Marketing Your Library

Generating awareness of library services to students and faculty is what it is all about. Just because you are in a big building on campus does not mean they know you are there or what services you provide. As library professionals, we need to go to the masses and not wait for them to come a-knockin'. Bookmarks, posters, signs and postcards are easy, cheap, and quick methods of advertising your library and services.

Actively promoting the library does not need to be expensive. In *library dreamland*, I would have a hefty advertising budget for slick promotional signs and custom printed bookmarks, but the reality is: I don't! Materials I use include a printer, card stock or regular weight paper, construction paper, laminator, tape, glue, scissors, paper cutter, and clip art or digital photos from around the library. The software I use is Microsoft Office Word and/or Publisher.

My objective is simple: Design a tool that will engage the students (and faculty) and dispel the perceptions that everything is on the Internet and library services are not needed. I believe that bookmarks are especially effective because they are quick to produce, easy to distribute, and useful to the recipient. Who doesn't need a bookmark!
Do not limit your distribution to the library, and do not simply place a pile of bookmarks on the circulation desk. Walk through the library and personally hand to students, walk across campus and offer to passers-by, or hand out to students in a BI class.

Post cards are a good size to use to create announcements for faculty. Tell faculty about new databases or new print additions. Again, personally deliver to faculty. Sure, they may toss it in the garbage later, but they won't forget that you made the effort to keep them informed about the library and your services. Postcards are also a good size for "library games." Occasionally it is fun to come up with a game that will require the use of library resources, such as word jumbles or fact-finding quests.
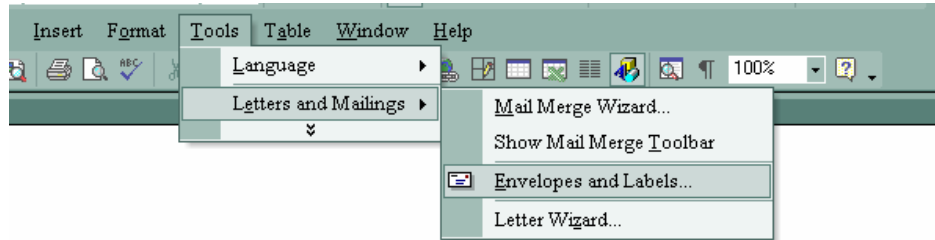
So get a ream of paper and start designing your next advertising campaign.

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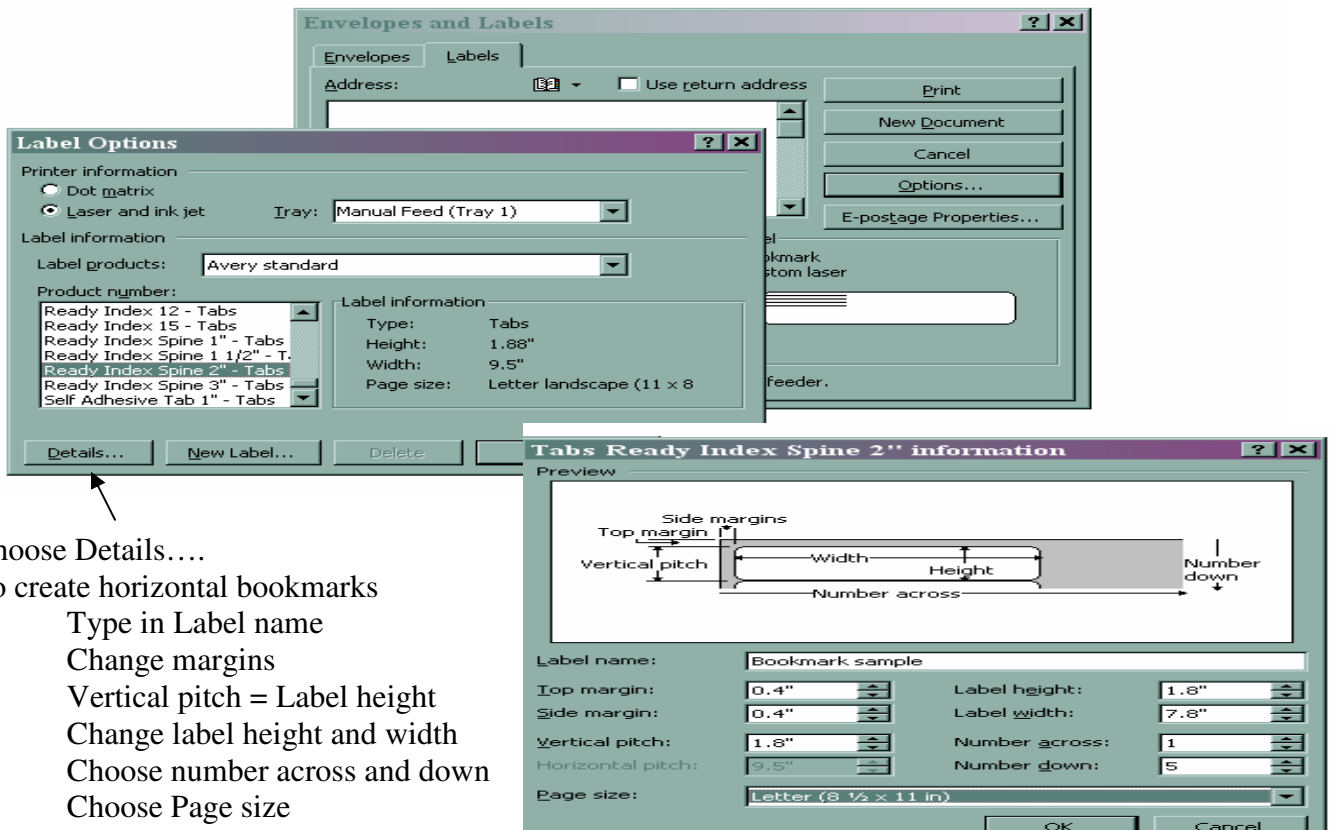ALLA ACRL/CUS Best Practices Mini-Sessions 2006

