

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...



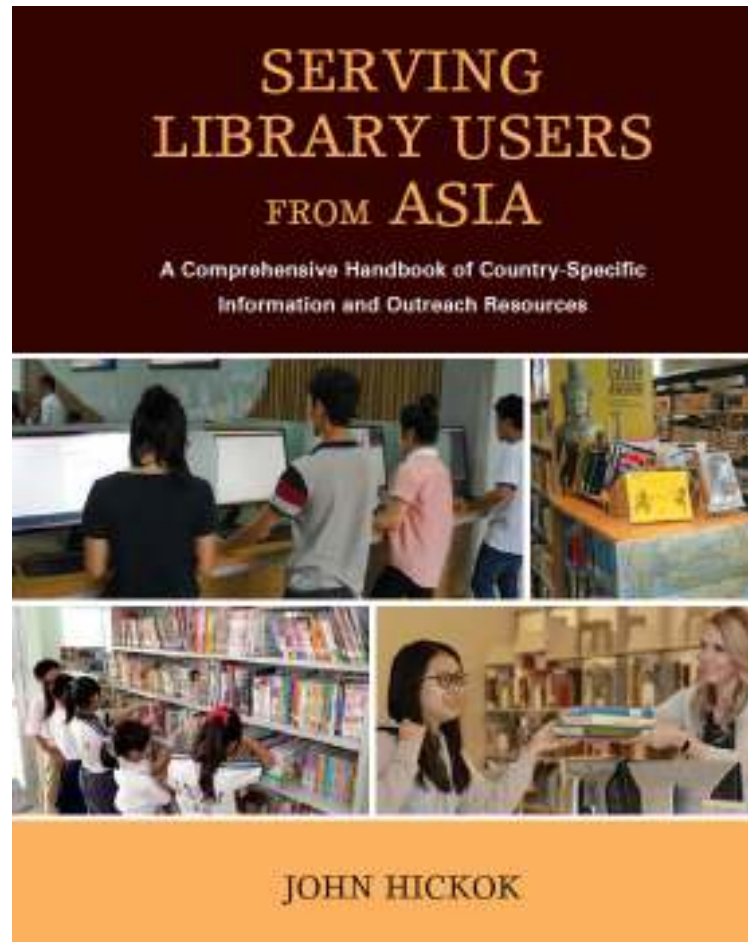
Best practices throughout Asia

15 years of documenting...



Best practices throughout Asia

15 years of documenting...



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



UPM 4 STAR

10 Steps to find Journal Articles

44,796 Journal Titles
Accessible through
EZAccess Portal

<https://ezaccess.upm.edu.my>

Stay connected with our meaningful, relevant, and powerful resources

<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



The image shows a screenshot of the De La Salle University Manila website. The header features the university's logo and name. Below the header, there are navigation menus for various university departments and a search bar. A red arrow points to the 'Online Renewal (2008)' link in the 'Tutorials' section of the library page. To the right of the screenshot, there is a dark green box with the text 'Tutorial for Online Renewal' and a vertical banner that reads 'De La Salle University - Manila Library'.

De La Salle University - Manila Library

**Tutorial
for
Online
Renewal**

De La Salle University
Manila

Today is Tuesday, September 07, 2010

Library

Tutorials

• [Online Renewal \(2008\)](#)

