

Highlighting Your Collections: Quick and Easy Ways to Advertise Government Resources

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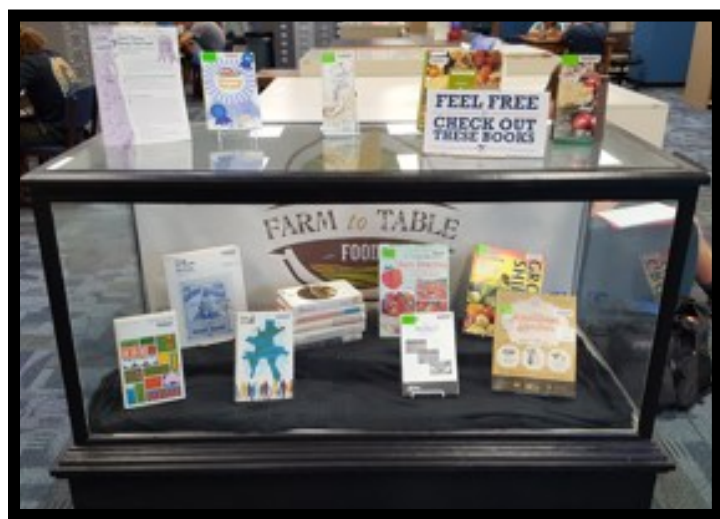


At Randall Library, collections are advertised and promoted in many creative ways to explain what Government Resources are, why we have them, and how they can be used to support student research. Through creative signage, targeted “Government Resource of the Month” emails, a variety of display areas and more, Randall Library has increased awareness and use of these valuable resources.

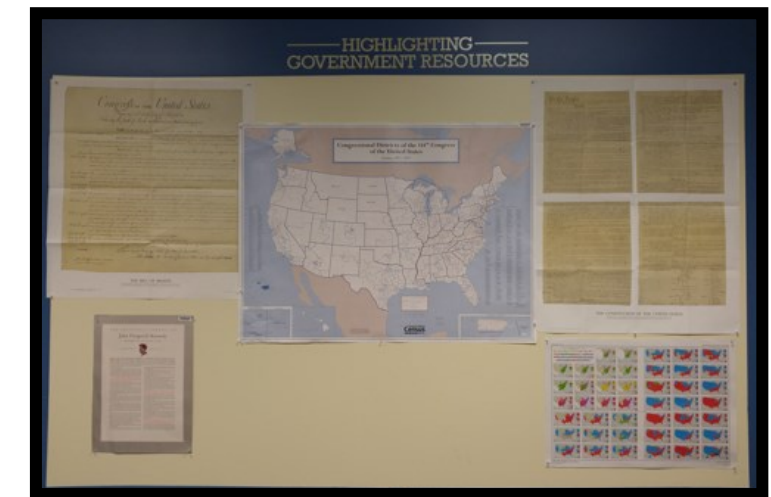
Creating Displays Using Government Resources



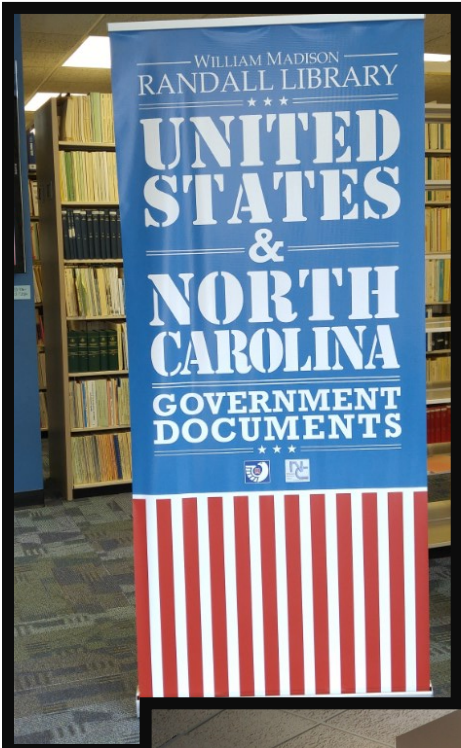
We have a small display case located at the entrance to the Government Resources area. We rotate displays twice each semester. We choose topics based on current events and issues.



