

Online Users, First Class Service

Marketing for Web-based Services

Darren Chase, Informatics Librarian
Stony Brook University Health Sciences Library

Online Marketing 101

5-to-1 Ratio

There are 5 online library users to each user on site*

*and increasing!

Why Use the Internet?

- ★ Freedom
- ★ Free information and communication tools
- ★ It belongs to everyone and no one

These are some of the
same values we
associate with
libraries...



Only a building?

Libraries: the Internet Before the Internet

“Libraries are connected nodes of information and community exchange we use to **communicate, collaborate, share resources and preserve knowledge.**”

-- Mary Madden, Pew Internet & American Life Project

Resources, Services & Community

It's what we do well.
Let's do it well online.

Marketing the Health Sciences Library Online

Library News via RSS

- Goes to the user -- access on demand
- Automatically updates
- Compatible with any feed reader and platform

The screenshot shows a library website with a 'News' section. The page is divided into two columns. The left column contains navigation links: 'Journals : eBooks :', 'Distance services', 'Nursing : Social', 'Web', and 'Open Commons a Resource'. The right column, titled 'News', features four items:

- NIH Research Mandate**: Dissemination of NIH-funded research results mandatory. Includes the NIH logo.
- Extended Exam Hours**: Extended weekend library hours in May. Includes a clock icon.
- Scopus Free Trial**: 90 day free trial of largest peer-reviewed articles database. Includes the Scopus logo.
- OncologySTAT**: a professional portal to help improve diagnosis, treatment and prevention of cancer. Includes the OS logo.

At the bottom right, there is a feed reader interface with the following options:

RSS	1.0
RSS	2.0
ATOM	0.3
OPML	SHARE IT!

Facebook

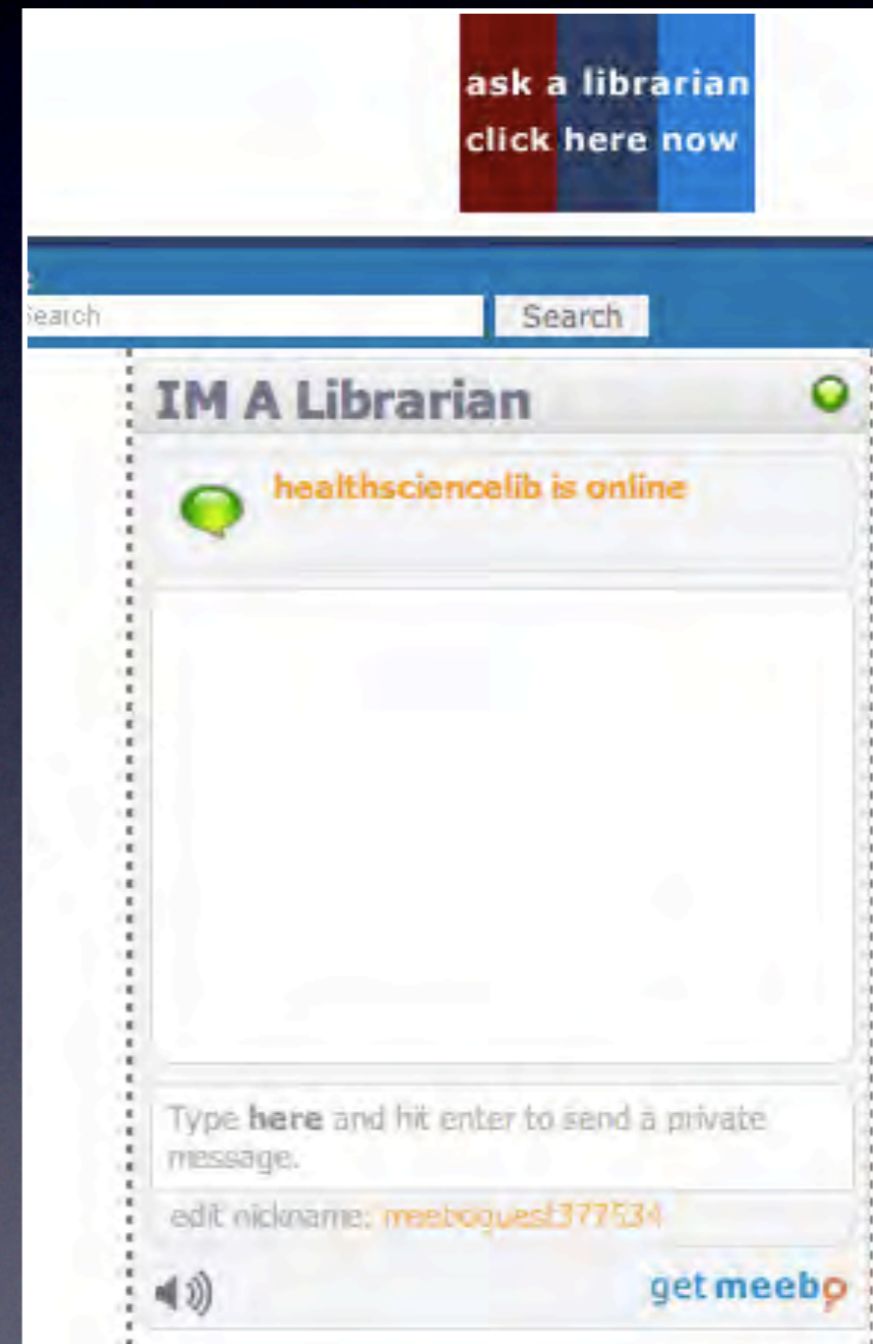
- Online social network -- build community, contact with online users
- Where users are -- 85% college students have Facebook accounts
- Promote workshops, services, hours -- even search PubMed!