De La Salle University Library

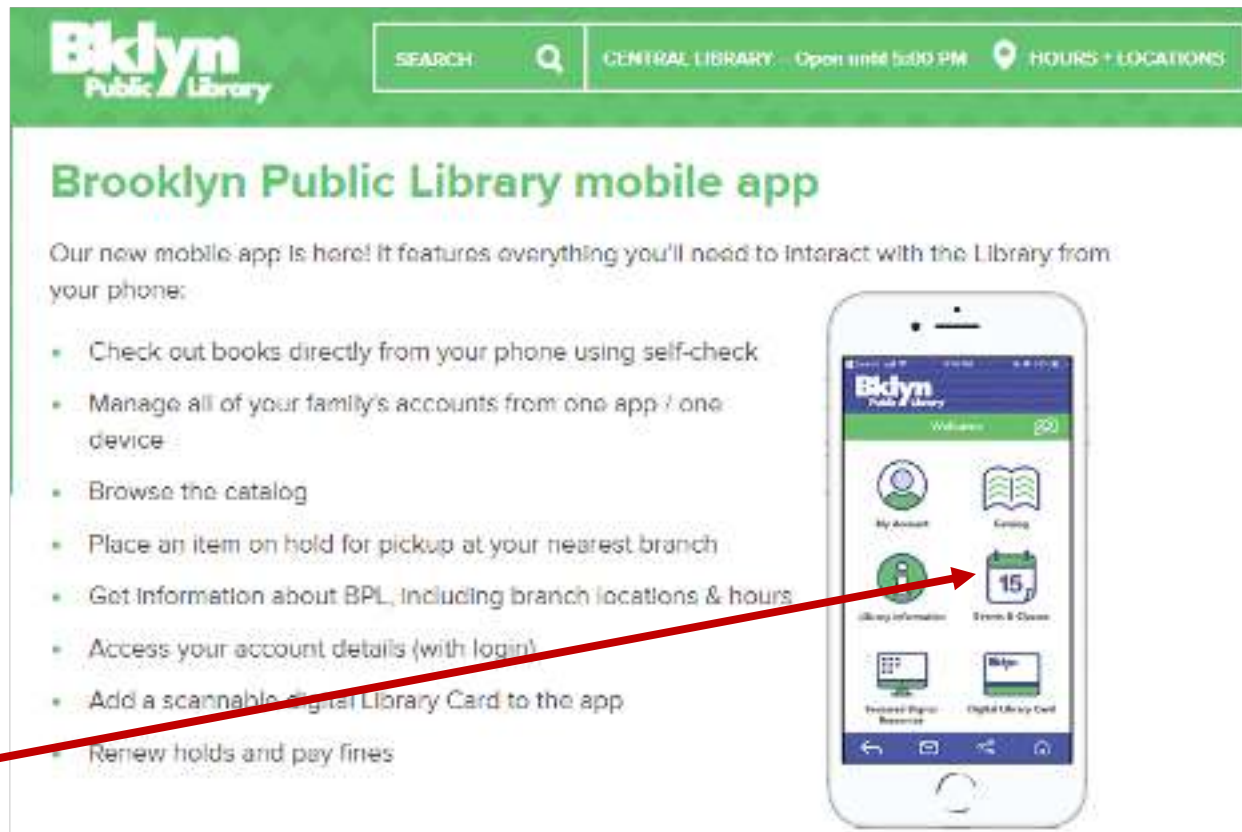
1. Virtual Promotion/Marketing

B. Mobile technology

Use usual mobile phone features for promotion/marketing



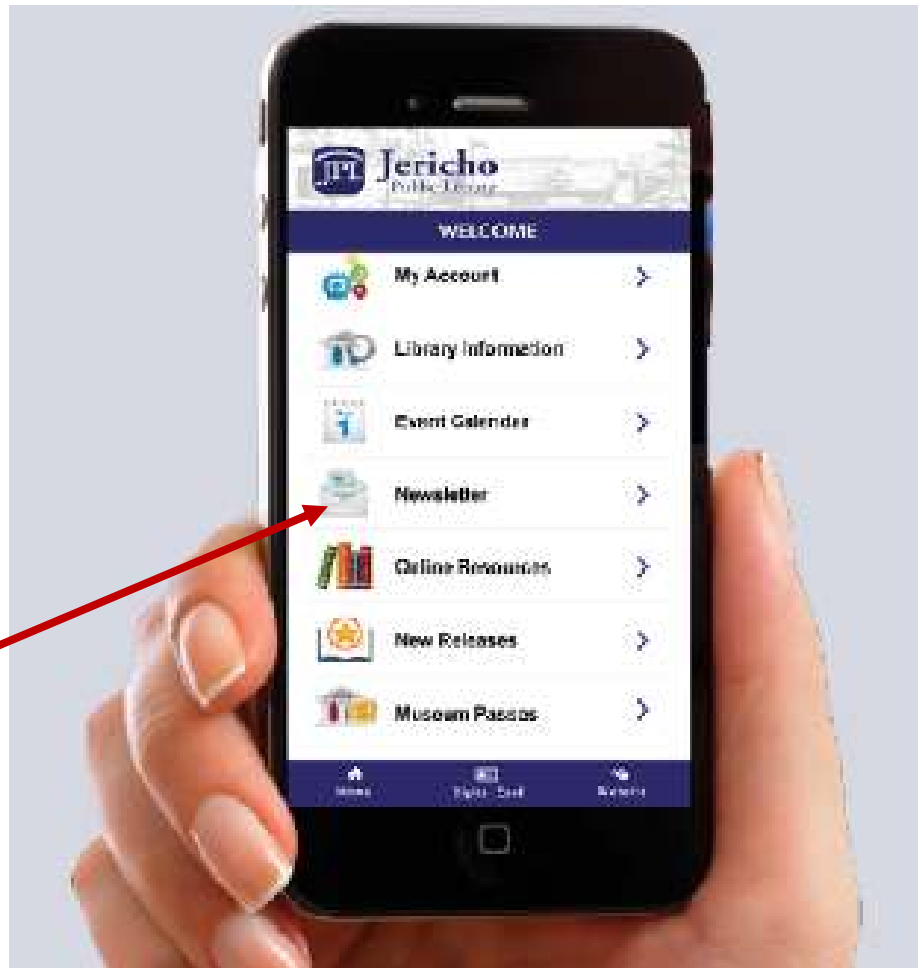
1. Virtual Promotion/Marketing



<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>

Jericho Public Library (New York)

1. Virtual Promotion/Marketing



The image shows a screenshot of the Jefferson Parish Library website. At the top, there is a blue header with the library's logo (a stylized 'JPL' and a swan), the text 'Jefferson Parish Library', and social media icons for Facebook, Twitter, YouTube, and LinkedIn. A search bar is also present with the placeholder text 'find books, DVDs, and more' and a 'Search' button. Below the header, there is a large black banner with white text that reads 'Text-a-Librarian'. The text says: 'When you need to know on the go, text us. Send a text message to 66746, with "askjpl" followed by your question.' Below this, it says 'standard text message rates apply'. To the right of the text is an image of a smartphone displaying a text message interface. The phone screen shows 'mosio' at the top, '[Send Text]' below it, 'To: 66746', and 'Message: askjpl What are the library hours on Saturdays?'. There are 'Send' and 'Cancel' buttons at the bottom of the screen.

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

Jefferson Parish Public Library (Louisiana)