BOOK MARKS

Use Microsoft Word
  Click on Tools -- Letters and Mailings -- Envelopes and Labels

Click on the **Labels** tab -- Choose **Options** -- Select **Label Products**: Avery Standard -- Scroll down the list to "Ready Index Spine 2"

Choose Details….

To create horizontal bookmarks
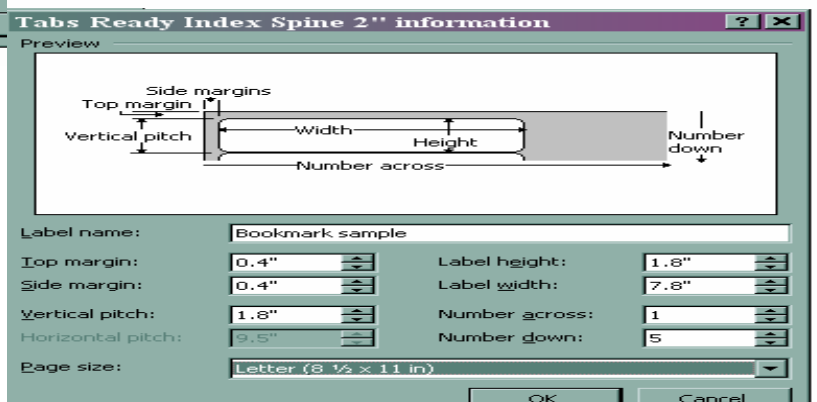 Type in Label name
  Change margins
  Vertical pitch = Label height
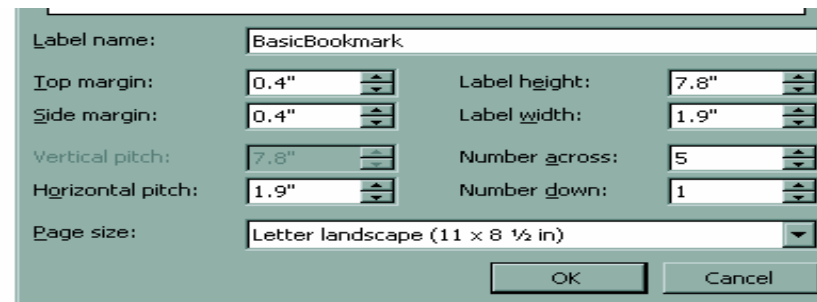 Change label height and width
  Choose number across and down
  Choose Page size

To create vertical bookmarks
  Change settings as illustrated in
  the figure to the right

Click OK; OK; New Document and a template will appear in the word document.

POSTERS AND POST CARDS

Use Microsoft Publisher

Under **Start from a design** drop-down box, choose "By blank publication."

Select a type of publication from the list or the page of examples.

