Library Promotion Practices and Marketing of Library Services:
The Role of Library Professionals

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Nahdlatul Ulama University of Surabaya
Library Zoom Webinar
August 24, 2021, 9:00-9:20am
Background on me:

California State University, Fullerton
Background on me:

Library faculty: International Outreach
Background on me:

International Librarian training
Background on me:

Previous Chair of ALA Int’l Relations Roundtable
Background on me:

LIS Instructor, Philippines, 2016
Today’s presentation…

Library Promotion Practices and Marketing of Library Services

Part of a 15-year project of documenting “Best Practices” of Libraries in both Asia & America
15 years of documenting…

Best practices throughout Asia
15 years of documenting…

Best practices throughout Asia
15 years of documenting…

Serving Library Users from Asia
A Comprehensive Handbook of Country-Specific Information and Outreach Resources

Best practices throughout Asia
15 years of documenting…

Best practices throughout America too
2 Parts of Today’s Presentation:

1. Virtual Library Promotion/Marketing (pandemic)

2. In-person Library Promotion/Marketing (pre/post pandemic)
Disclaimer 1…

All “Best Practices” examples are intended to inspire you to make achievements with whatever resources you have available.

The intention is *not* for you to feel frustrated if you do not have the same funding or resources.
Disclaimer 2…

There are thousands of fantastic “Best Practices” examples in Indonesia, but I am not showing Indonesian examples today. Why not?

First, you may already know Indonesian examples, so I want to show you new & different libraries; Second, I don’t want to appear to favor-vs.-exclude any of your fellow libraries.
1. Virtual Promotion/Marketing

A. Streaming Videos!

Today’s students are more video-connected than ever!
1. Virtual Promotion/Marketing

https://www.youtube.com/watch?v=VOFn-Rgckac

University of Maryland Library
1. Virtual Promotion/Marketing

[Image: 10 Steps to find Journal Articles]

[Image: 44,796 Journal Titles Accessible through EZAccess Portal]

[Video Link: https://www.youtube.com/watch?v=Ztnaxy83qXo]

UPM University Library (Malaysia)
1. Virtual Promotion/Marketing

https://www.youtube.com/watch?v=DOChp9C7DVc

Los Angeles Public Library (California)
1. Virtual Promotion/Marketing

University of Brunei Darussalam Library
1. Virtual Promotion/Marketing

De La Salle University Library
1. Virtual Promotion/Marketing

B. Mobile technology

Use usual mobile phone features for promotion/marketing
1. Virtual Promotion/Marketing

Brooklyn Public Library (New York)

App with events calendar promotion!

https://www.bklynlibrary.org/bpl-mobile-app

Brooklyn Public Library (New York)
1. Virtual Promotion/Marketing

App with newsletter send-out!

https://www.jericholibrary.org/jpl-app

Jericcho Public Library (New York)
1. Virtual Promotion/Marketing

https://www.jplibrary.net/pages/text-a-librarian.htm

Jefferson Parish Public Library (Louisiana)
1. Virtual Promotion/Marketing

C. Social Media

Connect & promote, even during quarantine
1. Virtual Promotion/Marketing

California State University Fullerton
1. Virtual Promotion/Marketing

Virtual subject specialist librarians!

Princeton University (New Jersey)
2. In-person Promotion/Marketing

A. Inviting Facilities!

Nobody likes boring libraries!
2. In-person Promotion/Marketing

https://www.slideshare.net/INTO2010/into-usf-photo-slideshow-sept-2010

University of South Florida Library
2. In-person Promotion/Marketing

https://library.northeastern.edu/services/digital-media-commons

Northeastern Univ. Library (Massachusetts)
2. In-person Promotion/Marketing

Farmington Public Library (New Mexico)
2. In-person Promotion/Marketing

Toledo-Lucas County Public Library (Ohio)

https://americanlibrariesmagazine.org/2017/09/01/2017-library-design-showcase/design-toledo-4/
2. In-person Promotion/Marketing

Hennepin County Public Library (Minnesota)

https://www.architectmagazine.com/project-gallery/brooklyn-park-library/
2. In-person Promotion/Marketing

DeKalb Public Library (Illinois)
2. In-person Promotion/Marketing


Los Angeles Public Library (California)
2. In-person Promotion/Marketing

Loudoun County Public Library (Virginia)

https://americanlibrariesmagazine.org/2017/09/01/2017-library-design-showcase/
2. In-person Promotion/Marketing

Johnson County Public Library (Kansas)
2. In-person Promotion/Marketing

Cohasset Middle School Library (Massachusetts)
2. In-person Promotion/Marketing

Nanyang Technological Univ. Library (Singapore)
2. In-person Promotion/Marketing


University of the Philippines Engineering Library
2. In-person Promotion/Marketing

King Mongkut's Univ. of Technology Thonburi Library (Thailand)
2. In-person Promotion/Marketing

Adams Elementary School Library (California)
2. In-person Promotion/Marketing

B. Incentive Promotions!

Get your users enthused to visit!
2. In-person Promotion/Marketing

Michigan State University Library (Michigan)
2. In-person Promotion/Marketing

[Image of Flyer]

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https://twitter.com/msulibraries/status/722924919567220736

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Michigan State University Library (Michigan)
2. In-person Promotion/Marketing

https://twitter.com/msulibraries/status/722924919567220736

Michigan State University Library (Michigan)
2. In-person Promotion/Marketing

https://dmz.overdrive.com/

Huntsville Public Library (Alabama)
2. In-person Promotion/Marketing

Benton High School Library (Missouri)
2. In-person Promotion/Marketing

https://www.youtube.com/watch?v=GNpNfhpqDk4

OCOEE Middle School Library (Florida)
2. In-person Promotion/Marketing

OCOEE Middle School Library (Florida)
2. In-person Promotion/Marketing

Many Philippine University Libraries
2. In-person Promotion/Marketing

Bangkok University Library (Thailand)
2. In-person Promotion/Marketing

Bangkok University Library (Thailand)
2. In-person Promotion/Marketing

Singapore Polytechnic Library

Tell-A-Friend!

Tell-A-Friend
Borrow & Win Prizes Together
Starting from 11 June, lucky winners will be drawn each week!

Pick up a “Tell-A-Friend” card and visit the Library with your friend. Borrow at least 1 library item each and win prizes together!

eat up!
Pizza Hut Card
2. In-person Promotion/Marketing

https://www.youtube.com/watch?v=4wdEAdpcX_0

Khon Kaen University Library (Thailand)
2. In-person Promotion/Marketing

https://www.youtube.com/watch?v=atWG0JrkjM4

Khon Kaen University Library (Thailand)
2. In-person Promotion/Marketing

“Annual Reading Day”

HCMC Public Library (Vietnam)
2. In-person Promotion/Marketing
2. In-person Promotion/Marketing

Perak Public Library (Malaysia)
2. In-person Promotion/Marketing

Naga City Public Library (Philippines)
Resources

American Library Association
Promotion Strategies: https://www.ala.org/tools/programming/adams/adamsssn15
Marketing Strategies (Public): https://www.ala.org/pla/resources/tools/public-relations-marketing/marketing-strategies
Marketing Strategies (Academic): https://www.ala.org/acrl/issues/marketing
Programming ideas: https://programminglibrarian.org/

Scholarly Articles
Library Promotion Practices: https://core.ac.uk/download/pdf/82182409.pdf

Tutorials/Guides
Indiana LIS course: https://eduscapes.com/wp/marketing-for-libraries/
Marketing guide: https://superlibrarymarketing.com/

Marketing/Promoting Virtually
Thank you!