



Maynooth University Library

# Leading the Process for Promotional Initiatives; An MU Library Strategy

**i** Lightning Talk: Sustainability and Strategic Planning

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# What we'll cover



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# What wasn't working!



Address what is ineffective and re-build!



Ad-hoc postings

Staff availability & last-minute posting



Inconsistent Messaging

Lack of planning, contingency & effective branding



Unclear Communication

Responsibility within the team & skills deficiency

# A New & Sustainable Approach



With the knowledge gained from our move to online and digital environments, the challenges they posed, and the significance of social media for connecting with the student body, we invested time in developing a structured, organised and sustainable approach for promoting what we do and engaging with students effectively.

The ethos around this approach reflects the idea of the "work smarter, not harder"!





# Team Lead

A lead was assigned to oversee individual initiatives carried out by the wider team. This included developing a proposal & workflow outlining designated roles and tasks.

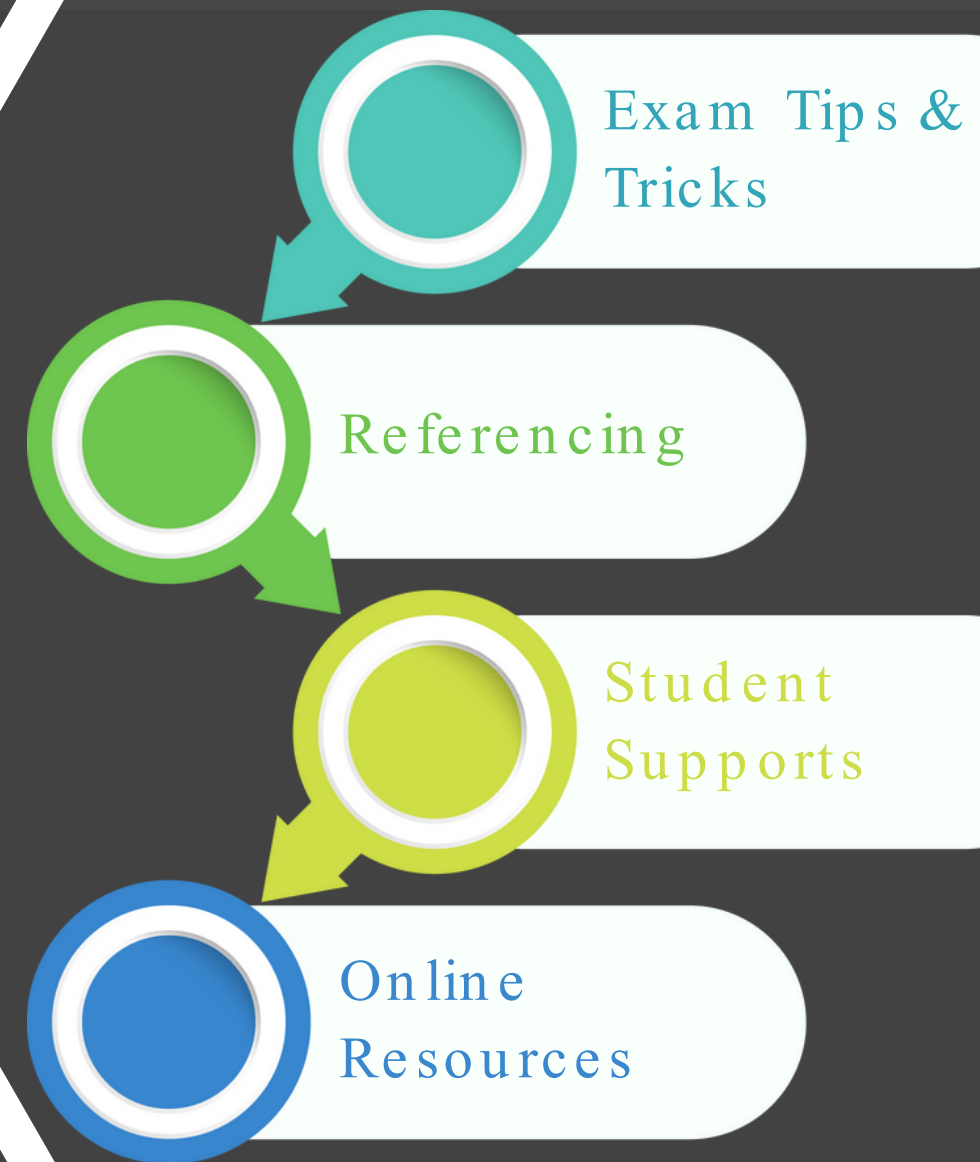
They also ensured timelines were met and kept the team on track as well as supported.