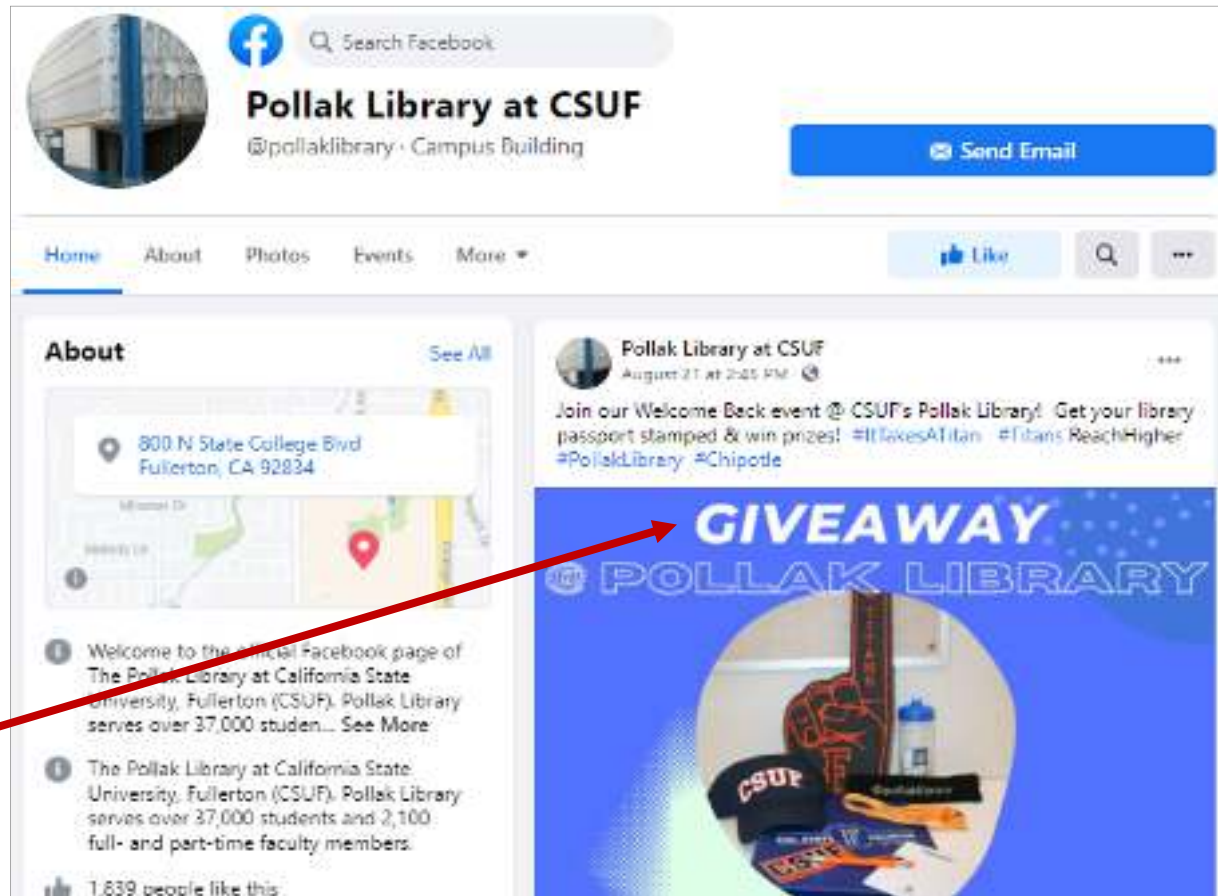
1. Virtual Promotion/Marketing

C. Social Media

Connect & promote,
even during quarantine



1. Virtual Promotion/Marketing



Giveaway
Promotion!

<https://www.facebook.com/pollaklibrary>

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



<https://americanlibrariesmagazine.org/2017/09/01/2017-library-design-showcase/design-toledo-4/>

Toledo-Lucas County Public Library (Ohio)

2. In-person Promotion/Marketing



<https://www.architectmagazine.com/project-gallery/brooklyn-park-library/>

Hennepin County Public Library (Minnesota)

2. In-person Promotion/Marketing



<https://www.snh-a.com/projects/dekalb-library/>

DeKalb Public Library (Illinois)

2. In-person Promotion/Marketing



<https://mommypoppins.com/los-angeles-kids/free-activities/10-special-libraries-in-la-oc-worth-a-drive-beyond-your-branch>

Los Angeles Public Library (California)

2. In-person Promotion/Marketing



<https://americanlibrariesmagazine.org/2017/09/01/2017-library-design-showcase/>

Loudoun County Public Library (Virginia)

2. In-person Promotion/Marketing



<https://www.3blmedia.com/News/Johnson-County-Library-and-Black-Veatch-Renew-MakerSpace-Partnership>

Johnson County Public Library (Kansas)

2. In-person Promotion/Marketing



<https://www.cohassetk12.org/domain/123>

Cohasset Middle School Library (Massachusetts)

2. In-person Promotion/Marketing



<https://www.facebook.com/NTUsqLibrary/photos/a.10150635627223861/10155499089038861/?type=3>

Nanyang Technological Univ. Library (Singapore)

2. In-person Promotion/Marketing



[https://asplibrarians.org/sites/default/files/newsletters/ASLP%20Newsletter%20\(Issue%202%2CJune%202013\)%20final.pdf](https://asplibrarians.org/sites/default/files/newsletters/ASLP%20Newsletter%20(Issue%202%2CJune%202013)%20final.pdf)

