

# *Evolving Library Marketing & Communications Strategies with Intention*

ACRL/NEC Conference

June 5, 2023



# Introduction

- Donald Dow
- Liz Fowler
- Wendy Pothier
- Kimberly Sweetman



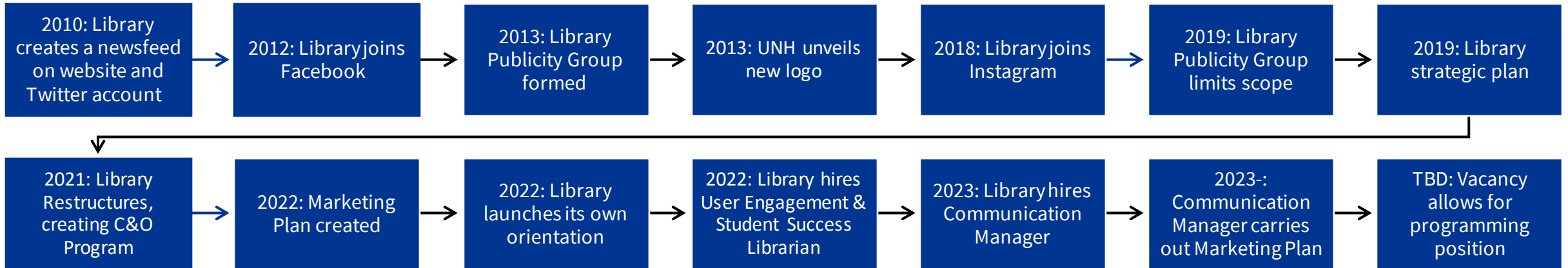
# Outline

- Introduction
- History of publicity, communication and outreach
- Trajectory of focused marketing
- Structure and position development
- Marketing plan development
- Orientations
- Future steps
- Questions

# Introduction

- 4 Libraries
- 45 employees (12 librarians)
- Team-based org structure
- 11K undergraduates
- 2.5K grad students
- 2.7M titles—66% electronic