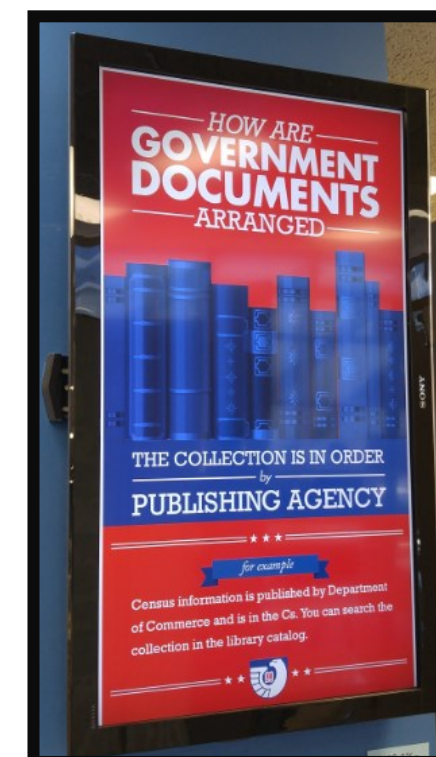
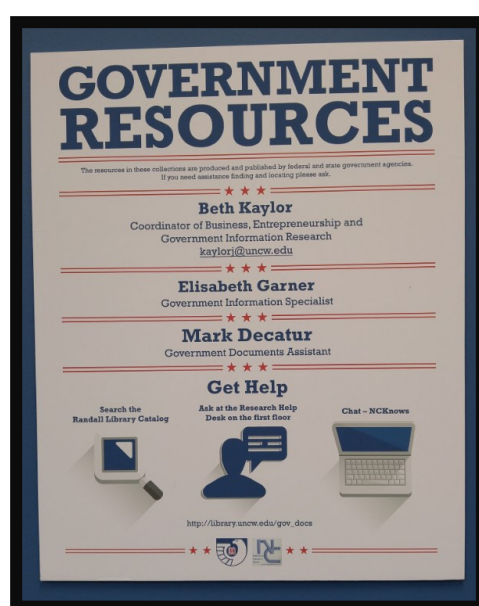
We also create displays in other areas of the library highlighting our resources.
We took advantage of a blank wall in the Government Resources area to create a display wall.



Using Creative Signage to Attract Attention



We have lots of colorful signage to direct users to the collections and to make sure they can use the collections.



