

Annotated Bibliography of Articles on Library Marketing and Outreach

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Christopher Chan, *Marketing the Academic Library with Online Social Network Advertising*, 33 *Libr. Mgmt.* 479 (2012).

This article examines the effectiveness of advertising library collections and services on Facebook. The results are based on literature review and Hong Kong Baptist University's own experience with Social Networking Advertising (SNA) on Facebook. The effectiveness of a page relates directly to the number of "fans" the page has. Some ways to grow a fan base is through paid for advertisements. The literature has shown that by advertising, tangible results can be seen in brand awareness and building relationships with customers. The process for setting up the campaign involves: advertisement design, advertisement targeting, and pricing configuration. Different methods of advertising are: sponsored stories, and wide targeting, with results varying depending on the advertisement.

Darcy Del Bosque et al., *Libraries Atwitter: Trends in Academic Library Tweeting*, 40 *Reference Services Rev.* 199 (2012).

This examines the reasons why Ttwitter is a valuable tool for libraries. Twitter can be used as an additional outlet for communicating with patrons. Twitter does not have standards or restrictions on institutions creating an account. Some examples of how twitter can be used to market the library are: promoting events, new items within the library, and listing changes to policies. Patrons can follow the library's feed, or embed the post into the library's home website. The article provides examples of libraries currently using Twitter and how, and provides patterns in how Twitter is being used.

Melissa Serfass, *The Signs They Are A-Changin': Is it Time to Give Your Library's Signage a Makeover?*, *AALL Spectrum*, April 2012, 5.

This article discusses how to use signage in the library as a marketing tool. The University of Arkansas at Little Rock William H. Bowen School of Law Library needed to create signage for items that had shifted or moved in the library, which also required new maps and reorientation of the stacks. They also wanted circulation and reference to be more distinct through signage. The article provides tips on how to create appropriate signage, different standards for paper versus permanent signs, and how to implement digital signs.

George Taoultides & Meg Kribble, *Reaching Out and Meeting: The Student Outreach Team at Harvard Law School Library*, AALL Spectrum, March 2012, 12.

This article is about the creation of the Harvard Law School Library Student Outreach Team (SOT). The librarians at Harvard not only wanted to know what students felt through their responses on the annual exit survey, but wanted a way to speak with them directly on the likes and dislikes within the library. They invited all departments within the law school that work with students to participate, and contacted the student government for student participation. They then used this opportunity to ask students what issues they felt were pressing within the library, and which ways were best for communicating information with students (posters, screensavers, table tents, etc.). They also advise on how to start a team at one's own library.

Paulita Aguilar et al., *Reference as Outreach: Meeting Users Where They Are*, 51 J. Libr. Admin. 343 (2011).

This article is about the University of New Mexico University Libraries, and how they have expanded their reference services to fit a broader scheme, different than that of the traditional reference desk, and how this has enabled their reference desk to remain relevant. Some of the ways they have done this include: institution a policy of "best practices;" establishing a phone number/chat/email contact option which is available 24-hours 7 days a week; and creating a system for quality assurance.

Toni M. Carter & Priscilla Seaman, *The Management and Support of Outreach in Academic Libraries*, 51 Reference & User Services Q. 73 (2011).

This article is about the management and support of marketing and public relations as it pertains to services, resources and facilities, determined through surveying more than 100 academic libraries. The survey results showed that most libraries do not maintain a formal approach to outreach, with library events proving to be the most effect way of outreach (followed closely by Web 2.0 technologies). The article provides a literature, method of data collection, and the results and analysis of the data. The results discuss outreach positions, committees, mission statements, budgets, activities, and if at all, any future plans.

Bruce E. Massis, *QR Codes in the Library*, 112 New Libr. World 466 (2011).

This article is about the basics of using QR (Quick Response) codes. The article provides a definition of a QR code, how to use the code with a scanning device, and provides examples of ways to use QR codes within the library. Quick and to the point, this article is helpful for beginners.

Valerie Forrestal, *Making Twitter Work: A Guide for the Uninitiated, the Skeptical, and the Pragmatic*, 52 Reference Libr. 146 (2010).