# Themes

Key themes were identified and agreed to help organise, plan and structure initiatives throughout the semester.

Themes allowed us to group key concepts, skills, and resources together to create consistency and a pattern around the running of library initiatives and events.



# Staff Training

Staff training within the team was facilitated through our Community of Practice meetings where staff would showcase specific skills, share their knowledge of new tools and resources, and provide feedback on workflows or processes.





# Planner

A planner was also identified as a tool to centralise and capture the information required for the promotion of initiatives and events.

This led to a strongly co-ordinated and effective approach to promotion.





# The Template

Complimentary to the Planner tool, TRD developed a template around the requirements for promoting an initiative which included;

- Title / Sub-title
- Format PNG/PDF
- Key messages
- Text
- Hyperlink / QR code
- Image / Graphic



In forming students about what we do, is just as important as doing it...



## Promotion & Stakeholders

TRD ensured that we promoted our initiatives heavily across all relevant stakeholders and colleagues across the University



MU Library SMT



University Faculty / Departments



University Committees  
Teaching & Learning, Research, Coiste Gaeilge etc.

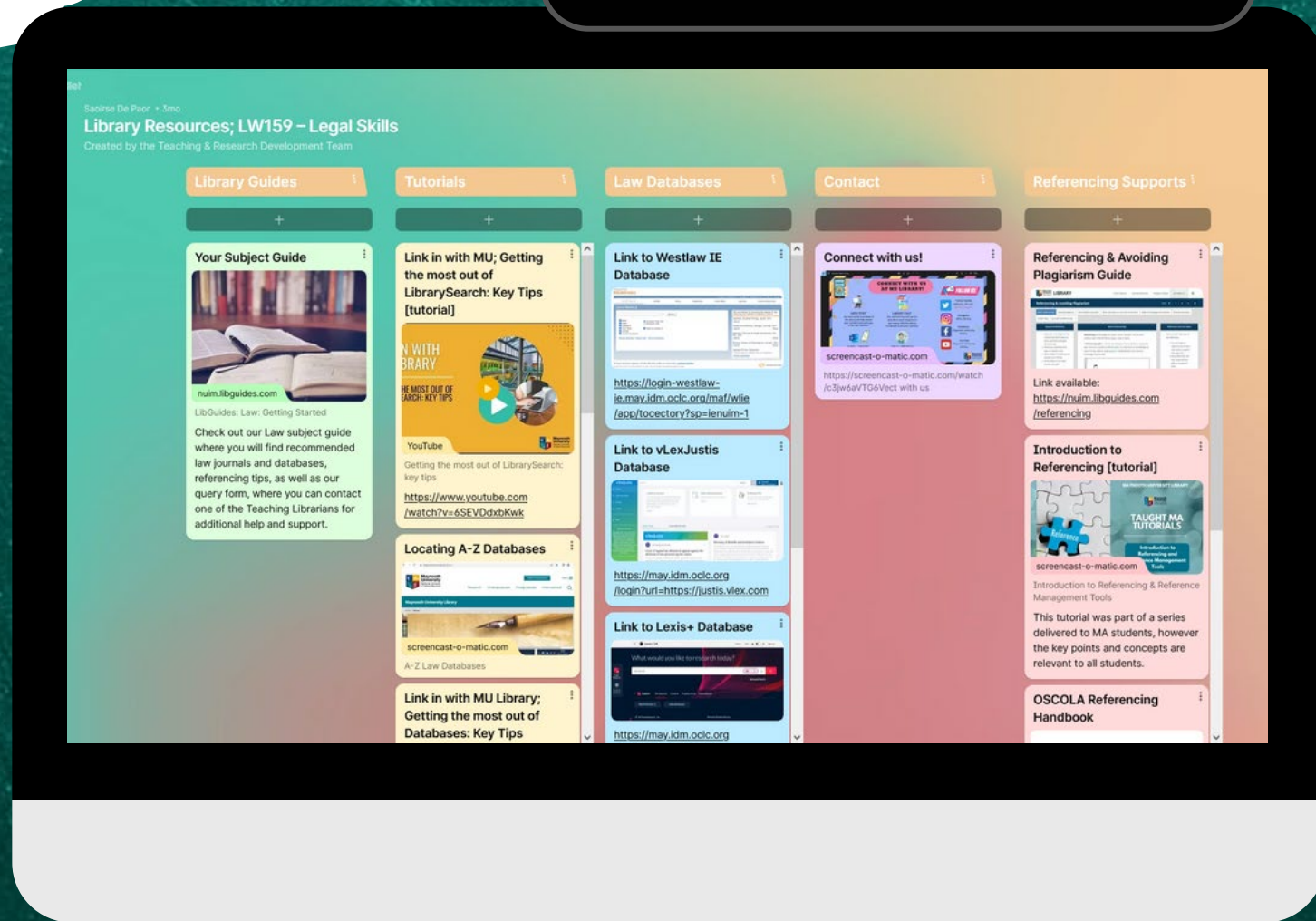
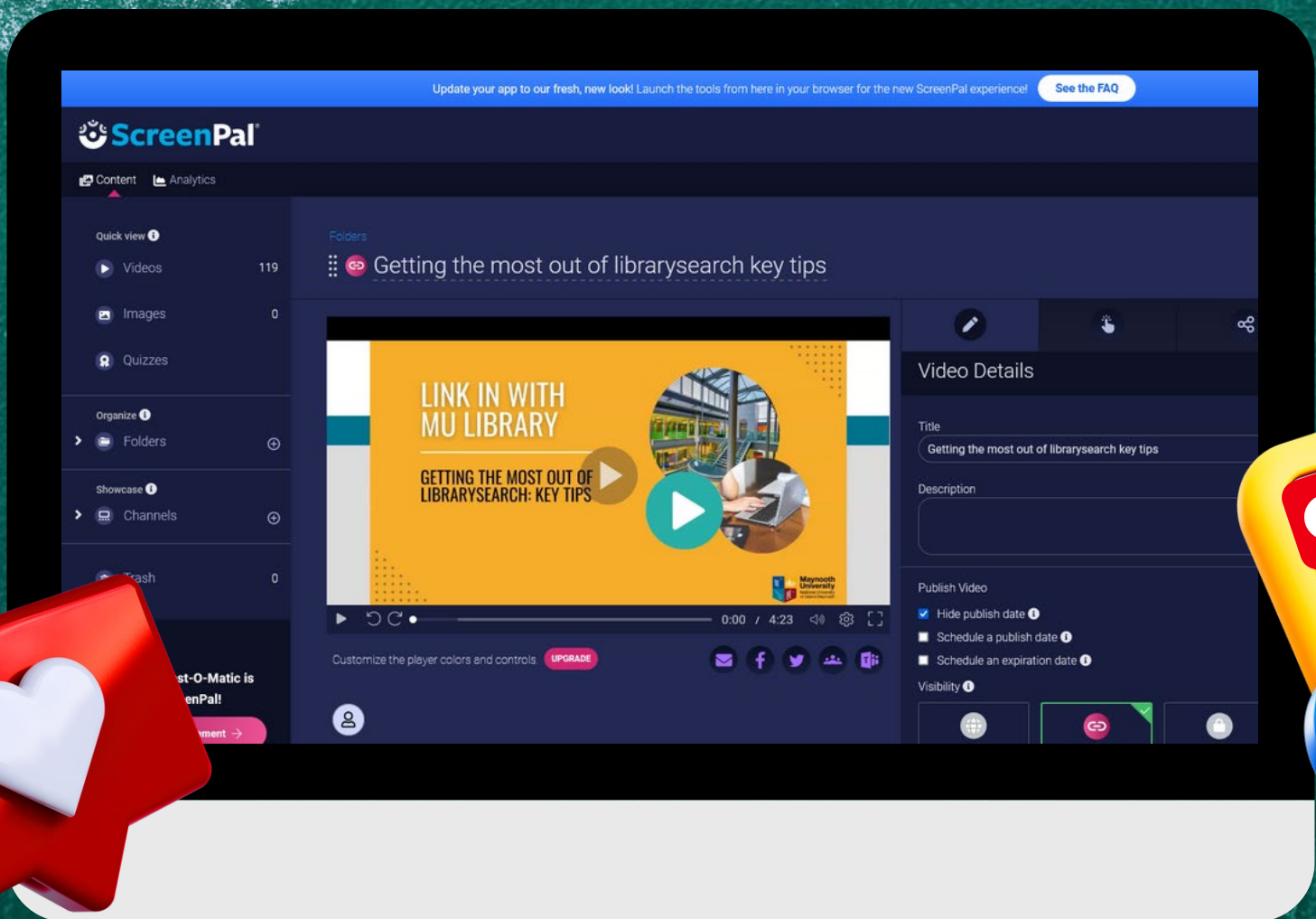
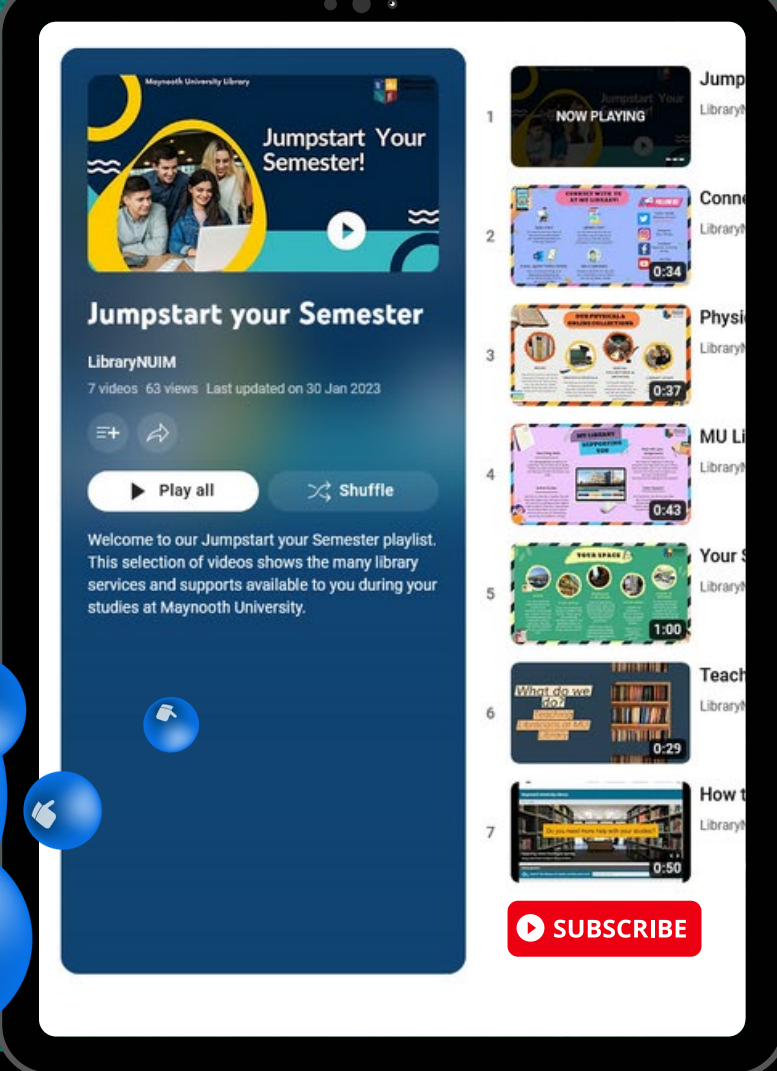
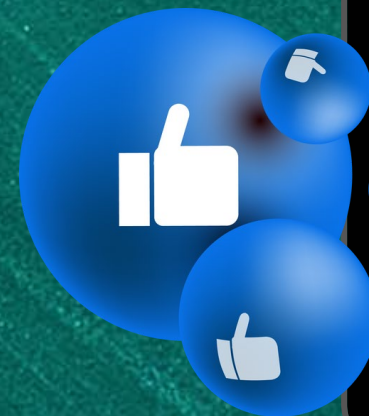