The image shows a screenshot of a Facebook page for the Stony Brook University Health Sciences Library. The page layout includes a top navigation bar with 'facebook' and links for 'Profile edit', 'Friends', and 'Inbox'. Below this is a search bar and a list of applications such as Photos, Wordbook, Goodreads Books, Groups, Ads and Pages, Video, and iLike. The main content area features a large photograph of a library interior with people working at computers. Below the photo, the page provides contact information: 'Location: Level 3, Health Sciences Center, Stony University, Stony Brook, NY, 11794-8034', 'Phone: 631-444-2512', and operating hours: 'Mon - Thurs: 8:00 am - 12:30 am' and 'Fri: 8:00 am - 9:00 pm'.

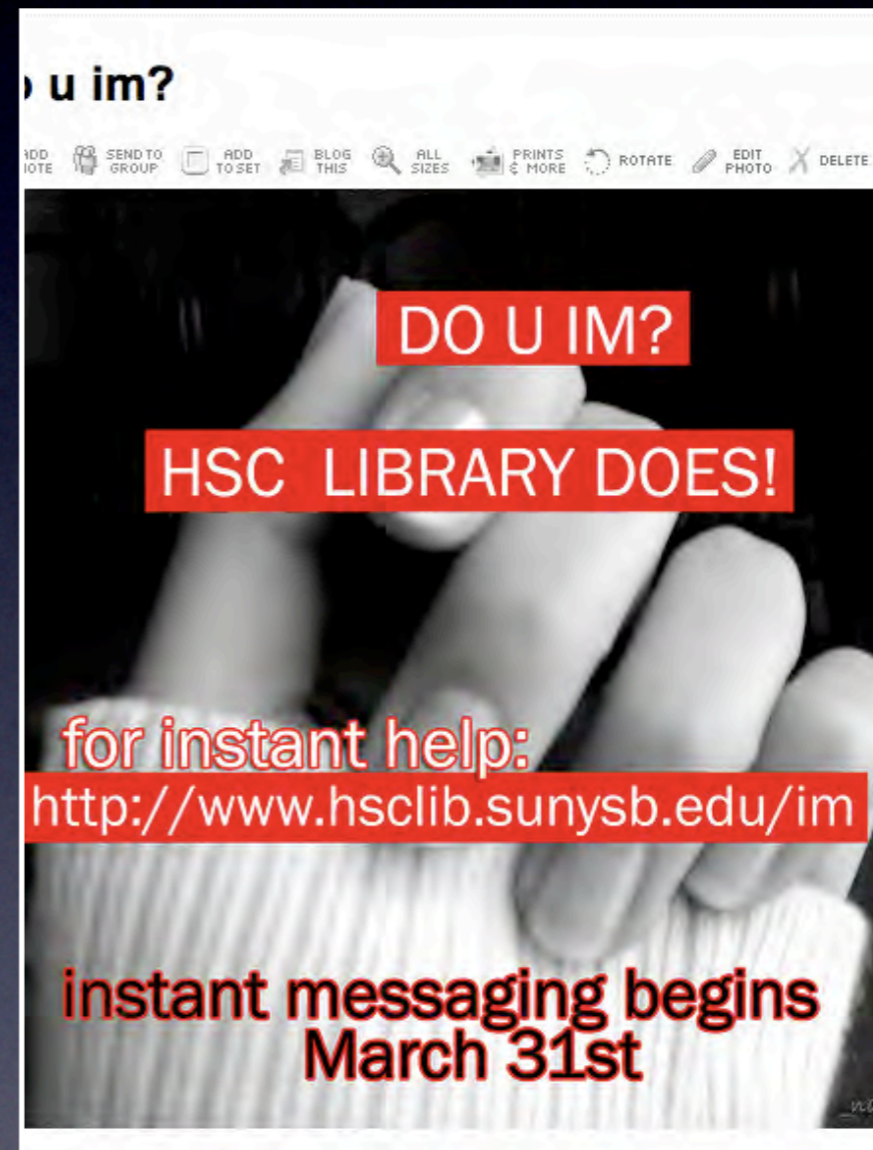
Meebo

- Web-based instant message client
- Easy -- with the Meebo widget, users do not need an account to IM the library



