

## 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>
- *Twitter*:  
<http://aallcssis.pbworks.com/w/page/1189463/Law%20Libraries%20and%20Librarians%20on%20Twitter#libraries>

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

#### *Pinterest*

- Indiana Bloomington: <http://www.pinterest.com/iuaurerlawlib/>
- Louisiana State University: <http://www.pinterest.com/lsulawlibrary/>
- Oklahoma City University: <http://www.pinterest.com/oculawlibrary/>
- Stetson: <http://www.pinterest.com/stetlawlibrary/>
- University of Wisconsin: <http://www.pinterest.com/uwlawlibrary/>

#### *YouTube*

- Cornell: <http://www.youtube.com/user/CornellLawLibrary>
- Georgetown: <http://www.youtube.com/user/GTownLawLib>
- Harvard: <http://www.youtube.com/user/hslib>
- University of Virginia: [http://www.youtube.com/channel/UCOtvwPgt\\_dMIKUmvH0CQlkg](http://www.youtube.com/channel/UCOtvwPgt_dMIKUmvH0CQlkg)
- Washington & Lee: <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*  
<http://aallcssis.pbworks.com/w/page/1189465/Law%20Library%20Blogs>

## 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>
- New England: <http://www.nesl.edu/library/newsletters.cfm>
- 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/](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/>
- George Washington University: [http://issuu.com/gwlawpubs/docs/friendsnwsltr\\_sp10/5](http://issuu.com/gwlawpubs/docs/friendsnwsltr_sp10/5) and <http://law.gwu.libguides.com/lawlapalooza>
- Harvard: <http://etseq.law.harvard.edu/2013/09/hls-students-library-fest-this-friday/>
- University of Chicago: <http://news.lib.uchicago.edu/blog/2013/10/12/join-us-for-the-dangelo-law-library-fall-fest-oct-22/> and <http://www.law.uchicago.edu/news/dangelo-law-library-says-hello-fall-fest> and <http://www.law.uchicago.edu/news/meet-law-library-fall-fest-offers-behind-scenes-look-d%E2%80%99angelo-0>
- University of Texas: <http://blogs.utexas.edu/Tarlton-library-news/2013/09/reminder-for-ut-law/>

### *Brown Bags*

- Hastings: <http://hastingslawlibrary.wordpress.com/2012/09/06/brown-bag-research-bloomberg-law/>
- Oklahoma City University: <http://law.okcu.edu/?s=brown+bag>
- University of California, Davis: <https://law.ucdavis.edu/library/research-guides/brown-bags.html>
- University of Houston: <http://notabeneuh.blogspot.com/2014/09/law-library-brown-bag-series.html>

## GIVEAWAYS

Students love swag. Providing 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)  
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