

# 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](http://www.libraryaware.com)
- Download templates for newsletters, emails, posters and more

[WWW.LIBRARYAWARE.COM](http://WWW.LIBRARYAWARE.COM)

