UGA Law Library Communications Plan

1. Identify a promotional opportunity - a new or existing program, service, or event to promote. Or, a persuasive story about the impact or value of the UGA Law Library.

2. Identify your target audience.

3. Select method(s) of promotion based upon the following factors:

<table>
<thead>
<tr>
<th>Method</th>
<th>Pros</th>
<th>Cons</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amicus Briefs</td>
<td>• Easy</td>
<td>• Don’t know how many people regularly read the newsletter</td>
<td>• Scope unknown</td>
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<tr>
<td></td>
<td>• Creates an electronic record of your communication</td>
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<tr>
<td>Bibliographic Instruction Sessions</td>
<td>• can be in-depth</td>
<td>• Require promotion, Food can be costly</td>
<td>• Students</td>
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<td></td>
<td>• Interactive</td>
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<tr>
<td>Blog</td>
<td>• Modern</td>
<td>• Not easy to “push” out. Relies upon readers visiting the blog.</td>
<td>• Wide-ranging</td>
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<tr>
<td>Bookmarks</td>
<td>• Tangible</td>
<td>• Time-consuming to design</td>
<td>• Wide-ranging</td>
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<tr>
<td></td>
<td>• Look professional</td>
<td></td>
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<tr>
<td>Brochures</td>
<td>• Tangible</td>
<td>• Time-consuming to design</td>
<td>• Broad or targeted depending upon brochure</td>
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<tr>
<td></td>
<td>• Look professional</td>
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<tr>
<td>E-mail</td>
<td>• Easy</td>
<td>• Students are notorious for not regularly checking emails</td>
<td>• Limited scope for students</td>
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<td></td>
<td>• Creates an electronic record of your</td>
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<td>• Full access to faculty and staff</td>
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<tr>
<td>Communication Method</td>
<td>Pros</td>
<td>Cons</td>
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<tr>
<td><strong>Embedded Librarian</strong></td>
<td>- Very personal</td>
<td>- Away from desk computer</td>
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<td></td>
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<td>- Currently for Faculty</td>
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<td>- Could be for students as well</td>
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<td><strong>Exhibits/Displays</strong></td>
<td>- Attention-getting</td>
<td>- Time Consuming</td>
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<td></td>
<td>- Featured books get circulated</td>
<td>- Limited Audience</td>
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<td></td>
<td></td>
<td>- Student foot-traffic in library</td>
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<tr>
<td><strong>Flickr and Twitter</strong></td>
<td>- Modern</td>
<td>- Not easy to “push” out. Relies upon readers visiting twitter or flickr.</td>
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<td></td>
<td></td>
<td>- Unknown</td>
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<tr>
<td><strong>Law School Kiosks/Calendar</strong></td>
<td>- Easy</td>
<td>- Kiosks not located in high traffic areas</td>
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<td></td>
<td>- Limited scope for faculty, staff and students</td>
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<tr>
<td><strong>Libguides</strong></td>
<td>- In-depth coverage of topic</td>
<td>- Need to keep updated</td>
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<td></td>
<td>- Consistent Format</td>
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<td></td>
<td></td>
<td>- Wide-ranging</td>
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<tr>
<td><strong>Outreach Table</strong></td>
<td>- High visibility</td>
<td>- Have only tried once (for CVN)</td>
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<td></td>
<td></td>
<td>- Student foot-traffic</td>
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<tr>
<td><strong>Print Flyers</strong></td>
<td>- Simple and quick to create</td>
<td>- Efficacy unknown</td>
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<td></td>
<td></td>
<td>- Limited scope for faculty, staff and students</td>
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<tr>
<td><strong>Signs</strong></td>
<td>- Easily convey info</td>
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<td></td>
<td>- Consistent &amp; dependable</td>
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<td></td>
<td>- Hits target audience, easy</td>
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<td></td>
<td></td>
<td>- Student foot-traffic</td>
<td></td>
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<tr>
<td>Special Topic - Featured Acquisitions List</td>
<td>• Collaborative Opportunity</td>
<td>• Time-consuming to prepare</td>
<td>• Law School Community</td>
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<tr>
<td><strong>Table Tents</strong></td>
<td>• Effective if used conservatively</td>
<td>• More work than flyers and signs</td>
<td>• Students</td>
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<tr>
<td><strong>Website</strong></td>
<td>• Highly visible</td>
<td>• Inflexible design</td>
<td>• Wide-ranging</td>
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<td></td>
<td>• Solid home base</td>
<td>• Not dynamic</td>
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<tr>
<td><strong>Word of Mouth</strong></td>
<td>• Peer communication is trusted</td>
<td>• Slow</td>
<td>• Limited scope for faculty, staff and students</td>
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</table>

