1-4-2019

Marketing and Outreach Program Showcase

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Marketing and Outreach Program Showcase

2019 VALE/ACRL-NJ/NJLA CUS Users’ Conference
January 4, 2019
National Library Week at Cheng Library (WPUNJ)

National Library Week Events & Activities

A week long campaign to promote the library, library resources, spaces, and services.

April 8-13 The Social Media Team used our SM platforms to highlight Library events, activities, and notable achievements throughout the week. We also used University Announcements, Pioneer Life, and internal Library monitors to promote activities.

- **NLW Slides** - Created media image for every day of NLW
  - Slides were featured on website, in-house monitors, and Social Media daily
  - Table tent versions were also distributed throughout the Library
- **Self-Check Out Selfie Station** - Used a decorated full-size mirror as a selfie-station
- **“I love the Library Because…”** bubbles at the library service desks
- **Hosted Special Events** - Model UN Workshop & University Authors Reception

[ NLW Images Link ]
Pioneer Appreciation Week (Cheng Library)

Prior to 2018 Library never participated
Had a $0 budget
Developed Information Literacy Quiz
Quiz takers entered into Escape Room
Raffle (3 winners)

Campus Wide Emoji Theme
Locations on campus do giveaways open houses, games, etc.

Created business cards (above) with QR code on back linked to the online quiz. Distributed at campus events, and at library service desks.
Hilary Westgate
Reference, Instruction, and Outreach Librarian
Ramapo College
International Write-In at Ramapo College

- Collaboration with the Center for Reading and Writing at Ramapo
- 3rd Annual Write-In on Nov. 28th, 2018 -- ‘Revise & Relax’
- Partnered with Center for Student Involvement and Commuter Affairs
- Posters created by the CSI Design office
- Ramapo News feature each year and Ramapo College social media
International Write-In at Ramapo College

- National and international event, organized by Swarthmore College and connected on social media -- #IntlWriteIn or #IntlWriteIn18

- Meant to “alleviate the isolation of writing alone and help foster a campus writing community” -- Swarthmore College, 2018 (https://www.swarthmore.edu/writing/hosting-a-write-faq)

- Provide a comfortable space, additional writing consultants/tutors, professional staff and research help, snacks, refreshments, and other stress-reducing offerings
International Write-In at Ramapo College

- Promote in campus emails and on social media
- Attendance varies between 60-100 students
- Faculty offered extra credit or counted as mandatory CRW visit
- Students signed in and learned about event

Financial:

- Library purchased snacks (granola bars, muffins, etc.)
- Commuter Affairs purchased coffee & hot chocolate
- CRW purchased bagels & custom fortune cookies with writing tips inside
- Center for Student Involvement paid for massage therapists
- FREE: Coloring pages for a nonprofit, “Writing Wall,” games
International Write-In at Ramapo College
Kim Reamer
Reference Services & Archives Librarian
Caldwell University
Social Media at the Jennings Library

- Increase our social media presence and promote the Library and its activities
- Most used: Instagram, Facebook, Twitter
- Snapchat, Pinterest

Some trends we’ve noticed:
- Instagram is most popular with our undergraduate students
- Facebook and Twitter don’t get much engagement
- Posts with people in them do well
Social Media Initiatives

Some of our recent initiatives in 2018:

**Contests**
- Book Madness (March)
- Bookface workshop (April)
- Constitution Day Scavenger Hunt (September)
- Ugly X-Mas Sweater Contest (December)
- Cookies for finals (December)

**Promoting events & the Library**
- Citation workshops
- Monthly game night
- De-stress events for finals (massages!)
- #Adulting series workshops
- Meet your Librarian
Throwback Thursday (#tbt)

- Post an archival image on social media every Thursday
- Tie campus history into what’s happening on campus, the time of year, etc.
- They are usually quite popular
Follow us!

**Instagram:** @caldwelluniversitylibrary  
**Facebook:** @jenningslibrary (Caldwell University Library)  
**Twitter:** @CaldwellULib  
**Snapchat:** culibrary  
**Pinterest:** Jennings Library
Denise O’Shea
Head of Access Services and Systems
Montclair State University
In Fall '18 we launched our Instagram account. Our posts are used to promote:

- New books
- Library workshops, programs and exhibits
- Building improvements, and more...