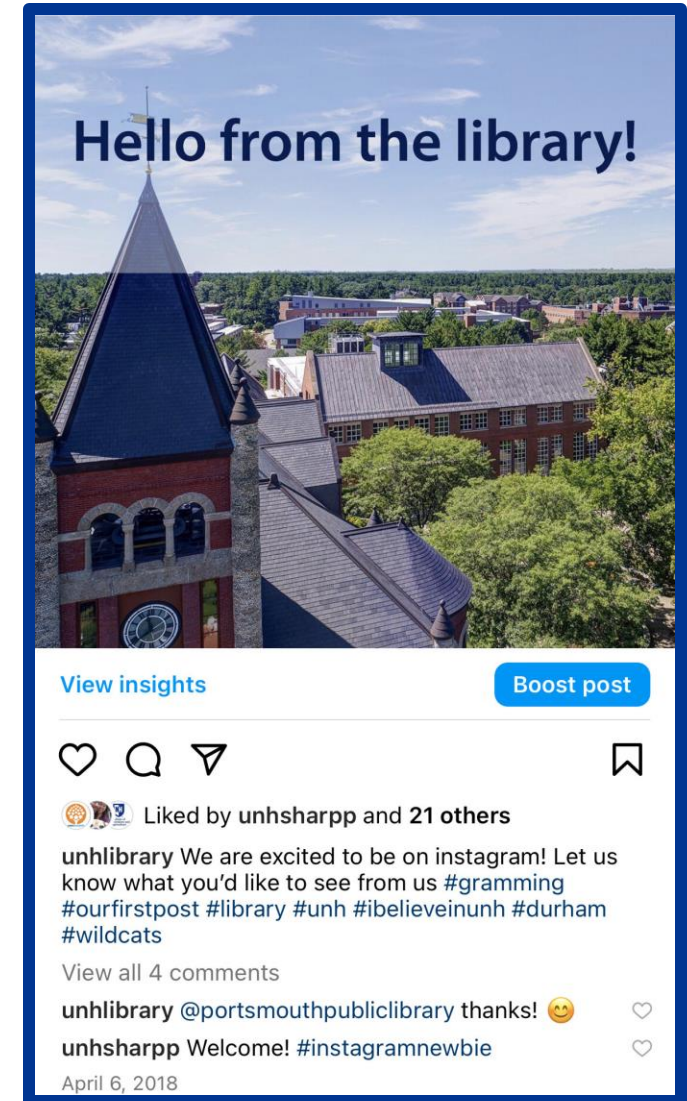
# Timeline of UNH Library Publicity



# Where we started

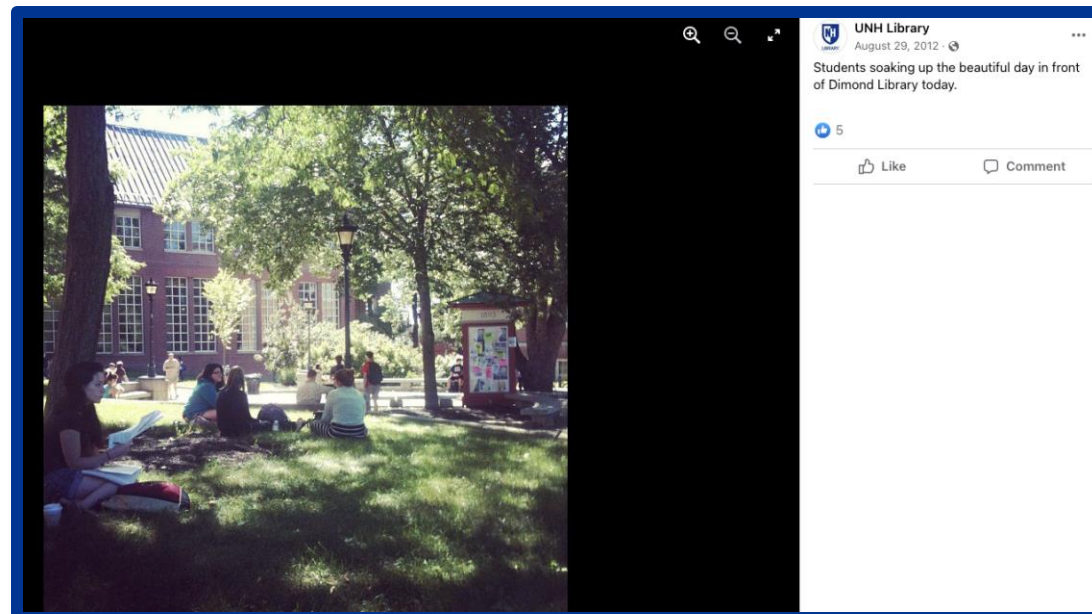


Early Facebook post in 2012



First Instagram Post 2018

First Tweets in 2010





# Library News Flash

**WELCOME TO THE LIBRARY**  
TARA LYNN FULTON  
DEAN OF THE UNIVERSITY LIBRARY



Whether you are entering the Library for the first time through the website and search box or through one of our doors – we welcome you!

The UNH Library is dedicated to supporting teaching, learning, research, inquiry, reflection, and community. Discover everything the Library has to offer:

- special events
- a variety of study spaces
- digital, print, and media collections
- appointments with subject librarians
- chat reference service and more

## LIBRARY SEARCH BOX

**DROP-IN SESSIONS**  
SEPT 9, 4-5 PM  
Dimond, Room 421

Come learn about changes to the UNH Library search box, including new features and integrations. You'll learn some top-tips in this first of many sessions.

**MUSEUM OPENING**  
**STORIES IN THE SEAMS:**  
**THE TALES CLOTHES TELL**  
SEPT 6, 5-7 PM  
University Museum, Dimond Lvl 1

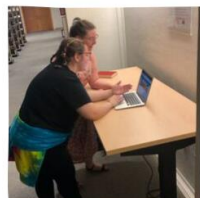
This exhibit, which marks the completion of a year-long digitization project, features both a selection of garments and a demonstration of the digital resource.



## NEW HEIGHT-ADJUSTABLE TABLES

The new electric tables adjust from 27" to 46" high. You can raise or lower the table to reduce strain on your neck, back, and eyes.

Located on Dimond Levels 2, 4, & 5 near the south stairwell and in Kingsbury Library.



# Library News Flash 2018



# News Flush



## Library News Flush

### Constitution Week Sept. 17 -23

Check out the display on Level 3 of Dimond Library & grab a pocket Constitution while they last.



### Chat with a Librarian

If you need help, stop by a service desk at any of our four library locations, or contact us over Chat to get a fast response to your research question.

[bit.ly/unhlibrarychat](https://bit.ly/unhlibrarychat)

### Lockers in the Library



Did you know you can check out a lock for the day at the Circulation Desk? Day-use lockers are located on Level 3 of Dimond Library.

