

New e-resource promotion checklist

This checklist is intended to guide promotion of a new e-resource after it has been acquired and activated. This is the 'promotion checklist' referred to in steps 8c and 18 of the new e-resource subscription process

WHAT	WHO
1. Identify target audiences and add to the library Communications Plan spreadsheet here: file:///H:/LIBRARY/Operations/Marketing_and_Communications/Communications/Communications_Plan	
2. Draft communication to academic staff and distribute via various channels ie NEST, KS networks, Yammer, Unitec committees eg QAB (Quality Alignment Board), PFC (Programme Framework Cttees)	
3. Notify library staff via email	
4. Notify students via various channels eg: - Write a blog post about new resource and link from Library website and facebook, and student email newsletter - Add to database promotion area on the database a-z, and review blurb on the databases A-Z etc. See more marketing ideas here: file:///H:/LIBRARY/Operations/Marketing_and_Communications/Marketing/Marketing_procedures_and_guidelines	
5. Update libguides, lessons plans, handouts and if known Moodle	
6. Gather online and print promo material (eg posters, brochures etc) from Vendor and give to KS / CSS	
7. Put print posters up and distribute brochures, bookmarks and other promo material from Vendor	
8. Check vendor website for training videos etc and notify KS team of these , plus link from a-z and online promos where appropriate	
9. Check if the vendor offers focused face to face training to library/teaching staff as part of the subscription or package. If they do arrange a session	