I didn't know we had a library!

Building awareness through a promotions strategy



Madeleine Beer
Monash Health Library

7 Librarians across Monash Health

20,000+ staff members

- Doctors
- Nurses
- Allied Health staff
- Non-clinical staff

7 hospitals

- Monash Medical Centre
- Monash Children's Hospital
- Dandenong Hospital
- Casey Hospital
- Moorabbin Hospital
- Kingston Centre
- Victorian Heart Hospital

40+ community centres



5 library branches

- Monash Medical Centre
- Dandenong
- Casey
- Moorabbin
- Kingston Centre

Issues with promotions



Reactive



Inconsistant



Difficult to measure

Promotions Framework

Cement Identity

Services
Values
Goals
Audience

Monash Health Library

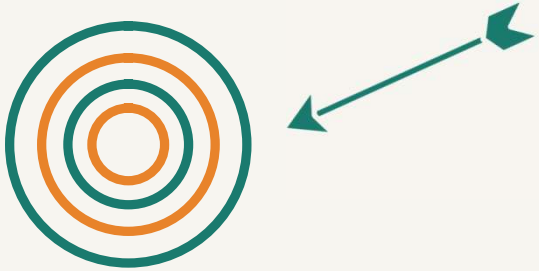
Highlight Difference

Univerity libraries
Public libraries
Google
AI



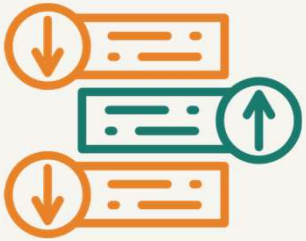
Set Goals

Education & Training
Research support
Collection usage



Identify Channels

Newsletter
Social media
Email signatures
Posters
Pop-up libraries



Building up our approach

- Who are trying to connect with?
- What do they need?
- What actions can they take?
- Where will they see us?
- How will we know it worked?



Implementing the framework

- Monthly meeting
- Align topics
- Co-ordinate channels
- Disseminate



Promotions Calendar

- Promotion Topics
- Training sessions
- Awareness days
- Library resources
- Library updates



Oct	Week 1 (28-2)	**Halloween**	Lib guide: wound care, haematology	**•Bleeding Disorders Awareness Month (1-31)** **•Wound Awareness Week (28-4)** National Work Safe Month	Research Integrity
	Week 2 (5-9)		PC signs: Library survey		Edu newsletters: Survey, Nursing Times for N&M, discipline specific winners from poster comp, CINAHL recording
	Week 3 (12-16)		Intranet event listing: Research Integrity; Conference posters; Adv canva; CINAHL	• National Carers Week (12-18) **• World Osteoporosis Day (20)**	External noticeboards: Survey & Halloween
	Week 4 (19-23)			• World Evidence-based Healthcare Day (20) • Open Access Week (21-27) • Drop the Jargon Day (24) • World Teacher's Day (25)	Library newsletter: Recordings - research integrity & CINAHL, Toolkit updates (lit searching), Library survey.
	Week 5 (26-30)			• Global Media and Information Literacy Week (24-31) • World Day for Audiovisual Heritage (27)	

Promotions Calendar

Monthly promotion topics

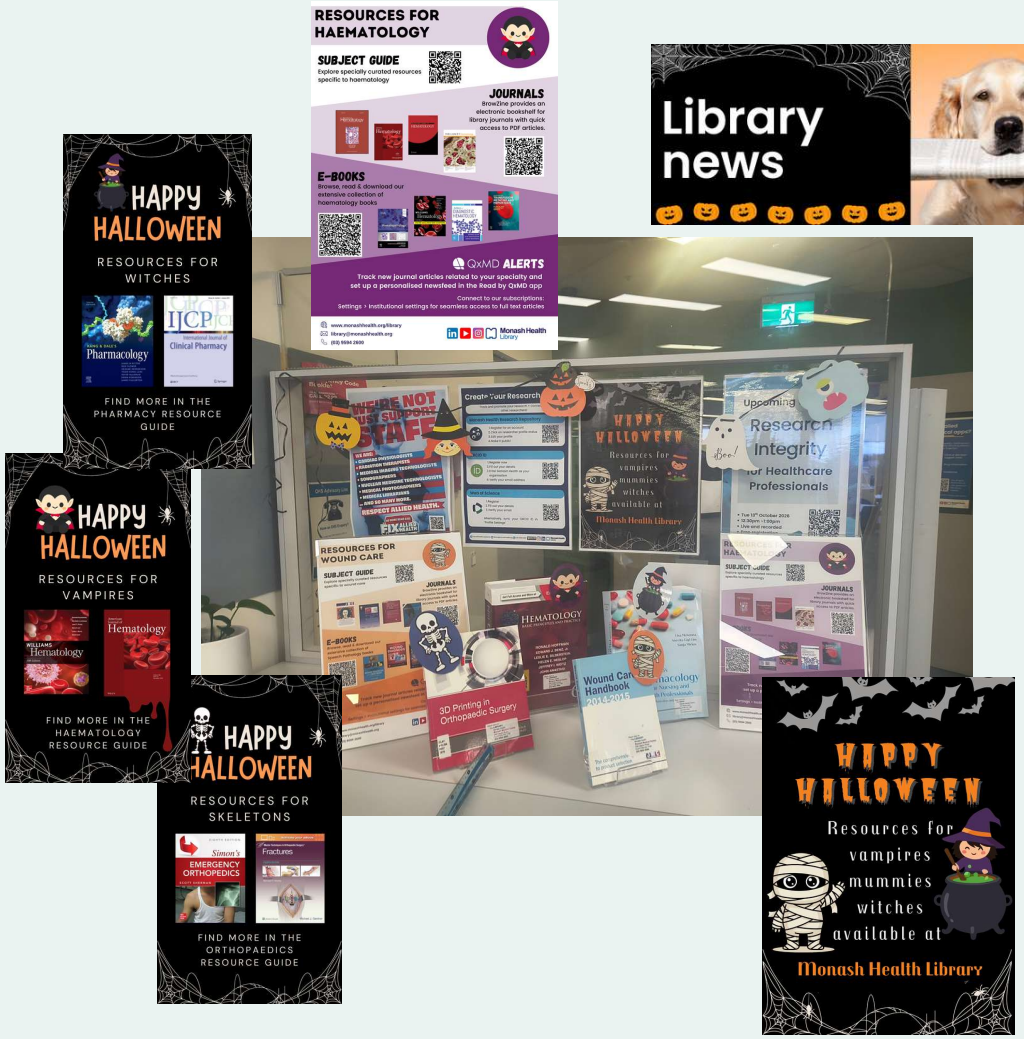
Awareness days
Monash Health events
Seasons

Channels

Physical displays in library spaces
Newsletters
social media

Meet goals

Increase engagement with library content
Connect library services to broarder organisation
Highlight library solutions



Broad and targeted promotions



General promotions

- Newsletter
- Social media
- Physical displays
- Email signatures



Targeted promotions

- Department newsletters
- Direct emails
- Library pop-ups
- Word of mouth

Measuring the impact

Measurement tools

Campaign monitor
LinkedIn & Instagram

The numbers Game

Subscribers
Registrations
Visitors

Correllation or Causation?

Books borrowed
Webinar registrations
Research requests



Building awareness

Measurable Feedback



Promotions framework

Coordinated messages

Questions?

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