### Zotero Workshops

Let this be the semester you master citations! Zotero is a free, easy-to-use tool to help you collect, organize, cite, and share research. Learn how to master citations using Zotero from one of our librarians. Workshops are offered throughout the semester.  
[bit.ly/unhlibraryevents](https://bit.ly/unhlibraryevents)



### Reserve a Study Space

We have a variety of study and collaboration spaces including private study rooms and open alcoves available to reserve. Book a spot for you and your group:  
[bit.ly/UNHRoomBooking](https://bit.ly/UNHRoomBooking)

Follow us:



@UNHLibrary

# Library News Flush in 2020



# Library News Flash

MAY 2023



### DIMOND OPEN 24 HOURS

May 8, 7:30 AM - May 11, 11:59 PM

24 hour library hours are back for finals prep! Dimond library will open from 7:30 AM on Monday May 8th until Thursday May 11th at midnight.

Scan the QR code keep an eye on hours!



### FRAZZLE FREE FINALS

May 9 - May 12, 2023

Frazzle Free Finals (#UNHFFF) kick off May 9th! Keep an eye on Instagram @unhlibrary for upcoming events like the Primal Scream, giveaways and more!

Scan the QR code to take a study break!



### RESERVE STUDY SPACES

Book your study space for quiet/group study during finals! Conference rooms will be open to all students without reservation. Most rooms are equipped with monitors and white boards.

Scan the QR code to make your reservation!



### PREPARE TO GRADUATE

Congrats grads! Don't forget to bring back your library materials before taking that final walk across the stage. Contact the Information Desk for questions about returns.

Scan the QR code to see contact information!



@unhlibrary



# Library News Flash in 2023

# Focus on Social



Twitter focused on **faculty**

What if everyone could read your next article?

Find out how to make it happen at the library.



Instagram focused on **students**

We're **Hiring!**

**Student Circulation Assistants**

Circulation desk assistant positions available through the summer.

**Apply Now**



[library.unh.edu/about-us/student-employment](http://library.unh.edu/about-us/student-employment)



Facebook focused on **community members**

Join us for a Public Talk

Co-Sponsored by UNH Department of Anthropology and Isles of Shoals Historical and Research Association

on the exhibition **How the Other Half Lived**  
The Isles of Shoals and the Nineteenth Century New England Seacoast

Image courtesy of Library of Congress

Generously funded by The New Hampshire Humanities Collaborative and UNH Center for the Humanities

Coinciding with the (603) Challenge that supports UNH Anthropology!

Most know who Celia Thaxter was but...

Who were the employees of the 19th century Hotel Era? Come learn about the hidden immigrant experience on the Shoals

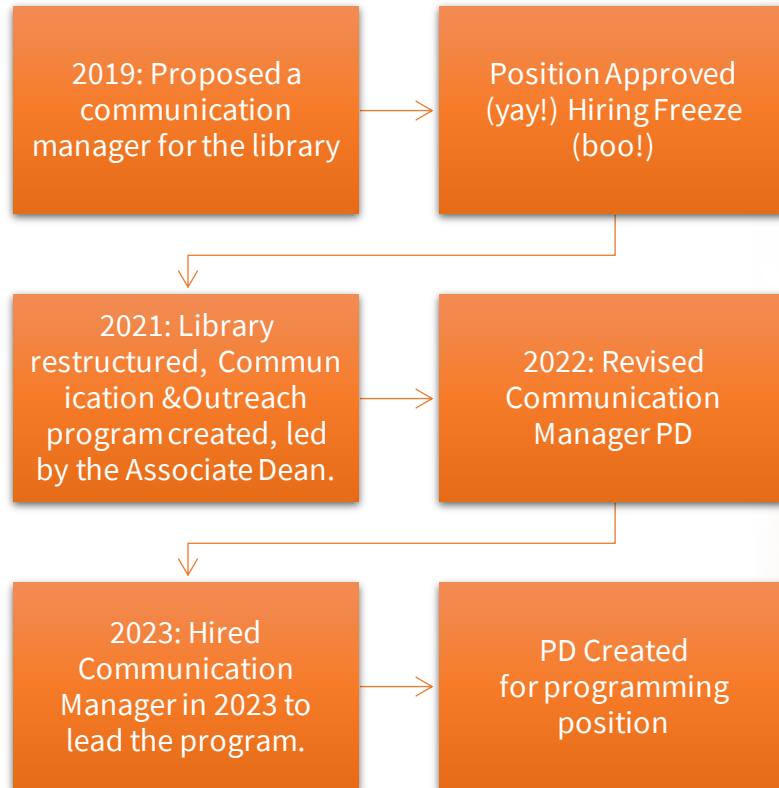
Image courtesy of the Portsmouth Athenaeum

**April 12, 7-8pm**  
followed by an exhibit tour

**Dimond Library**  
Room 421  
University of New Hampshire



# Position Development & Organizational Structure



# Creating a Library Marketing Plan

"A library needs to be driven by a vision that is integrated into that of the community that supports it; however, in order to achieve this, it needs to understand how this community works and what it needs (*Jones and Harvey, 2016*)."