Professional Service Dpt  
CTL, WC, Access Office (MAP), Student Helpdesk, Student Union



# The Digital Tools

For promotion & engagement

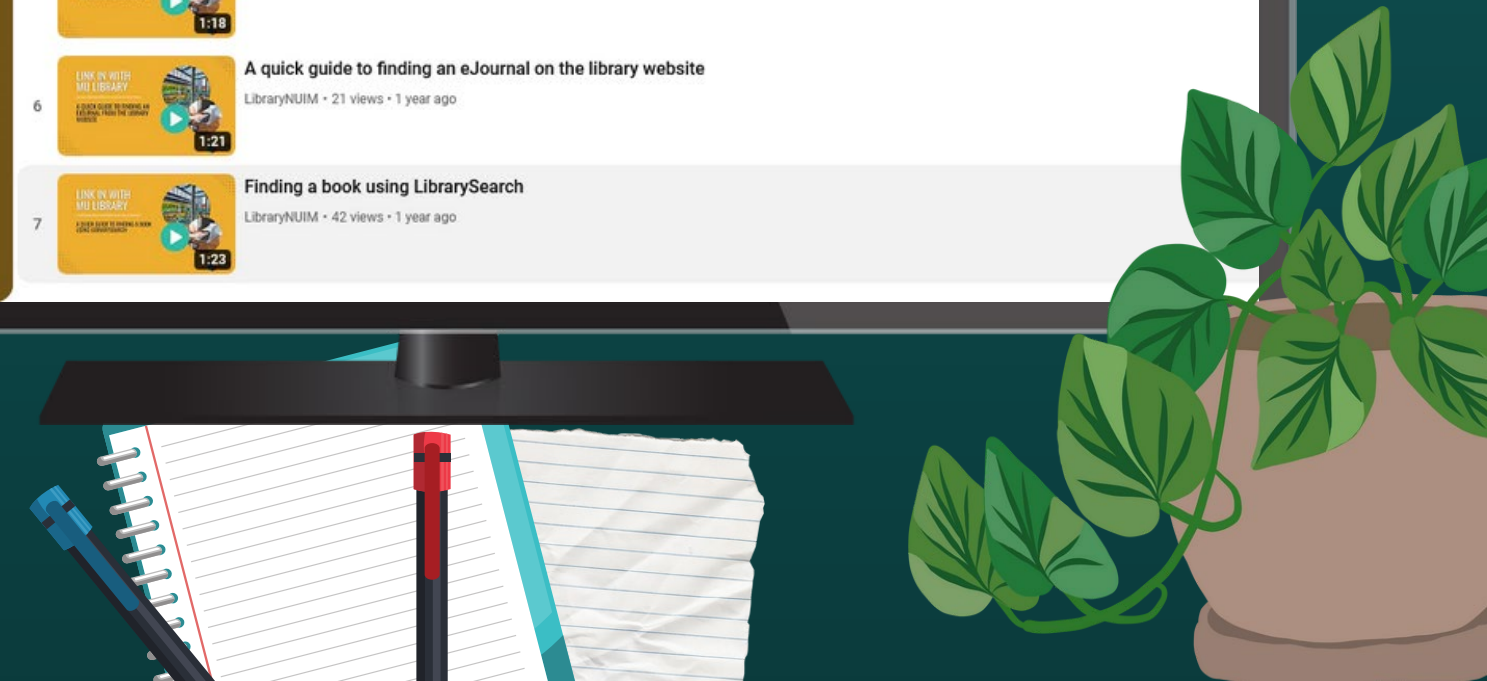