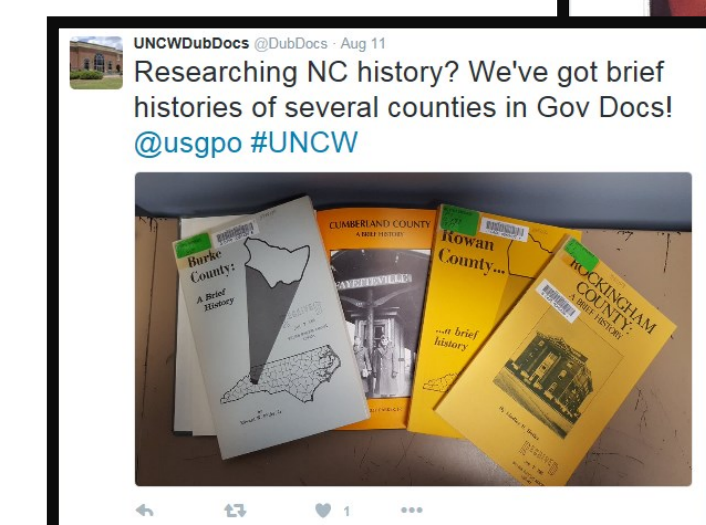
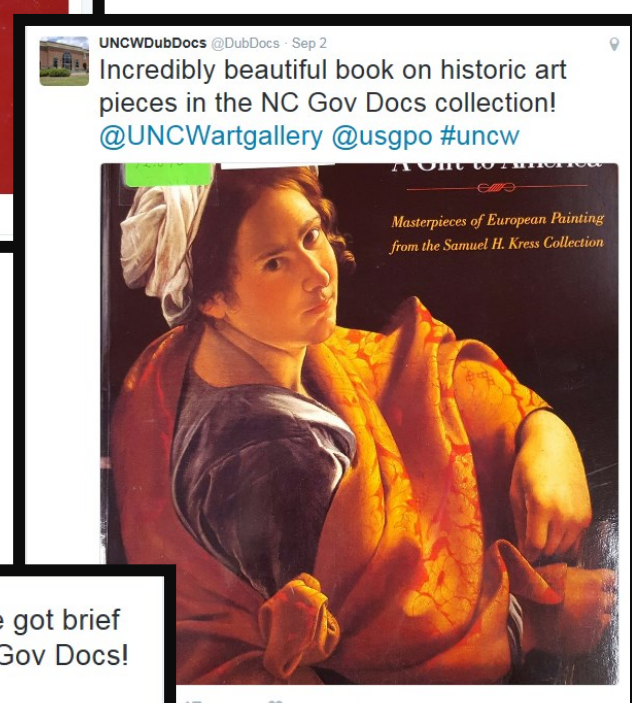
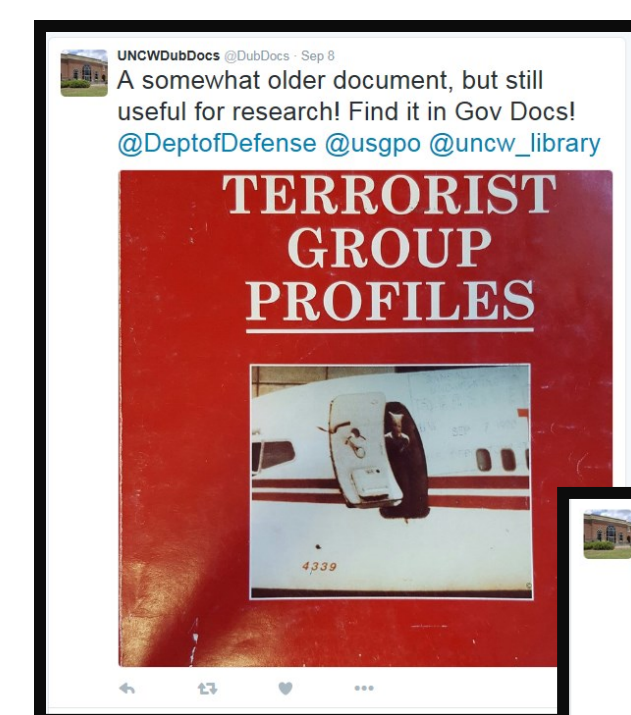
We advertise resources, provide information about the collections and more with rotating images on a large monitor in the area.



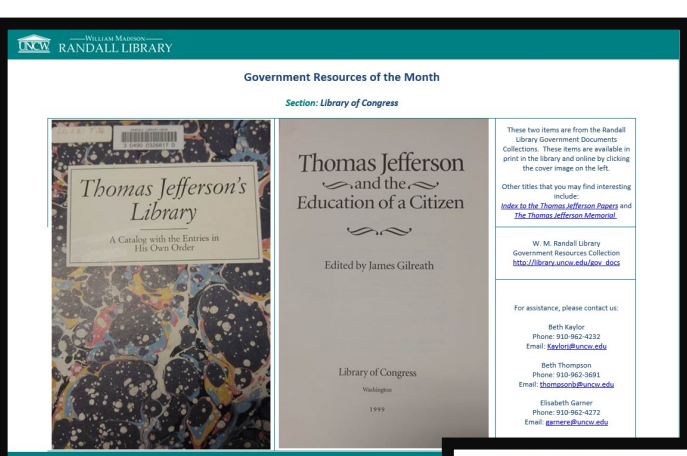
Social Media



We frequently highlight our resources on social media. Please check us out on Twitter (@DubDocs) and Instagram (@dubdocs).



Sending Targeted “Government Resources of the Month” Emails



Each month we send an email to the liaison librarians highlighting resources in our collections—both physical and online. The liaisons in turn forward them to their departments. Most often, each email is created with a specific university department in mind to share what is available to assist with teaching and research. Sometimes we select items to highlight an agency, a specific resource or based on a current event.

