

Central Region

Professional Development

Term 4 2014

with thanks to
Book Protection Products



School Library Association of New Zealand Aotearoa
Te Puna Whare Mātauranga a Kura

Library Promotion



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School Library Marketing 101



It's about the students - not the stuff. Before we think about how we are going to market our work, we have to ***create work that impacts student learning!***

Jennifer LaGarde (aka Library Girl)



Snapshot: A day in the life of the school library

- Choose a day to collect data, anecdotes, and photographs to show what happens in the library
- Display your “Snapshot Day” in the library, and / or create a digital display to share with stakeholders or online
- See [NatLib’s Services to Schools](#) for more details



Examples:



Anderson One Library (created with Animoto)



from The Adventures of Library Girl



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Time Lapse Photographs

- Set up a camera to take photos every n seconds or minutes
- Use the photos to create a timelapse video to share in the library, with staff or online
- Especially effective at demonstrating what a busy place the library can be
- Explore apps (like Instagram Hyperlapse) to time lapse with devices



Examples:



HBHS Library (student created)



from Michelle Simms at Te Totara Primary



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Take Over a Corner

...of the staff room notice board:

- Create a “Great reads” display with sticky notes, encourage staff members to add their latest read (doesn’t have to be related to the school library)
- Display new book covers / student book reviews / services available or ...



Reporting to...teachers

- Use something like Smore to inform teachers about:
 - new books
 - magazine collections
 - services available
 - websites or apps to try
 - read alike or read alouds



Examples:

Library Update

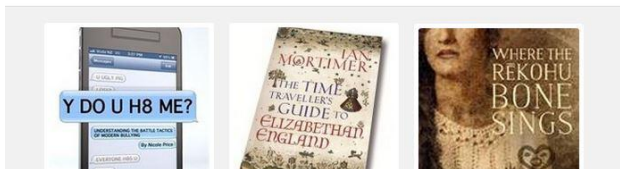
Takapuna Grammar School

TGS Library eBook lending platform

Borrowable eBooks have come to TGS Library! We have a small but growing collection of eBook titles available thanks to our Wheelers ePlatform. Staff and students can borrow eBooks and read online through a standard browser or download the free reader software to read offline on a compatible device.

Check out our ePlatform here: <http://takapuna.wheelers.co/>

N.B. To borrow an eBook you will need to login to the ePlatform with your Staff number (on your swipe card) and a Pin (contact the library staff for this). Then you're good to go!



Takapuna Grammar School eBook newsletter



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Library Update

Horowhenua College - June 2014

LiveBinders: a new digital resource

With all of the **information** available online today, **curated** content is a very important part of filtering through a vast body of resources.



As part of our library service we have been creating **digital binders** combining website links, cloud documents, desktop documents and newspaper articles all **tailored** to our particular students' needs. These are proving to be great springboards for research.

If there is **any topic** you would like a LiveBinder for please let me know. You can add your own content too. The binders can be shared through Ultraset and will also be searchable through the library catalogue.

Horowhenua College online tool newsletter

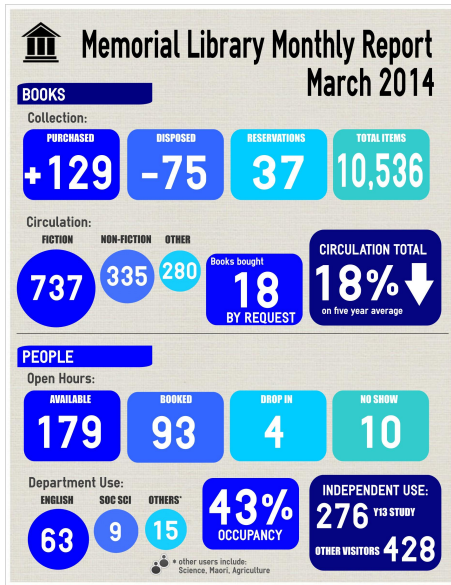
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Reporting to...principals

- Use something like [Easel.ly](#) to create brief, visual infographics as monthly reports
- Make your annual report a presentation by using tools like [Animoto](#), [Prezi](#), [VideoScribe](#) or PowerPoint



Examples:



[Napier Boys' High monthly report using Easel.ly](#)



[The Unquiet Library annual report using Animoto](#)



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Your suggestions:

- Staff brochure: what you have, what you can do
- Invite yourself to department meetings
- Let the community know what you do: newsletter, website, social media
- Link your library online presence to the school's
- Make regular things: what are you reading?, video of hold shelf, Throwback Thursday (old favourite)
- It's about promoting yourself too! (social club, sports day, get involved, get out of the office - get out of the library!)



Acknowledgements:

Anderson One Library video clip: <https://www.youtube.com/watch?v=e8gdyQOtRyo>

HBHS Library timelapse video clip: <https://www.youtube.com/watch?v=l1sV938NIL4>

Horowhenua College online tool newsletter: <https://www.smore.com/yqn24-library-update>

Jennifer LaGarde

- avatar and quote: <http://www.librarygirl.net/2013/04/school-library-marketing-101-its-about.html>

- image: <http://www.librarygirl.net/2011/10/show-me-data-part-deux-data-walls-as.html>

Michelle Simms video clip: <https://www.youtube.com/watch?v=UTiQukY4khU>

Napier Boys' High School monthly report using Easel.ly: http://www.easel.ly/create/?id=https://s3.amazonaws.com/easel.ly/all_easels/129893/MonthlyReportMar14&key=pri



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Acknowledgements:

National Library's snapshot day stuff: <http://schools.natlib.govt.nz/blogs/libraries-and-learning/12-05/snapshot-day-life-your-school-library-team>

Takapuna Grammar School ebook newsletter: <https://www.smore.com/vx7u7-library-update>

The Unquiet Library annual report Animoto: <https://www.youtube.com/watch?v=kX6V0H5Q6z8>



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