Add text boxes, clip art or pictures to the publication.

Print.

Match registration marks. One or two sides of each page will need to be trimmed to match. Use rubber cement or double-sided tape for flat seams. White glue not recommended.

Laminate if possible.
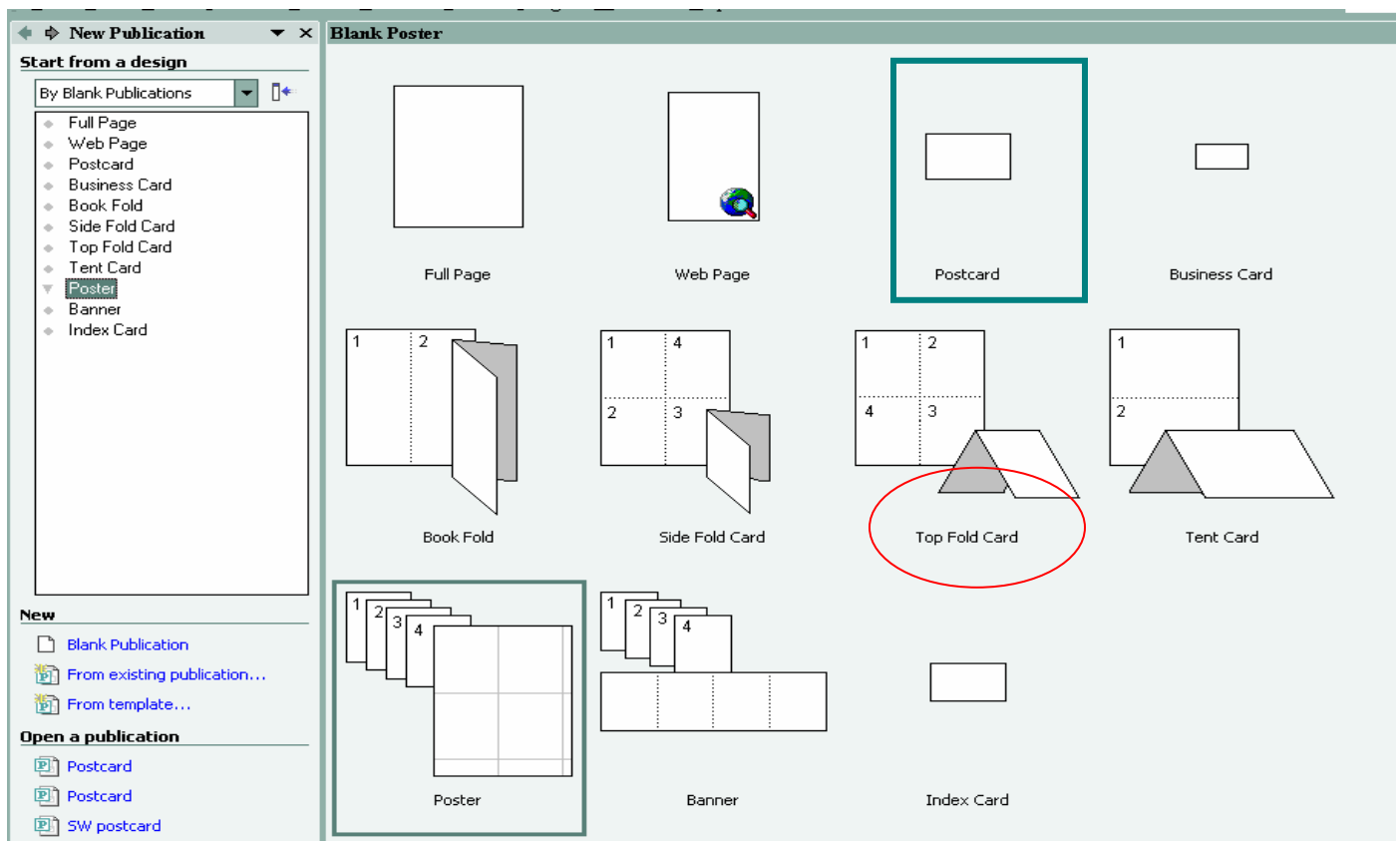
*Note – the **Top Fold Card** makes a great bookmark holder.

Directions: Select the Top Fold Card. Insert a picture or text in areas marked 1 and 2. Be sure to invert the picture or text. Print. Cut in two. Fold in half; Use double side tape or a bead of glue to secure sides.