

LIBRARIAN TOOLKIT

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HINTS & TIPS GUIDE

Making the most of the librarian toolkit

Experimenting with the resources in your toolkit will help you find an approach to promotion that keeps response levels manageable while making sure that everyone knows what you have to offer.



01

Increase interest steadily...

Start with some posters and the email signature, and monitor how many more queries they bring you.



Happy with the effect?

Great! Keep things as they are and introduce more materials when you are ready.



Not getting a reaction?

Add banners to your online channel, and consider sending out some emails to relevant teams.

02

Or make a splash...

For a bigger immediate impact, you might like to think about a more structured ‘campaign’ of activity, in which you plan what to share and when over the course of a month or two.

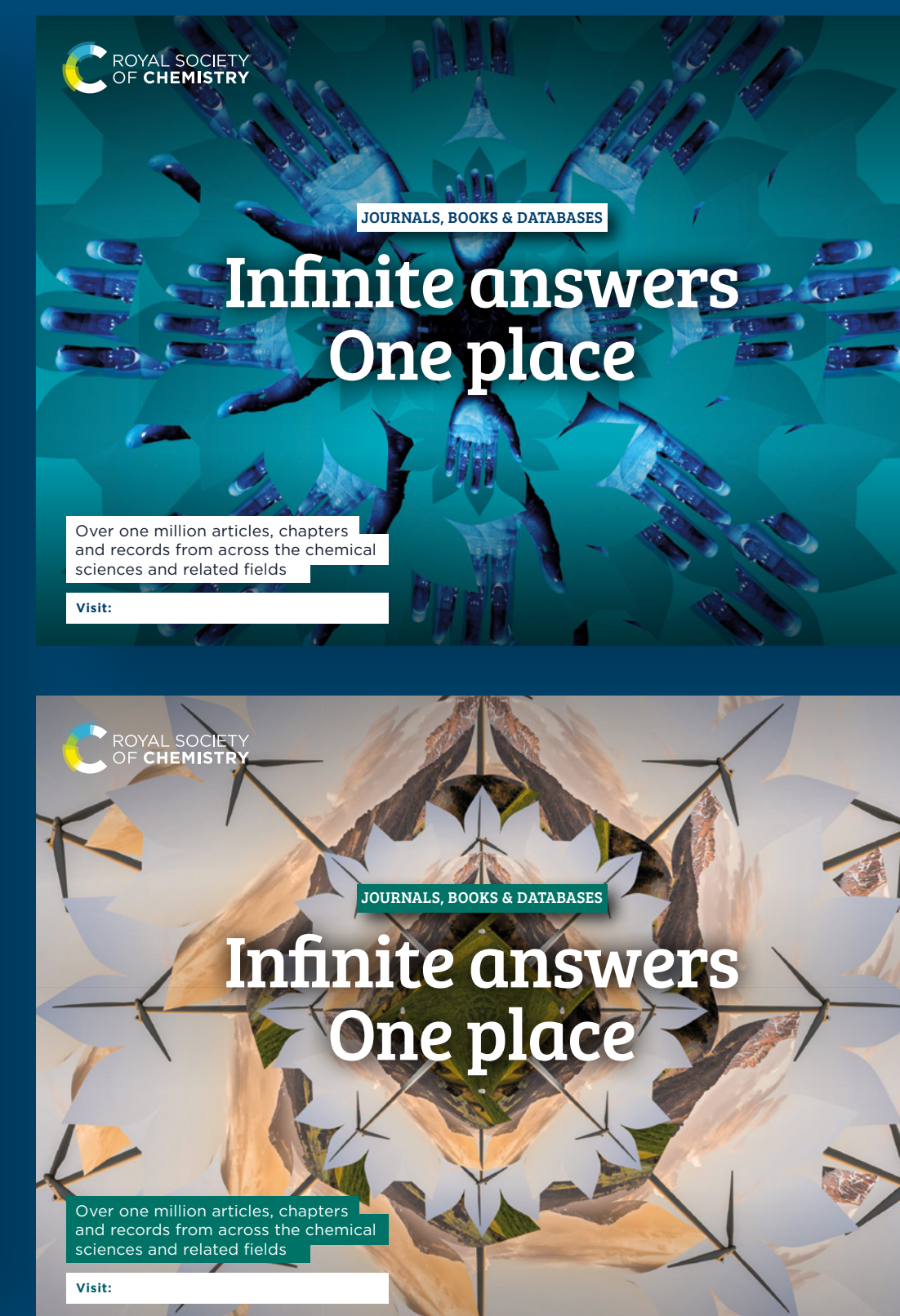
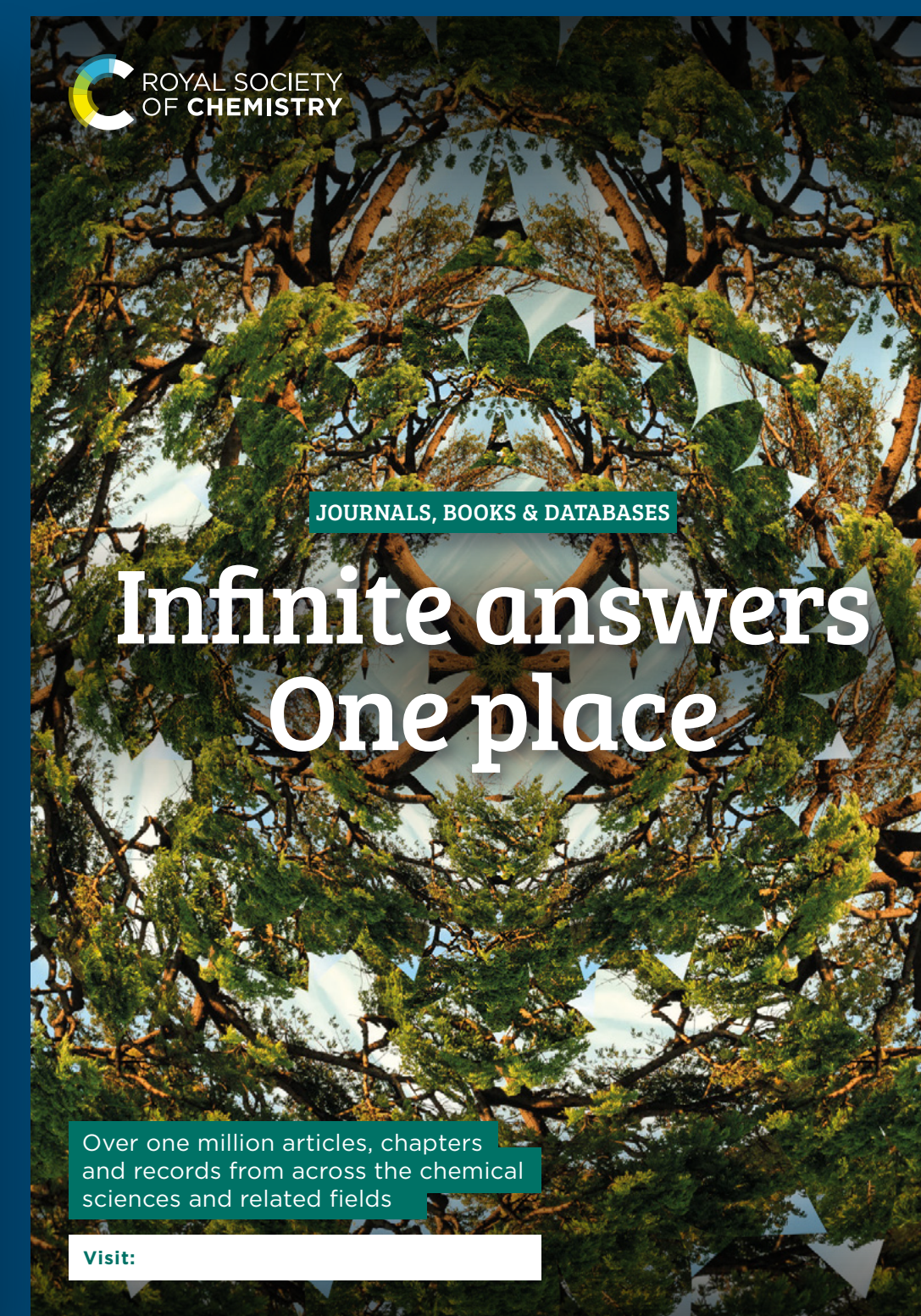
Channel	M	T	W	T	F	S	S	M	T	W	T	F	S	S
Twitter														
Facebook														
Yammer														
Instagram														
Email														