4. Use the following guidelines to prepare your marketing materials

a. Amicus Briefs

- **Amicus Briefs** is a web-based newsletter used to inform the Law School community of new resources and scheduled events. The newsletter also includes staff profiles and selected personal-interest features such as Law Dawgs.
- The newsletter is published four times per semester.
- The Steering Group determines the content and publication date of each issue.
- Contact the editor to submit proposed content.

b. Bibliographic Instruction Sessions

- These sessions are used to highlight databases and services. Examples include:
  - Lunch-n-Learns and other programmed sessions
• in-class instruction
• tours
• one-on-one sessions

• The Faculty Services Librarian advertises to the faculty. The Reference Team sets the programming schedule and seeks feedback for topics.
• Schedule: in-class and individual sessions as requested; programmed sessions 5+ per semester.
• Contact: any member of the Reference Team.

c. Blog - Login/password located at xxx.

• Give yourself plenty of time.
• Include relevant links/tie-ins with other PR team activities.
• Always include at least one tag.
• Title: make it succinct. 5-6 word limit is ideal.
• Tweet every post: e-mail xxx so she can tweet the post.
• When possible, add media (photos, videos, illustrations, etc.). Use the Add Media button in Word Press to upload to the blog.
• Caveat: copyright applies!

d. Bookmarks

• **How to use:** Use occasionally to promote the Law Library generally and to provide information about reference and the hours of the library
• **Timetables:** Provide a large amount of time to design and print. Distribute annually to 1L's in the fall and hand out from the circulation desk from time to time.
• **Style Tips:** May warrant professional design
• **Contact:** We have used Adsmith to design previous bookmarks

e. Brochures

• **How to Use:** use very occasionally to promote a specific service or set of services to a precisely targeted group, such as Law faculty
• **Timetables:** update as required for accuracy; distribute annually and to new members of target group
• **Style Tips:** minimize text; include images; some uses may warrant professional design
• **Contact:** xxx is a good resource for layout; UGA Central Duplicating is a good resource for printing

**f. E-mail**

• **How to Use:** use judiciously to publicize Law Library events, services and news to either targeted groups (e.g., 1L class) or to the entire Law School community.
• **Timetables:** depends on purpose and audience
• **Style Tips:** keep brief; use meaningful subject headings
• **Contact:** for entire Law School community, use xxx or xxx listserv. See the mailroom page for other listserv addresses.

**g. Embedded Librarian**

• This method of communication establishes a physical presence near target patrons outside of Law Library and is used to communicate availability for research assistance.
• **Schedule:**
  o Rusk Hall faculty: every other week for 2 hours
  o Students: once per month
• **Contact:** Faculty Services Librarian and Student Services Librarian

**h. Exhibits/Displays**

• **Contact People:** xxx
• **Timetables:** Exhibits related to library or law school events should go up about 1 week prior to the event; other exhibits should remain up for 2 – 4 weeks.
• **Style Tips:** Always include something really eye catching; use text sparingly; highlight the library collection whenever possible; flyers/agendas/handouts that can be carried away are a great addition
• **Supplies:** In-stock exhibit supplies are stored in the closet and workrooms behind circulation; consult with xxx if you can’t find what you need
• **How to Use:** Illuminate major law school events/speakers/student happenings as often as possible; fill in other times with showing off library holdings
i. Flickr and Twitter

Flickr

- Flickr Administrator: xxx
- Login/password located at xxx
- Uploads
  - Upload photos using the Upload button (top toolbar next to the Search bar).
  - Add the uploaded photo(s) to an existing set or create a new set. Be sure to name the set. Caption and tag every photo.
  - Be sure you have permission(s) as needed.
  - If you load a new set, promote it through the blog and Twitter account.
  - Tweet new additions to existing sets w/link to the set.
- Sign out when done.
- The Flickr account has an associated e-mail account which xxx checks periodically: Log-in to Yahoo is required.
  Login/password located at xxx

Twitter

- Twitter Administrator: xxx
- Tweeting Blog Posts
  - We tweet every post: e-mail xx so she can tweet the post
  - If xxx’s not available:
    - Use the Twitter button on the blog page. It will open a sign-in window. You can reword Twitter’s recommended post to make it more informative.
    - Sign in to tweet. Login/password located at xxx
    - Sign out when done.
  - Tweets (Other)
    - Sign in to Twitter. Login/password located at xxx. Use TinyURL or bitly to shorten your URL if necessary.
    - Sign out when done.
- The Twitter account has an associated e-mail account which xxx checks periodically: xxx. Log-in to Yahoo is required.
  Login/password located at xxx
j. Law School Kiosks/Calendar

- The Law School kiosk is appropriate for items of interest to the entire Law School, including upcoming Law Library programs and significant achievements by Law Library staff. Submitting a room reservation request does not trigger inclusion in the kiosk/calendar. Submit entries, including a short title and description, to the Reference Team leader after confirming room reservations. Entries about events should be submitted at least one week in advance of the event.
- To create a unique slide for the kiosk, either create a PowerPoint Slide and or provide text to xxx to create a jpg file using the current kiosk template. Submit the PowerPoint Slide or jpg to xxx for display on the kiosk.

k. Libguides

- The library subscribes to Springshare’s Libguides product to provide library research guides and online exhibits.
- Contact:  
  - All librarians have accounts with permission to create guides, add content and edit libguides that they own. 
  - xxx is the libguides site administrator.
- Proposals for new libguides should be submitted to either the Reference Team or the Steering Group.