"Librarians/library workers have articulated difficulty in understanding how to create impactful messaging across social media and have relied on perceptions about how user populations interact and what content they like best (*Harrison, 2017*)"

# Marketing Plan @ UNH Library

- Two phases for development
  - Fall 2021 and Spring 2022
- Small internal team to create plan documentation
  - Worked closely with colleagues across the library
  - Utilized campus resources
  - Sought out best practices
- NOTE: Iterative and ongoing process





# Marketing Plan Details

## Phase 1

- Market Research
- Target Market
- Description of Product
- Competition
- Included a SWOT analysis

## Phase 2

- Marketing Mission Statement & Goals
- Market Strategies
- Positioning and Branding
- Budget
- Assessment

# Outcomes

- "Marketing Mission Statement" for UNH Library
- Established priority actions and audiences
- Increased emphasis on branding
- Recommended assessment strategies
  - Analytics
  - Impact
  - "Brand" recognition and loyalty
  - Engagement
- Library talking points and slogan



# Orientation Programming

- Fall of 2022 the UNH Library introduced a suite of library orientation activities for students with the following learning objectives:
- Increase familiarity and comfort with library spaces and services
- Increase likelihood participants would seek out assistance when needed



# Orientation Programming

- Tours, sessions, and information table for new students during “Wildcat Days” (first year move in weekend)
- Virtual tour on YouTube (~160 views)
- Info table and "Library Docents" providing point of need help first two weeks of semester
- Tours and sessions throughout September

# Orientation Summary

- Manageable project and effort of time – re-used existing tour scripts and basic library orientations.
- Entries to the library were up by about 1/3 during the first week of September compared with the same week in 2019.
- First year we spent much less than anticipated: \$843.
- Will continue project for two years, making iterative improvements to orientation offerings and develop and understanding of the impact it has on engagement with the library.

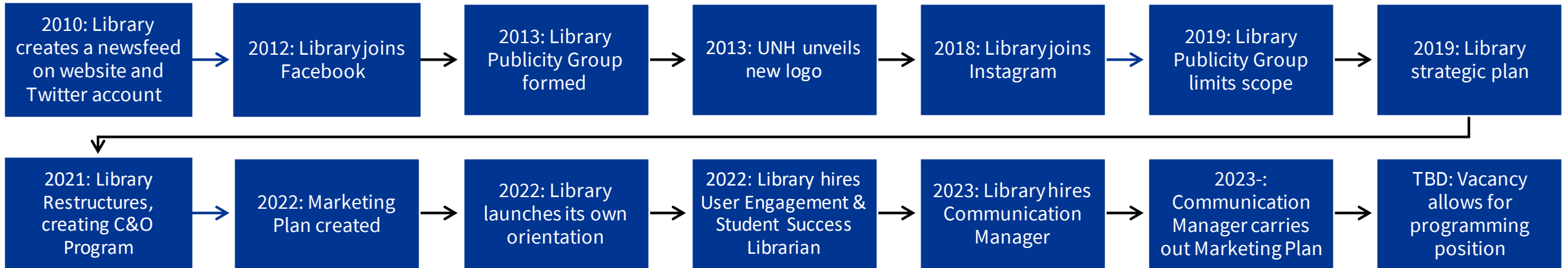




# Next Steps

- Communication Manager hired Spring 2023--significant contributions already made
- Recruit for programming position
- Repeat orientation activities
- Student Ambassador Program

# Timeline of UNH Library Publicity



# Thank You!

- [Donald.Dow@unh.edu](mailto:Donald.Dow@unh.edu)
- [Elizabeth.Fowler@unh.edu](mailto:Elizabeth.Fowler@unh.edu)
- [Wendy.Pothier@unh.edu](mailto:Wendy.Pothier@unh.edu)
- [Kimberly.Sweetman@unh.edu](mailto:Kimberly.Sweetman@unh.edu)



- Follow us! @unhlibrary



University of  
New Hampshire

Library