This article is about the value of Twitter due to its continual growth in users. The article explains how to reference users on Twitter, and how to use a hashtag (#) to draw attention to something specific within a tweet. It is important to note that Twitter is not simply for relaying a message, but can be used to start a conversation with followers. Users can also create RSS feeds to see what users in the vicinity are saying (examples of keywords desired are: research, paper, writing, etc.). Some tips for setting up an account include: purpose, focus, picture and biography, and making sure branding is clear.

Ruth Sarah Connell, *Academic Libraries, Facebook and MySpace, and Student Outreach: A Survey of Student Opinion*, 9 Libr. & Acad. 25 (2009).

This article discusses the results of a survey done at Valparaiso University about Freshman opinion on using Facebook and MySpace as outreach tools. The survey found that many students would be receptive to library outreach through social networking, but that other students felt that it infringed on their privacy. This article has a literature review of several libraries and their experience with social networking, and applies this overview when assessing their results.

Danielle De Jager-Loftus, *Value-Added Technologies for Liaison and Outreach*, 6 J. Electronic Resources Med. Libr. 307 (2009).

This article is about how to use Web 2.0 and social networking to enhance a library liaison program. The article defines value-added services, and gives examples of tools that may be of use, such as: RSS Feeds, LibraryThing, Blogs, widgets, and video monitors in library lobbies.

Kiran Kaur, *Marketing the Academic Library on the Web*, 30 Libr. Mgmt. 454 (2009).

This article discusses the traditional methods of marketing libraries (posters, newsletters, etc.), and how they can be incorporated into the library website. The article expresses that no efforts are complete without the response from users, and taking action based on that feedback. Through basic marketing principles, libraries can better users' needs, communicate efficiently, and achieve actual results towards their end goal. The authors reviewed 22 university websites, focusing on visibility, networking, information, and consultation and comments.

Z. David Xia, *Marketing Library Services Through Facebook Groups*, 30 Libr. Mgmt. 469 (2009).

This article examines how university students are using Facebook, and concludes that it is a great way to market the library. The author reviewed Facebook Groups for libraries at Rutgers and Indiana University. The results showed that Facebook Groups need an organizer with members

that are active and interested in the group. Activity in the Group involved discussion and wall posts, with the discussion topics as a way for students to interact, and wall posts as a way to disseminate information to the group. The larger the membership in the group, the more actively the group participated. One recommendation for additional marketing through Group pages is direct emails to the entire group as a way to reach members versus posting on the page wall (which may or may not be seen by its members, whereas Facebook alerts to a new message). Overall, the groups need a strong organizer and active members to maintain interest.

Lynda M. Duke & Toni Tucker, *How to Develop a Marketing Plan for an Academic Library*, 25 Technical Services Q. 51 (2008).

This article discusses why marketing should be a part of the library strategic planning process. Marketing plans cannot be written without including the library's mission and vision statements, and this article provides a step-by-step approach to develop an all-encompassing marketing plan. The article defines marketing, why it is appropriate to market the library, the purpose of a marketing plan, and the elements of a marketing plan.

Lara Ursin Cummings, *Bursting Out of the Box: Outreach to the Millennial Generation Through Student Services Programs*, 35 Reference Services Rev. 285 (2007).

This article is about the Washington State University Libraries' examination of the ever-changing needs of their community, and ways to adapt to these changes through marketing and outreach. The article defines the difference between marketing and outreach, and how to best apply these definitions to Millennials. WSU recognized a need for students "visiting" the library after hours from their rooms, and started a campaign based on those students' needs. The article also discusses their efforts at reaching out to organizations across campus as a way to spread their message and provide campus wide support.

Elizabeth Kennedy Hallmark et al., *Developing a Long-Range and Outreach Plan for Your Academic Library*, 68 C. & Res. Libr. News 92 (2007).

This article is about how to develop a marketing plan through distinct goals, including: increased awareness, creating buzz through events, and keeping university personnel informed as to library events. The plan can best be prepared through user data, by either surveying or feedback, and this can lead to prioritizing goals for one's plan.

Carole Ann Fabian et al., *Multiple Models for Library Outreach Initiatives*, 39 Reference Libr. 39 (2003).

This article is about four programs used by the University at Buffalo to promote their collection and services. The four approaches were: library exhibits, book talks, multi-media kiosks, and teaching assistant workshops. The library found that each program was best achieved through partnerships

with cultural institutions and other departments. This provided more diverse topics and an expanded market for participation.