



RESOURCEFUL through RECESSION

...keeping your library in the spotlight...

- » **CREATE A COMMUNICATIONS STRATEGY** - *No structure, no success.*
 Invite interested staff members to become involved. Keep the group small and make sure everyone is informed about developments.
- » **DEFINE CLEAR CONCISE MESSAGES** - *Keep the message short and to the point.*
 You may already have some actions in place. Remember to repeat the message to your audience 7 times (the magic number!) using different media/images.
- » **SELECT APPROPRIATE AUDIENCES** - *Match each message with a specific part of your audience.*
 Be specific. Get feedback from your audiences via surveys, focus groups, open discussion etc. Find out what your users need. This will enable you to focus and also quantify if you made the right match.
- » **SET TIMELINES** - *This ensures the desired outcome is achieved within a specific time.*
 The strategy should be an active document. Involve library staff with the various audiences to encourage maximum engagement.
- » **DEVELOP A PUBLICITY YEAR PLANNER** - *A monthly record of forthcoming events.*
 This will allow all staff to view functions throughout the year (at a glance!) and plan accordingly.
- » **COMMUNICATIONS OFFICE** - *If there is one on campus, put them in the picture.*
 Establish a good working relationship with them as they can provide you with invaluable contacts.
- » **MAXIMISE AVAILABLE MEDIA** - *Explore new avenues e.g local radio.*
 Form relationships with people within media. Face to face meetings at events gives an opportunity to make an impression.
- » **OUTLINE YOUR BUDGET** - *Look at ways that won't cost to achieve your goals.*
 If you require a budget back it up with details of requirements and reasons.

Fiona Tuohy, The Library, National University of Ireland, Maynooth.



STAR WARS A FANZINE EXHIBITION
NOVEMBER 2010



THE MANY FACES OF EUROPE'S
CAPITALS OCTOBER 2009



MAYNOOTH POST PRIMARY STUDENTS
AT THE PUBLICATIONS FESTIVAL
2011



TG4 FEATURING THE MORPETH ROLL
FEBRUARY 2011



PUBLICATIONS FESTIVAL
JANUARY 2011