Flickr

- Photo sharing social network
- Online photo library, archive
- Give “face” to the library for remote users

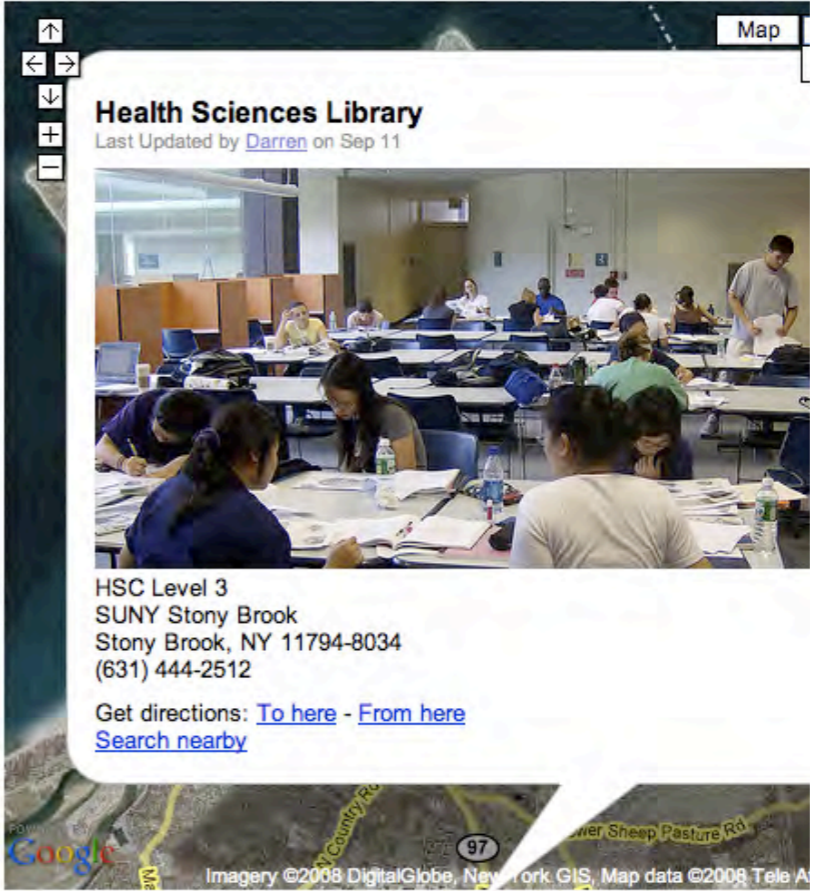


Google Maps

- Interactive online map
- Include image & link
- Give online users directions, a sense of place

[Get directions](#) to the Health Sciences Center, Stony Brook University
[View map](#) for directions to SBU facilities.

View Map:



Health Sciences Library
Last Updated by [Darren](#) on Sep 11

HSC Level 3
SUNY Stony Brook
Stony Brook, NY 11794-8034
(631) 444-2512

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[Search nearby](#)

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Online social networks
and other Library 2.0
tools can effectively
connect the library
with online users.

Thanks!
Any Questions?

contact me:
darren.chase@stonybrook.edu