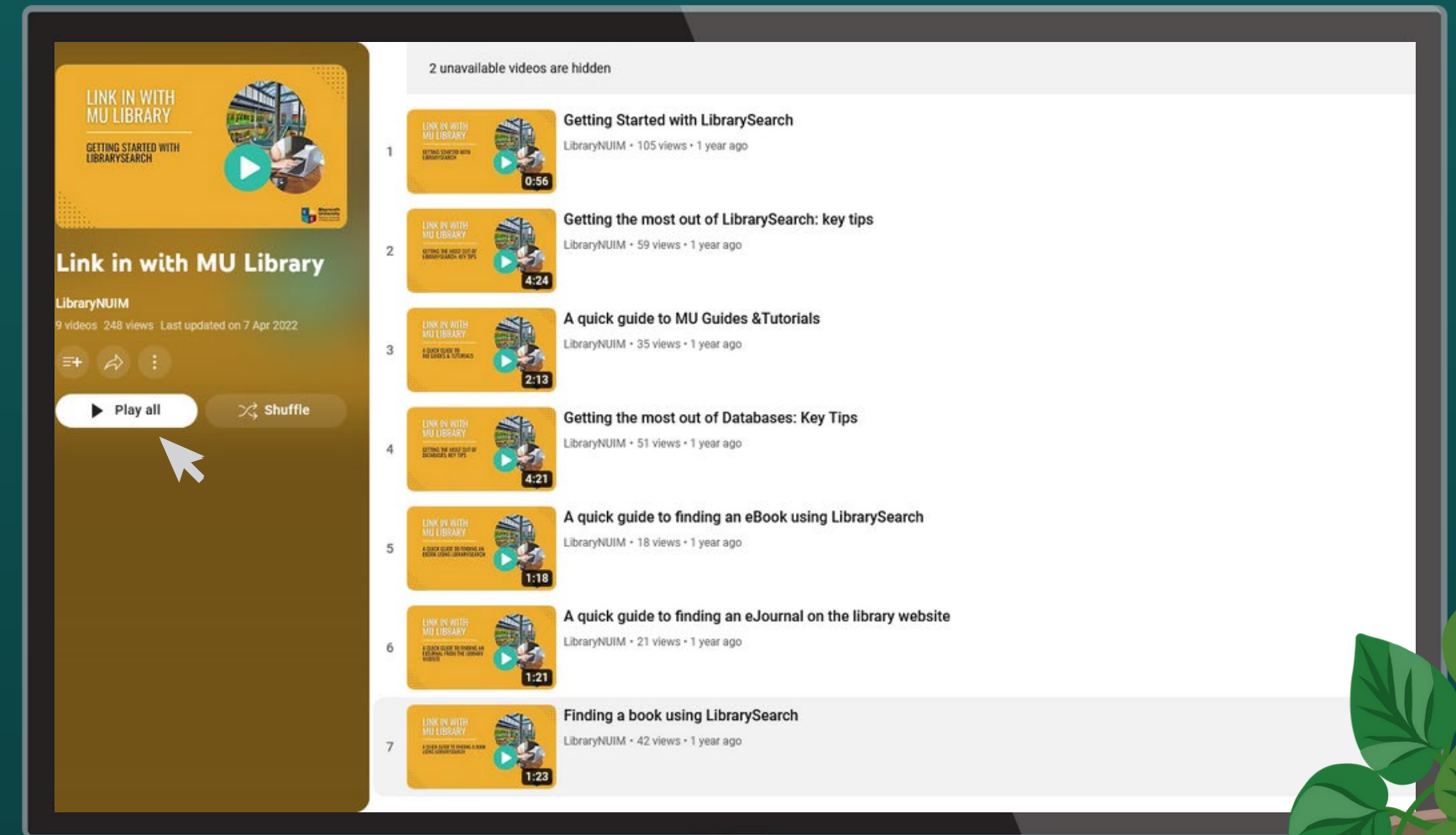
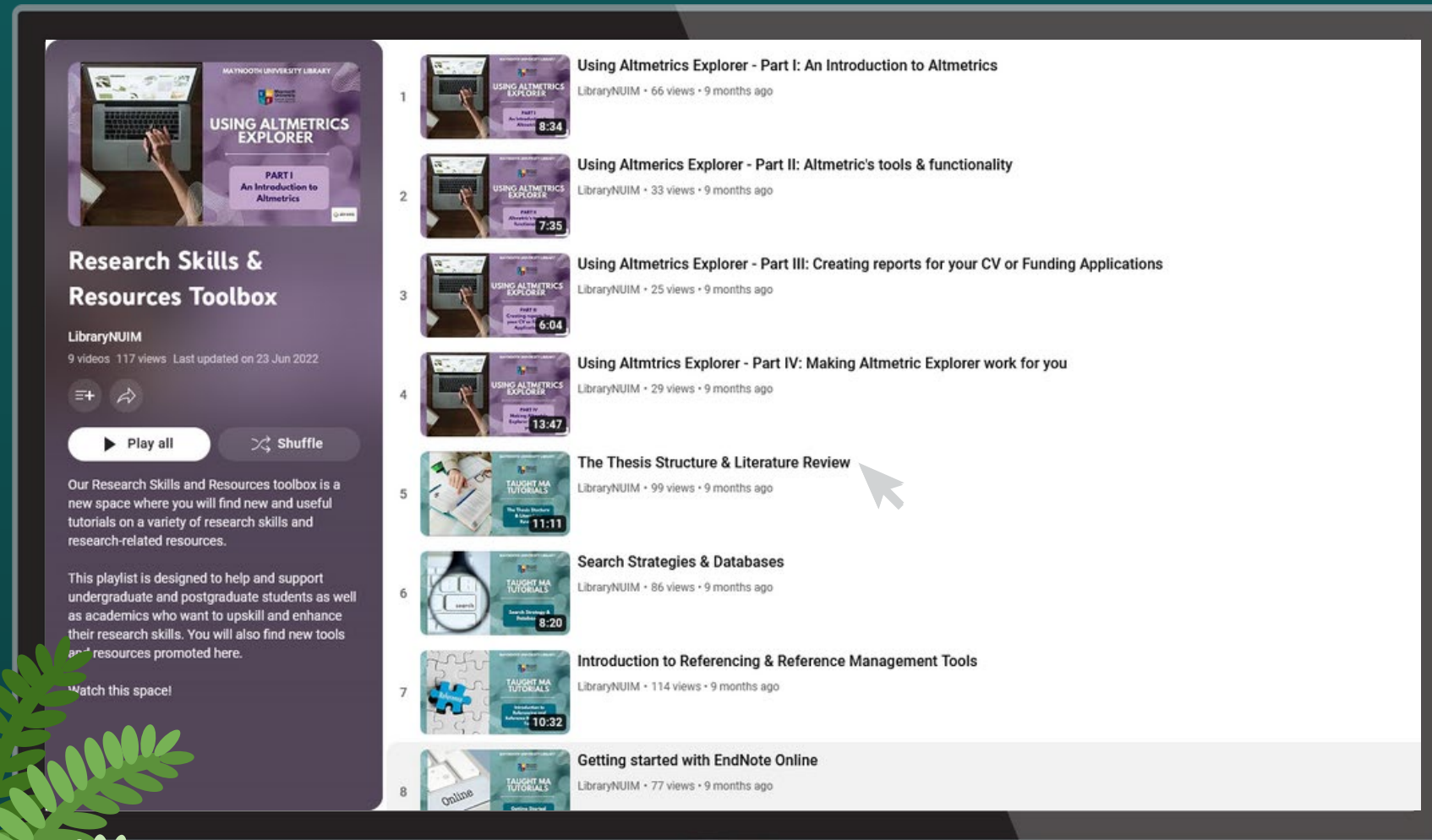




