Facebook to publicize new arrivals, databases and services



 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



- 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



- 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



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

WWW.LIBRARYAWARE.COM