

Promoting Electronic Resources

A RACE webinar



List the people that you plan to share the electronic resources with:

- 1.
- 2.
- 3.

How to share the electronic resources:

1. Ongoing:
2. Target promotion:
3. Develop sound bites or elevator speeches:
4. Avoid jargon:
5. Promote ease of use and convenience:
6. PLAN

Planning with a promotion calendar

Remember: Don't have to share everything with everyone!

Brainstorming: Ideas of how to share the electronic resources

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

RESOURCES

Articles

- Lesley Williams (2006, June). **MAKING "E" VISIBLE**. *Library Journal*, 131(11), 40-43. Retrieved June 18, 2007, from Proquest Research Library database. (Document ID: 1070090041). (also available free online at: <http://www.libraryjournal.com/article/CA6341888.html>)
- Dempsey, Kathy (2009, May/June) **Five Ways You Can Save Money by Marketing**, *Marketing Library Services*, 23(3), 1. Retrieved February 16, 2010, <http://www.infotoday.com/MLS/may09/Dempsey.shtml>
- Jeff Wisniewski, Darlene Fichter. (2007, January). **Electronic Resources Won't Sell Themselves: Marketing Tips**. *Online*, 31(1), 54-57. Retrieved June 18, 2007, from Proquest Research Library database. (Document ID: 1192061601).
- Jody Condit Fagan (2009, July/August). **Marketing the Virtual Library**. *Computers in Libraries*, 29(7), 25-30. Retrieved December 21, 2009, from Proquest Research Library (Document ID: 1796623291). (also available free online at http://www.infotoday.com/cilmag/jan09/CILMagJan09_VirtualSection.pdf)

Books

- Nancy Dowd,, Mary Evangeliste, and Jonathan Silberman (2010). **Bite-Sized Marketing Realistic Solutions for the Overworked Librarian**. Available from South Dakota State Library
- Peggy Barber and Linda Wallace (2010) **Building a Buzz Libraries and Word of Mouth Marketing**. Available from the South Dakota State Library

Websites

- **OhioLink Marketing Toolkit Update E-Newsletter** (<http://www.ohiolink.edu/ostaff/marketing/mtuv3i1.htm>) Examples for marketing Learning Express Library.
- **Library Terms That Users Understand.** (<http://www.jkup.net/terms.html>) John Kupersmith's website on library webpage usability and terms that users understand.
- **Newsbank's Best Practices—Five Proven Ways to Increase Use of Paid Online Databases.** (<http://www.newsbank.com/productuse/index.cfm?content=253>)
- **Proquest's Marketing Your Library's Online Resources.** (<http://www.proquest.com/assets/downloads/corporate/HowTo.pdf>) Step by step guide to promoting the online resources subscribed to by the library.
- **Marketing Library Services** (<http://www.infotoday.com/mls/default.shtml>) monthly newsletter on marketing and libraries.

Online Course

- **Marketing the Library**, Staff Training from the Ohio Library Council (<http://www.olc.org/marketing/>) Free, online, self-paced course designed for public libraries.