An example of a social media calendar plan

Take a tour through your toolkit

Posters

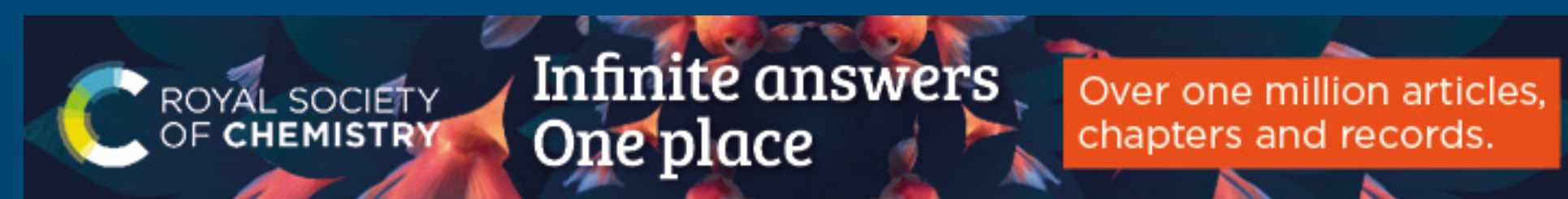
- Put these on every shared message board that a researcher might see.
- Make sure that they are at eye level.
- Print out the pdf posters yourself, or request high quality A3/A4 versions from us.



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Web banners

- Resize to suit the spaces available on your online channel.
- The person in charge of your company's online channel will have advice on resizing and uploading, or you can contact us for support.