Our “insta” account complements our Library’s Facebook and Twitter accounts. It also keeps us connected to what is happening on campus.
Partnership with Health Promotion

Several years ago we started a partnership with the Office of MSU Health Promotion to bring therapy dogs to the Library. This relationship has grown and the focus is on wellness activities for our students:

- Puzzles
- Legos
- Coloring Station
- Health Information
- Stretch Stations
- Quiet lounge during Finals
- Healthy Snacks
Chess Night

Held Wednesday evenings and run by our newest Senior Library Assistant:

- Low cost, easy to setup and manage
- New and experienced players welcome
- 137 participants during Fall ‘18
- Boards are also available for loan
Let’s Talk

A collaboration with Counseling and Psychological Services:

- Weekly informal, drop-in, one-on-one counseling sessions
- Confidential
- Great way for students for explore counseling and find out what it’s like to talk with a counselor
Red Hawk Day of Thanks

During Spring ‘18, the Library participated for the first time in the annual Red Hawk Day of Thanks:

- Partnership with the Office of Alumni Relations
- Educate students about philanthropy

Red Hawk Day of Thanks

They Give. You Gain. We Thank.
Tara Maharjan
Processing Archivist, Special Collections and University Archives
Rutgers University
Recreated College The Game
Archives Memory Game
The New Jersey Beer Collection

The New Jersey Beer Collection documents the beer industry in New Jersey. The collection mainly focuses on the growing craft beer movement throughout the state of New Jersey in the 2010s. The collection consists of stickers, coasters, tap handles, bottles, diagrams of the brewing process, and other promotional materials. Approximately seventy-five current and former breweries and brewpubs are represented in the collection, as well as beer-related organizations.

Rutgers Special Collections and University Archives has been collecting contemporary subcultures, DIY communities, and diverse voices.

This zine is all about those collections and how to contact us!
SC/UA Themed Buttons
FREE POSTCARDS!

1) Write a postcard to anyone.
2) Address the postcard.
3) Leave the postcard in the box and we will mail it for you!
@Rutgers_SCUA: Social Media and Archives
An Exhibit

rutgers_scua
Rutgers University Special Collections and...

rutgers_scua We are excited to announce the opening of our next exhibit in Gallery ’50.
@Rutgers_SCUA: Social Media and Archives
Come check out the things that you see here on our social media in person.
#Rutgers #RutgersLibraries #RutgersSCUA
#IGLibraries #SpecialCollections #Gallery50
#Exhibit #Archives

michael_scott_joseph Sorry for being in Madrid for the silent opening. Thanks for centering DnyL Draw!

trentoniana1906 Will Tara be on exhibit too?

rutgers_scua For you @trentoniana1906, I will be.
An early form of a three-dimensional photograph, a stereogram (the card) is viewed with a stereoscope viewer. It is the predecessor of the retro red plastic viewfinders or current day Google cardboard VR viewers.

#Stereoscope #Stereogram

13th century French Beauvais Missal in a gothic script. This one is a reproduction, which we are sharing because of its age, but we do own the original on parchment.

#ManuscriptMonday #MarginaliaMonday #DigitalScriprium

108 likes
We just had the distinct pleasure of seeing the Rutgers ROTC. Scarlet Knight Battalion hold a flag of Senator Frank Lautenberg. This flag will be on display in our new exhibit on Senator Lautenberg, which opens to the public February 22.

Thank you to Cadet Gangi, Mariana Verde, Monica and Cahnman for your time and service.

#Rutgers #RutgersLibraries #RutgersSCUA #SpecialCollections #GUMlibrarie #RutgersROTC #FrankLautenberg #RutgersU #RutgersLibraries #keepingarmymemories - spent so much time in that same building.
New stereoviewer in the social media exhibit!

View a Stereoscope!
1) Place a card in front of large rectangle
2) Look through viewer
3) Slide center panel forward or away from you (depending on your eyesight)
4) Relax your eyes as the two images come together to show one image
Special Collections @Rutgers_SCUA - Mar 28
At 3:00 you will find us in Gallery '50 playing "giant toppling tower." Follow the blue arrows on the floor when you walk into Alex Library. @RULibraries
@RutgersU

We are making zines.
Allison Piazza

Health Sciences Librarian
Seton Hall University
Interprofessional Health Sciences Campus
**Idea**

**Participants:** IHS Campus students, faculty, and staff

**Group size:** Approximately 15

**Theme:** Health and Medicine

**Genre:** Non-fiction (but could evolve to include fiction, poetry, graphic novels, etc.)

**Book Length:** <350 pages

**Book Selection:** By poll every 2 months

**Frequency:** Approximately once a month for 1 hour
Promotion

@SHU_IHSLibrary
Meetings
Kate Hossain
Reference & Instruction Librarian
Bergen Community College
Library Scavenger Hunt for AIMS Students

Why AIMS students?

Why a scavenger hunt?

What were our goals?
Missions

Take your group's photo with EITHER a recent copy of the Torch or today's New York Times.

Take a picture next to a silent study sign. Hint: You'll need to go upstairs.
What We Learned….

STUDENTS DISCOVERED LIBRARIES ARE MORE THAN JUST BOOKS!

EXPLORING OUR SPACES LET STUDENTS VISUALIZE THEMSELVES USING THEM