SECTION 3: MARKETING SERVICES TO STUDENTS

SOCIAL MEDIA

Social media is a popular method of marketing to students. The AALL Computing Services SIS maintains lists of law libraries that use Facebook and Twitter:

- **Facebook**
  
  [http://aallcssis.pbworks.com/w/page/68430443/Law%20Libraries%20on%20Facebook](http://aallcssis.pbworks.com/w/page/68430443/Law%20Libraries%20on%20Facebook)

- **Twitter**
  

Academic law libraries are also using Pinterest and YouTube. A few examples are below.

*Pinterest*

- Oklahoma City University: [http://www.pinterest.com/oculawlibrary](http://www.pinterest.com/oculawlibrary)

*YouTube*

- Cornell: [http://www.youtube.com/user/CornellLawLibrary](http://www.youtube.com/user/CornellLawLibrary)
- Georgetown: [http://www.youtube.com/user/GTownLawLib](http://www.youtube.com/user/GTownLawLib)
- Harvard: [http://www.youtube.com/user/hlslib](http://www.youtube.com/user/hlslib)
- University of Virginia: [http://www.youtube.com/channel/UCOtvwPgt_dMIKUmvH0CQIkg](http://www.youtube.com/channel/UCOtvwPgt_dMIKUmvH0CQIkg)
- Washington & Lee: [http://www.youtube.com/user/WLLawLib](http://www.youtube.com/user/WLLawLib)

BLOGS

A number of law libraries keep students informed with blogs. The AALL Computing Services SIS maintains a list of blogs by law libraries, law librarians and law library associations.

- **Law Library Blogs**
  
NEWSLETTERS

Some law libraries produce electronic newsletters several times a year. A few examples are:

- Boston College: http://www.bc.edu/schools/law/library/services/libnewsletters.html
- Oklahoma City University: http://law.okcu.libguides.com/content.php?pid=352278
- St. Mary’s: http://lawlib.stmarytx.edu/news.html
- University of Notre Dame: http://scholarship.law.nd.edu/law_lib_news/

OUTREACH EVENTS

Fall Fests & Open Houses

- Cornell: http://blog.law.cornell.edu/library/2013/08/23/library-open-house/
- Harvard: http://etseq.law.harvard.edu/2013/09/hls-students-library-fest-this-friday/
- University of Texas: http://blogs.utexas.edu/Tarleton-library-news/2013/09/reminder-for-ut-law/

Brown Bags

- Oklahoma City University: http://law.okcu.edu/?s=brown+bag
- University of California, Davis: https://law.ucdavis.edu/library/research-guides/brown-bags.html

GIVEAWAYS

Students love swag. Proving tangible items can increase the impact of a marketing campaign. Branding items is another way to connect the item with your library: include your library’s logo and URL.

Popular Giveaways: bookmarks; flash drives; keychains; magnets; mugs; pens; stress balls; water bottles, spill-proof cups; ear plugs; highlighters; candy
Distribution: circulation desk, reference desk; during orientation; during exams; National Library Week

MARKETING BIBLIOGRAPHY

Toolkits

- AALL Knowledge Center Public Relations Section
  http://www.aallnet.org/main-menu/Member-Resources/knowledgecenter/pr
- ALL-SIS Marketing & Outreach Toolkit
  http://www.aallnet.org/sections/all/storage/Marketing-Outreach-Toolkit-2013

Online Discussion

- Marketing Your Library Services to Students - An Online Discussion (ALL-SIS, 2011)

Books


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AALL Spectrum, Vol. 15, Issue 8 (June 2011), pp. 7-8
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Talking the Talk - A Law Librarian's Guide to Correctly and Gracefully Describing Law Library Promotional Activities [article]


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