I. Outreach Table

- A portable table is available for use by library staff to promote library events, services and resources.
- Generally the table is placed just inside the entrance to the Law Library, facing the doors.
- The table is stored in the “boiler room” next to the Circulation workroom.
- Contact xxx to reserve the table and to avoid conflict with CALR vendors who might have already reserved the table.

m. Print Flyers

- Flyers can be viewed as mini posters. A flyer is a piece of advertisement that people can take away from the display. Flyers provide relevant information about a service or a product.
- **Timetables:** Useful for short term advertising of upcoming events.
- **Style Tips:** Choose a striking title. The title is the first and sometimes only shot at capturing your audience’s attention. Simple thick fonts work best. Sum up the message in a few, but powerful words. Graphics can help make your flyer pop and attract attention. Keep the text to a minimum but make sure the reader has all of the necessary information.
- **Supplies**: Color paper is available in the circulation workroom
- **Distribution**: Flyers could be displayed in a literature holder or in a neat stack on the top of a bookshelf.

**n. Signs**

- **Style Tips**: Always include something really eye catching; use text sparingly.
- **Supplies**: Color paper is available in the circulation workroom.
- **How to Use**: Signs can be inserted in the permanent sign holders that are attached to the doors. We also have tabletop sign holders that can be used with signs. For example, a sign can be placed on the reference desk to catch the attention of students as they are walking to the copy room.
- **Examples of usage**: Illuminate major law library events. Notification of major changes, example holiday hours.

**o. Special Topic - Featured Acquisitions List**

Regular featured acquisitions lists are prepared monthly by xxx and xxx.

In addition to these general purpose monthly lists, lists may be created to highlight a specific topic or promote a special event.

To create a special topic acquisitions list:

1. Identify the library materials you wish to include. It is recommended that you select items with book jacket images in GAVEL when feasible.
2. Create a Word document with your list of suggested resources. Include the title of the item, author/editor, publisher, year, call number and location.
3. Create a short description or summary of the book. The best source for summary information is the publisher’s website. It is permissible to cut and paste the publisher’s description of the item.
4. Include two links:
   a. Provide a link to the GAVEL record
b. Provide a link to the Syndetics book jacket image. To obtain the Syndetics link, right click on the book jacket image when viewing the GAVEL record. Select COPY IMAGE LOCATION. You can now paste the Syndetics link in your Word document.

5. If you are comfortable creating web pages, proceed. If you’d prefer, you can send your Word document to xxx and he will create the acquisitions list web page.

p. Table Tents

- **Contact People:** xxx
- **Timetables:** During the second half of an ongoing campaign (such as a contest or survey); 3-5 days before an event.
- **Style Tips:** Should be small (5” x 7”) so doesn’t interfere with use of tables; limit text to a minimum; use the top fold card template on Publisher.
- **How to Use:** very occasionally to notify students of a campaign or event; probably limit to once a semester.

q. Website

- The Law Library website is a microsite within the UGA School of Law’s website. Consequently, it must retain the same template design as its parent site.
- Template designs include:
  - 3 column pages with 3 or more potential callouts (small blocks of space available for brief text and/or image) in the right side bar. This template is typically reserved for second tier landing pages such as the Law Library’s main page. See: [http://www.law.uga.edu/library](http://www.law.uga.edu/library)
  - 2 column pages – See: [http://www.law.uga.edu/library-programs](http://www.law.uga.edu/library-programs)
- The Law Library’s web team is responsible for developing and maintaining the library’s site.
- To propose a new web page or callout (in the 3rd column), contact the web team. If you are proposing a new web page:
  - Plan to provide a title and content for the page.
  - Include a description of where or how to link to the new page

r. Word of Mouth- In order to advertise an event utilizing word of mouth you need to know the people within the library who supervise or oversee various groups. The first people to approach are:
1. Director of the Law Library who will relay the information to her administrative staff, department heads, and other librarians. The other librarians in turn will relay the information to their staff.
2. Faculty Services Librarian who will relay the information to the faculty.
3. Circulation Manager who will relay the information to the student assistants.
4. Leader of the Reference Team who will relay the information to the reference assistants.
5. As a result the circulation team will relay information to patrons during the course of the day and the students will relay the information to fellow students.