



ACADEMIC LAW LIBRARIES  
SPECIAL INTEREST SECTION



## SECTION 3: MARKETING SERVICES TO STUDENTS

### SOCIAL MEDIA, NEWSLETTERS, AND BLOGS

Many academic law libraries maintain social media accounts to market their collections and services to students. In Fall 2021, the Student Services Committee surveyed law libraries asking which social media platforms they were using and which saw the most engagement with students. Instagram was the most popular platform, with Twitter and Facebook coming in a close second and third. A handful of libraries report maintaining YouTube Channels, while only a few libraries report using TikTok or Pinterest. Additionally, law libraries often publish newsletters or maintain blogs to share information with students, faculty, and their law school communities.

We have created a [list of academic law libraries' social media accounts, newsletters, and blogs](#).

Many schools report using the following tools to help them manage their social media accounts:

[Canva](#) is a free graphic design platform that is used for making social media posts. It has a drag and drop interface with thousands of templates that make creating posts easy without extensive photo editing knowledge or experience.

[Linktree](#) is a tool that allows users to share multiple links on social media, most notably on Instagram, which does not allow users to share web links apart from in Stories and in the 'bio' section of their profile page.

[Hootsuite](#) is a social media management platform tool that helps users curate content and schedule posts. It supports social network integrations for Twitter, Facebook, Instagram, LinkedIn, Pinterest, and YouTube.

[Buffer](#) is a software application for the web and mobile, designed to manage accounts in social networks by providing the means for a user to schedule posts to Twitter, Facebook, Instagram, Instagram Stories, Pinterest, and LinkedIn, as well as analyze their results and engage with their community.

### SWAG

In Spring of 2022, the Student Services Committee sent a separate survey, asking academic law libraries to share their swag items used to market their library. A link to the shared items is available here:

[https://docs.google.com/presentation/d/1GwHR1xBvquMZamKOu\\_i\\_ahJ508fY3eUe0MKef\\_8ttfg](https://docs.google.com/presentation/d/1GwHR1xBvquMZamKOu_i_ahJ508fY3eUe0MKef_8ttfg)



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### MARKETING BIBLIOGRAPHY

#### ONLINE RESOURCES

- [ALL-SIS Marketing & Outreach Toolkit](#)
- [ALL-SIS Student Services Committee Roundtable \(June 17, 2021\)](#)
- [ACRL Library Marketing and Outreach Interest Group LibGuide](#)
- [ACRL Libraries Transform Toolkit](#)
- [Wiley Research APAC Webinar – Marketing for Librarians: How to Market What Cannot be Seen \(and Checklist\)](#)
- [ACRL Library Marketing and Outreach Interest Group \(Community with discussion board\) \(requires free ALA Connect account\)](#)
- [Library Marketing and Communications Conference \(LMCC\)](#)

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