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

FINALS SURVIVAL EVENTS

Generously sponsored by
 MICHIGAN STATE UNIVERSITY
FEDERAL CREDIT UNION
Building Dreams Together

AT THE MSU LIBRARIES

WEDNESDAY • DECEMBER 7
8 pm • Night of a Thousand Donuts! Free donuts, coffee, juice, and healthy snacks! (Main & Business Library)



 **THURSDAY • DECEMBER 8**
3–4:30 pm • Therapy Dogs 'Paws' to play with our friends from Therapy Dogs International! (Main Library)

SUNDAY • DECEMBER 11
1:30–3 pm • Therapy Dogs (Main Library)
6–9 pm • Photobooth, Food, & Prizes! Enjoy popcorn, cookies, root beer, and fun giveaways. (Main Library)



 **MONDAY • DECEMBER 12**
1–3 pm • Therapy Dogs (Business Library)
6–8 pm • Coffee & Juice Bar (Main Library)



TUESDAY • DECEMBER 13
1–3pm • Therapy Dogs (Business Library)
6:30–8pm • Therapy Dogs (Main Library)



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

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=GNpNfhpgDk4>

OCOEE Middle School Library (Florida)

2. In-person Promotion/Marketing



<https://www.youtube.com/watch?v=cdF9b8K2dYQ>

OCOEE Middle School Library (Florida)

2. In-person Promotion/Marketing



Many Philippine University Libraries

2. In-person Promotion/Marketing



Video Podcast
by Substantial Technology Center

BANGKOK UNIVERSITY
CREATIVE UNIVERSITY

First Sight @BU Library
กิจกรรมสำหรับนักศึกษาปีที่ 1
มีวัตถุประสงค์เพื่อให้นักศึกษาได้
เรียนรู้และทดลองใช้บริการต่าง ๆ
ของสำนักหอสมุด
เมื่อวันที่ 13-16 กรกฎาคม 2553
ณ หอสมุดสุวิทย์ โฮสตามุเคระห์
วิทยาเขตวังสภานุ

Click เพื่อชมวิดีโอ

The image is a video podcast thumbnail. It features a white background with text in Thai. At the top left, it says 'Video Podcast' in a large, stylized font, with 'by Substantial Technology Center' underneath. At the top right is the logo for 'BANGKOK UNIVERSITY CREATIVE UNIVERSITY'. The main text, in Thai, describes an event called 'First Sight @BU Library' for first-year students, held from July 13-16, 2010, at the Suwit Ho-Sa-Mu-Ker-ah library branch. The text is accompanied by colorful illustrations of books, a globe, and a student. On the right side, there is a video player window showing a group of students smiling and waving. At the bottom right, there is a red button with a play icon and the text 'Click เพื่อชมวิดีโอ'.

Bangkok University Library (Thailand)

2. In-person Promotion/Marketing



Bangkok University Library (Thailand)

2. In-person Promotion/Marketing



Singapore Polytechnic Library

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



Singapore Public Library

2. In-person Promotion/Marketing



STORYTELLERS

International Storytellers

 Dr Margaret Read Macdonald (USA) 

 Sheila Wee (Singapore) 

 Jeeva Raghunath (India) 

 Yoko Kami (Japan) 

 Dr Wajuppa Tossa & Dr Prasong Saihong (Thailand) 

 Cassandra Wye (UK) 

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

Marketing articles (free): <https://librarianresources.taylorandfrancis.com/insights/library-advocacy/marketing-library-article-collection/>

Effective Library Promotion: <https://files.eric.ed.gov/fulltext/EJ1094561.pdf>

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

Social Media for Libraries: <https://superlibrarymarketing.com/2020/11/30/libraryyoutube2021/>

Pandemic Promotion Advice: <https://www.infotoday.com/mls/may20/Dempsey--Keep-Promoting-Your-Libraries-During-the-COVID-19-Pandemic.shtml>

Thank you!