



UNIVERSITY OF TM
KWAZULU-NATAL

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LIASA MAIG PRESENTATION
**Marketing UKZN Library Services &
Resources**
by
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EDGEWOOD CAMPUS



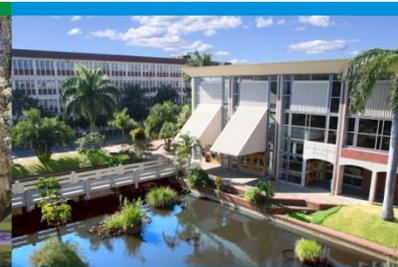
HOWARD COLLEGE CAMPUS



NELSON R MANDELA SCHOOL OF MEDICINE



PIETERMARITZBURG CAMPUS



WESTVILLE CAMPUS

INSPIRING GREATNESS

Description of Event

South African Library Week was initiated by the Library and Information Association of South Africa (LIASA) in 2001. This celebratory week is when libraries across the country use this as an opportunity to market their library services and promote the important role libraries play in society.

- University of KwaZulu-Natal (UKZN) Libraries celebrated SA Library Week from 18th to 26th March 2017.
- During SA Library Week, events and displays were held at each of the UKZN Libraries.
- The main event was held at the Howard College, EG Malherbe Library on Thursday, 23rd March.
- Librarians from the four Colleges, the Client Services, Special Collections and Research Space, showcased the best they have to offer to the students, academics and researchers.
- Each section had a stand with displays, and promotional materials to create awareness on the innovative contributions of academic libraries and librarians at UKZN.

OBJECTIVES

**Theme: “My Library, Your Library” – South African Library Week
(18-26 March 2017)**

Objectives of South African Library Week

- To promote SA Library Week and the provision of services offered by UKZN Libraries.
- UKZN libraries use the SALW to market their services not only to create more informed users but also to bring non-users into the Library, both physical and virtually.
- Some users visit libraries and they might not necessarily use the resources or collections. Therefore celebrating SALW allows UKZN libraries to aggressively market their resources, collections and/or services, in order to motivate patrons to utilize them.

TARGET AUDIENCE

- Undergraduate students
- Postgraduate students
- Staff/Academic Staff
- External Membership
- Alumni
- Retired Staff
- Wider community - Schools

Measures of Effectiveness

- The Library vendors were contacted, mainly the bookshops, and the Journal /Electronic Subscription Publishers.
- Displays were set up by the respective vendors which were colourful and attracted various stakeholders.
- The attendees of the event were exposed to the four College stands whereby Subject Librarians were visible and the positive feedback received from all the stakeholders was amazing, and many very enthusiastic and enquired about future library events.
- Evaluation forms were handed - completed

Tips / Takeaways

- Yi (2016) stated that to meet challenges, overcome obstacles and win over competitors, librarians play a key role in effectively promoting services and resources. At UKZN we used a variety of effective promotion techniques for our SA Library Week event, such as advertisements, face-to-face communication, giveaways, library Website, and techniques such as social media. In addition,
- We at UKZN utilized some of the *Beth McGough's (Communications and Creative Services Manager - ProQuest)* 15 top tips and trends that inspire creative campaigns which indeed enhanced our Library Week event's technical edge.
- Be authentic and empower employees/colleagues to be the brand voice
- Live streaming video of the event
- Post to social networks at optimal times
- Utilize free tools

Then we also used our tried and tested methods:

- Engaging with the Corporate Relations Division
- Networking with UKZN Alumni
- Inviting bookshops and Aggregators
- Alerted Academics of the event, and
- Canvassed our ideas with student formations, and listened to their views
- T-Shirts – Printed creates a sense of Uniformity/bringing colleagues together and taking pride in marketing the library.

References

- Beth McGough. 15 top tips and trends that inspire creative campaigns's <http://www.proquest.com/blog/pqblog/2016/15-Must-Have-Marketing-Tips-for-Libraries.html>.
- Yi, Z. (2016). Effective techniques for the promotion of library services and resources. *Information Research*, 21(1), paper 702. Retrieved from <http://InformationR.net/ir/21-1/paper702.html> (Archived by WebCite® at <http://www.webcitation.org/6fq4XvwUf>)

Conclusion

Success followedamazingly well attended SA Library Week Event.

THE END

THANK YOU

Questions?

<https://www.youtube.com/watch?v=XyoNBexL2eQ&feature=youtu.be>



INSPIRING GREATNESS