



## **HOW TO PROMOTE DIGITAL RESOURCES IN YOUR LIBRARY**

As part of our commitment to supporting you with promoting your online resources, here are some tips and ideas about how to let your library members know about the resources you provide.

### **FREE PRINT MATERIALS**

We have free bookmarks and customisable posters you can use to promote your subscriptions. Visit our Librarian Resource Centre to print them yourself, or contact us at [library.marketing@oup.com](mailto:library.marketing@oup.com) to order pre-printed copies.

<http://global.oup.com/uk/academic/online/librarians/>



## LOGOS AND BANNERS

On our Librarian Resource Centre you can also find logos and banners for all of our online products. These can be used on your own websites. Contact us if you need higher-resolution images for printing.

<http://global.oup.com/uk/academic/online/librarians/logos/>

<http://www.oxfordjournals.org/en/librarians/on-your-website.html>





### LIBRARIAN NEWSLETTER

Sign up to our librarian newsletter to receive regular news from OUP, including

- updates to your online resources,
- further materials to help you promote them,
- and free content to share with your users.

<http://academic-preferences.oup.com/>



## THE OUP BLOG

Visit the OUP blog for interesting and topical articles you can share with your members, plus fun quizzes.

<http://blog.oup.com/>

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## PROMOTING USING SOCIAL MEDIA: TIPS FOR FACEBOOK POSTS

Here are 5 quick tips for helping to engage your library members via your Facebook page.

**1. Use engaging copy, images and videos:** eye-catching posts always get more attention, and pictures help to make your message stand out. Feel free to use logos and images from the Librarian Resource Centre.



<http://global.oup.com/uk/academic/online/librarians/>



2. **Keep it short and sweet!** Try to keep posts at around 100-250 characters to keep people reading.

3. **Be timely:** share or comment on something topical, such as holidays, or events in the news. You can follow the official OUP Twitter accounts for small snippets of information on fun and topical content to share.

@OUPAcademic

@OxfordJournals





4. **Start a conversation:** ask your members to share feedback and ideas on your online resources, books, and library events. You'll get more people involved, and it's useful feedback for free!

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**5. Share fun competitions and promotions:** offer special competitions to your members to keep them interested and promote your services.

Remember you can always contact us if you have any questions, or for more help and support.

**LIBRARY.MARKETING@OUP.COM**