# Sustainable Resource: A YouTube Series



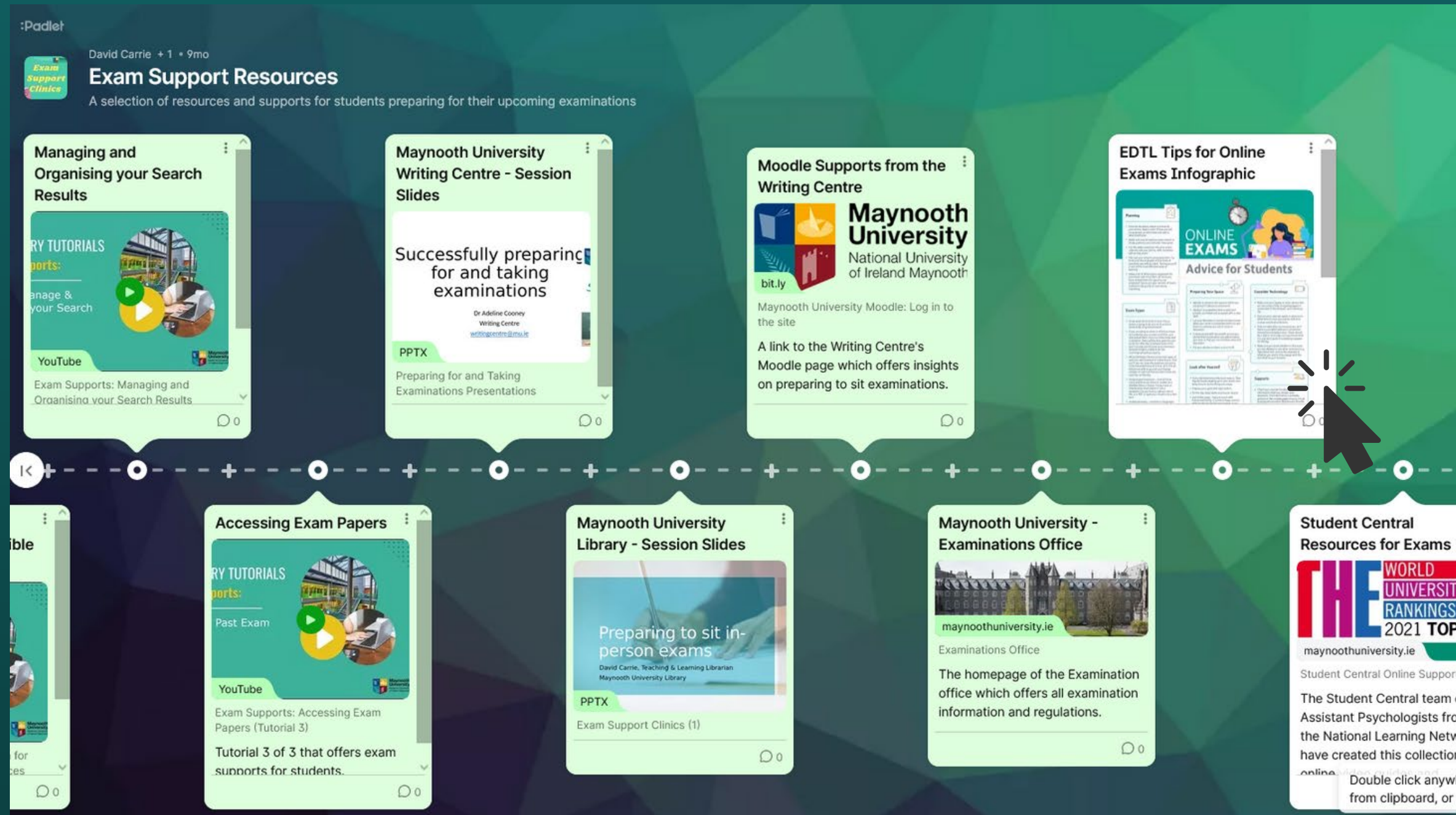
As part of our approach, **packaging our material** as a suite of resources resulted in material being centralised, organised, consistent, re-purposed and accessible to students on multiple platforms or used as a class resource.





# Sustainable Resources: The Padlet

- Easily Accessible
- Re-purposed
- Upload and link various materials
- Design options
- OER resource
- Interactive & engaging
- Centralising information



Check -out our Exam Support Paldet here!





# Takeaways & Considerations



Team -communication  
is key!



## Developing a workflow

Strengthening  
communication, team  
participation, &  
consistency while  
anticipating challenges



## Collaboration

Collaborating with  
partners & groups to  
enhance visibility,  
awareness while  
building connections



## Sustainable Output

Consider outputs &  
resources that can be re-  
purposed,  
re-used.





# Thank you!

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