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Social media posts

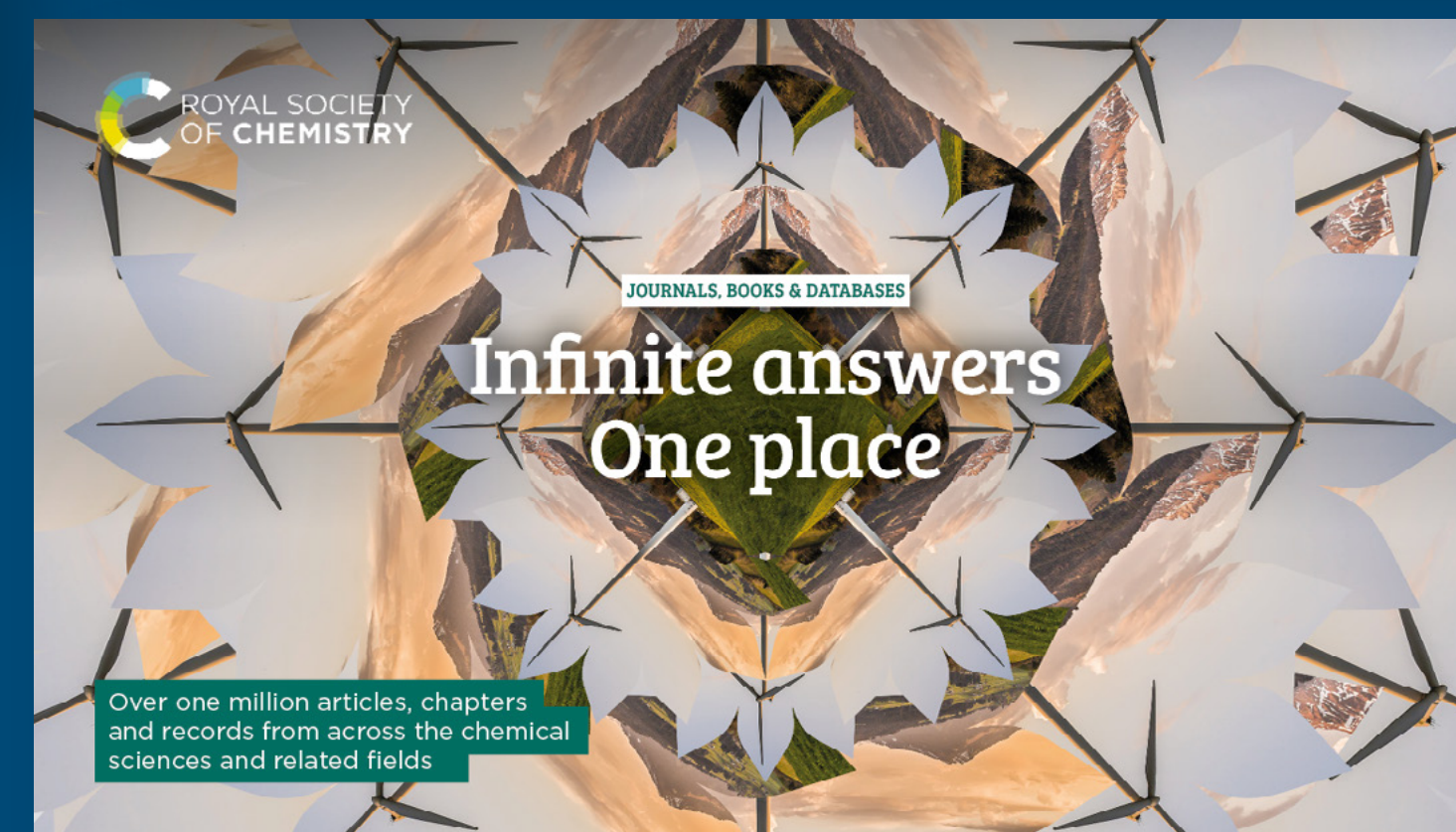
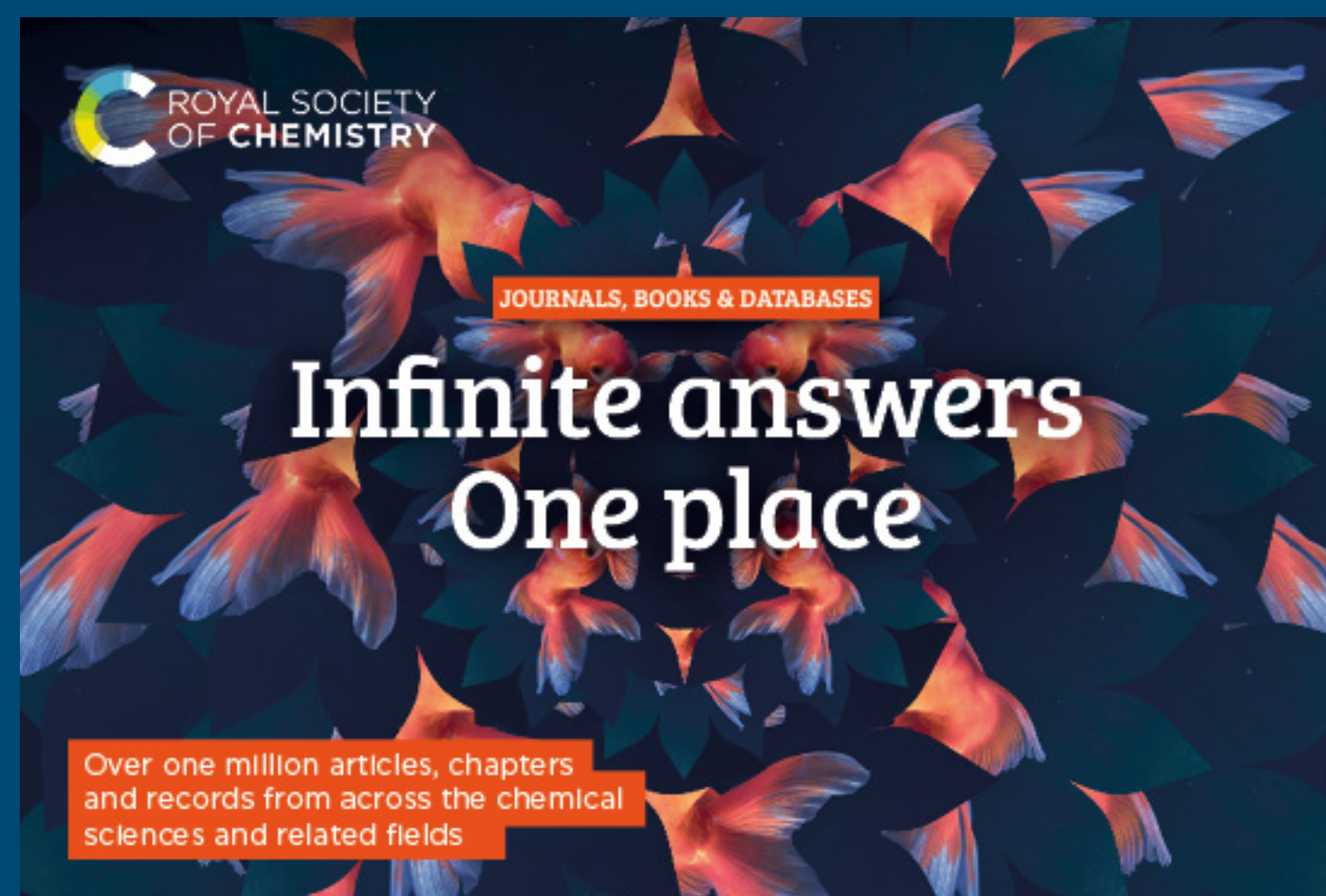
- Pair these images with the text provided to promote resources on Facebook, Twitter, LinkedIn and your internal messaging programs
- Make sure you choose the image with the appropriate social media platform label – each one has its own specifications.