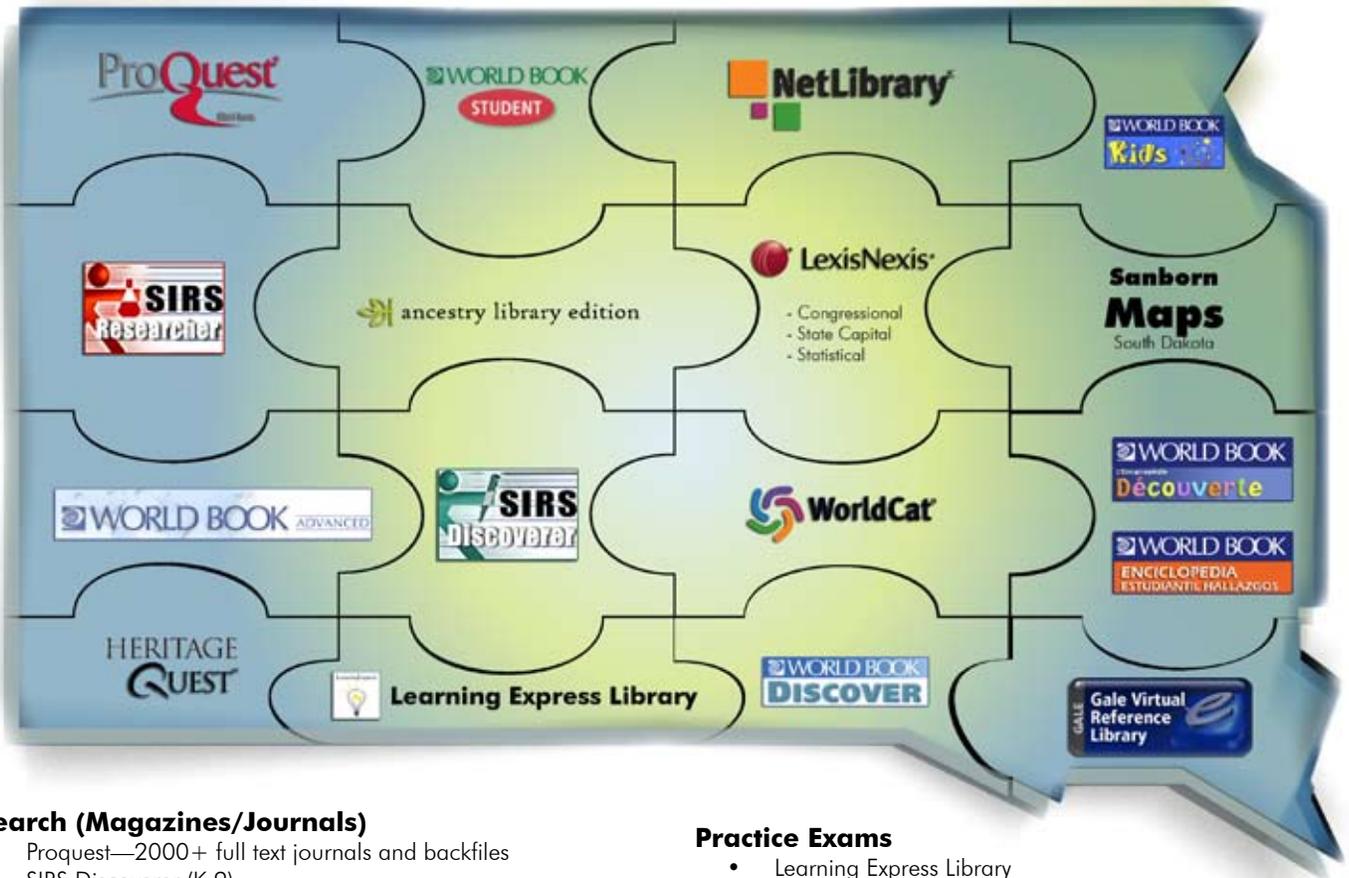
Blogs

- **Bubble Room** (<http://www.libraryjournal.com/blog/820000682.html?nid=4715>) Blog written by Alison Circle, who directs marketing communications at Columbus Metropolitan Library.
- The "M" Word – Marketing Libraries (<http://themwordblog.blogspot.com/>) Blog written by one of the authors of Bite-Sized Marketing and the editor of Marketing Library Services newsletter; this blog has great ideas and information and is regularly updated.
- **Market the Future** (<http://www.fearless-future.com/wordpress/>) Blog written by the authors of "Bite-Sized Marketing"
-

Resources You Can Use Provided by SDSL

- Electronic Resource of the Month—monthly article in the Cornerstone Newsletter (<http://www.library.sd.gov/forlibrarians/enewsletter/>)—use in your newspaper articles
- Training Calendar—electronic resources webinars listed <http://www.library.sd.gov/forlibrarians/calendar/index.htm>
- Electronic Resources Challenge—February 22-May 10—explore the electronic resources and earn 9 CEU's! <http://sdlibrarychallenge.blogspot.com/>

What the South Dakota State Library provides for ALL Libraries and Citizens



Research (Magazines/Journals)

- Proquest—2000+ full text journals and backfiles
- SIRS Discoverer (K-9)
- SIRS Issues Researcher (6-12)

Encyclopedia

- World Book Foreign Language Edition
 - Enciclopedia Estudiantil Hallazgos (Spanish Language)
 - L'Encyclopédie Découverte (French Language)
- World Book Public Library Edition
 - World Book Online for Kids (grades K-5)
 - World Book Online Info Finder (grades 5-9)
 - World Book Online Reference Center (grades 9-adult)
- World Book School Edition
 - World Book Kids (grades K-5)
 - World Book Student (grades 5-9)
 - World Book Advanced (grades 9-12+)
 - World Book Discover (differentiated instruction, i.e. ESL, reluctant readers and adult learners)

Practice Exams

- Learning Express Library

Find a book

- WorldCat—find books worldwide

History/Genealogical (Census Records, Indexes)

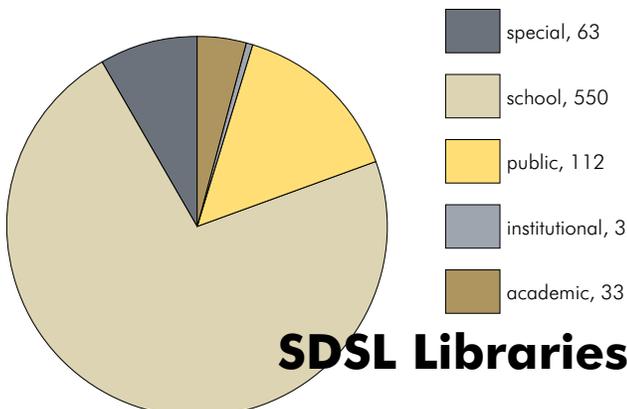
- AncestryLibrary—in library only
- HeritageQuest—at home access
- Sanborn Maps SD—historical maps

Online books

- NetLibrary—12,000+ Non Fiction Books
- Gale Virtual Reference Library—Core Reference Collection

Other Resources

- LexisNexis Congressional, Statistical, State Capital—access with individual State Library library card



These resources are available to ALL 761 libraries in South Dakota plus all citizens at their home, school or office with a library card.



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www.library.sd.gov