Get more from social media

Seconds to spare? Catch your audience's eye with a good image and end on a 'call to action'. Our pre-prepared posts do this for you, but feel free to adjust the text to make it really specific to your organisation.

Minutes? Mix in company news, fun facts or useful information alongside your promotional post to find out what gets the best response from your library users

More? Start conversations with your library users to find out what content they want and need, and adapt your promotion plan accordingly.



Take a tour through your toolkit

Email signature image

- Include in your own signature.
- Ask other people in your company to include it in theirs, to raise your profile in parts of the business that do not often work with you.
- Hyperlink the image to your online channel page (if you have one).



Email templates

- Tailor the information to suit your role and resources, then send them out over the course of a month as part of your promotion activity, to keep interest steady.

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PowerPoint slides

- Ask if one of these can be included in any induction packs for new starters at your company, to make them aware of the resources available straight away.
- Add them to TV screens or digital displays around your building

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Ready for the next level?

Here are a few more ideas if you would like to take your resource promotion a step beyond using your toolkit.



Organise drop-in sessions or workshops

Short events or training sessions are a good way to make an impact quickly without taking too much time out of the day. If you are thinking of doing this, we can provide pens and lanyards to give away as an extra incentive.



Run a webinar or record a video

If your company is already used to using webinars for internal training, this can be a great way to get staff engaged with your work.

Training videos need effort to set up, but once they are done they are an easily shareable way of getting information to the people who need it.



Get help from others in the business

Encouraging recent resource users to pass on the message, or to comment and post articles on your online channel, is a tried-and-tested way of boosting promotion efforts without creating extra work for yourself.

Remember you can share our web banners with potential writers to support this.

The combination of your company knowledge and testing out these materials will help you establish an effective approach to promotion.

Trust your instincts and enjoy experimenting!

**If you would like any specific support,
please get in touch with us at any time
to discuss potential plans**

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