

1. PURPOSE AND SCOPE

- 1.1 This procedure aims to portray the workflow process when it comes to marketing of Library services and resources.

2. DEFINITIONS

- 2.1 *Newspoint*: The news portal of the University of Malta which provides staff, students, alumni and the general public with information on news and activities at the UM.
- 2.2 *OAR@UM*: Is the institutional repository of the UM. It serves as an online platform for the submission and dissemination of Open Access research produced under the auspices of the UM. OAR@UM is managed by the Library.
- 2.3 *UM*: University of Malta

3. RESPONSIBILITIES

3.1 Roles and Responsibilities of the Conferences and Events Unit:

- 3.1.1 Conferences and Events Unit is responsible for granting permission to host promotional events within UM premises.

3.2 Roles and Responsibilities of the Director and Deputy Director - Library Services:

- 3.2.1 Director and Deputy Director - Library Services are responsible for approving ideas for the promotional events.
- 3.2.2 Director and Deputy Director - Library Services approve the promotional material that needs to be printed and decide how many copies of each item needs to be ordered.

3.3 Roles and Responsibilities of Heads of other Library Departments and Branch Libraries:

- 3.3.1 Heads of other Library departments and branch libraries are responsible for communicating with the Outreach Department with regards to dissemination of the promotional material marketing new resources and/or services.

3.4 Roles and Responsibilities of the Head of the Open Science Department:

- 3.4.1 The Head of the Open Science Department is responsible for contacting Open Access publishers to obtain the promotional material.
- 3.4.2 The Head of the Open Science Department is responsible for marketing of the UM Open Access Repository: OAR@UM and services offered by the Open Science Department.
- 3.4.3 The Head of the Open Science Department is responsible for liaising with the Outreach Department with regards to dissemination of the promotional material marketing OAR@UM, open access initiatives and services offered by the Open Science Department.

3.5 Roles and Responsibilities of the Head of the Outreach Department

- 3.5.1 The Head of Department is responsible for contacting the Marketing, Communications & Alumni Office in order to upload promotional notices on *Newspoint* and send promotional emails to UM staff members.
- 3.5.2 The Head of Department is responsible for contacting the Marketing, Communications & Alumni Office in order to get their approval for printing the promotional material.
- 3.5.3 The Head of Department is responsible for contacting the Office of the Registrar to send promotional emails to students.
- 3.5.4 The Head of Department is responsible for contacting various publishers to obtain promotional material and freebies that could be used during events.
- 3.5.5 The Head of Department is responsible for liaising with other Library Departments in order to promote services and resources offered by their sections.
- 3.5.6 The Head of Department communicates with the Director and Deputy Director - Library Services to gain the approval for printing of the promotional material and organising promotional events.
- 3.5.7 The Head of Department is responsible for creating promotional material for digital display screens.

3.6 Roles and Responsibilities of the Head of the Periodicals Department:

- 3.6.1 Head of the Periodicals Department is responsible for informing the Outreach Department about newly licensed online resources.
- 3.6.2 Head of the Periodicals Department is responsible for communicating with the Outreach Department with regards to dissemination of the promotional material and marketing of new resources.
- 3.6.3 The Head of the Periodicals Department is responsible for providing the Outreach Department with the contact details of all publishers that the Library collaborates with.

3.7 Roles and Responsibilities of the Marketing, Communications & Alumni Office:

- 3.7.1 The Marketing, Communications & Alumni Office is responsible for uploading promotional notices provided by the Library on *Newspoint*.

- 3.7.2 The Marketing, Communications & Alumni Office is responsible for forwarding promotional emails and announcements to IT Services in order to disseminate them to UM staff members.
- 3.7.3 The Marketing, Communications & Alumni Office is responsible for forwarding promotional posters to the faculty officers to be uploaded on digital displays.
- 3.7.4 The Marketing, Communications & Alumni Office checks whether the promotional material is designed according to UM branding guidelines and approves it before printing and dissemination.

3.8 Roles and Responsibilities of the Members of IT Services:

- 3.8.1 IT Services are responsible for sending out promotional emails and announcements forwarded by the Marketing, Communications & Alumni Office to the UM staff members.

3.9 Roles and Responsibilities of the Members of the Outreach Department:

- 3.9.1 Each member of the Outreach Department is responsible for uploading promotional notices on the Library website and the Library Facebook page.
- 3.9.2 Each member of the Outreach Department is responsible for collaborating with other Library Departments in promoting services and resources.
- 3.9.3 Each member of the Outreach Department is responsible for creating promotional material for social media.
- 3.9.4 One of the team members appointed by Head of the Outreach Department is responsible for conducting the stocktaking of the promotional material.

3.10 Roles and Responsibilities of the Office of the Registrar:

- 3.10.1 The Office of the Registrar is responsible for forwarding promotional emails and announcements to the relevant student cohorts.

4. HEALTH AND SAFETY REQUIREMENTS

- 4.1 N/A

5. PROCEDURE

5.1 Marketing services and resources through Facebook

- 5.1.1 The Outreach Department promotes Library resources and services via the Library Facebook page (<https://www.facebook.com/um.libraryservices/>).
- 5.1.2 Each member of the Outreach Department has the rights to edit the content of the Library Facebook page.

- 5.1.3 One of the team members appointed by the Head of the Outreach Department schedules various posts for a period of one week.
- 5.1.4 Head of the Periodicals Department is responsible for informing the Outreach Department about newly licensed online resources for further dissemination.
- 5.1.5 The Head of the Open Science Department is responsible for liaising with the Outreach Department with regards to dissemination of the promotional material marketing OAR@UM, open access initiatives and services offered by the Open Science Department.
- 5.1.6 Promotional material forwarded by Heads of other Library departments is scheduled by the Head of the Outreach Department.
- 5.1.7 In case of events promoting Library resources or services, one of the team members appointed by the Head of the Outreach Department creates a Facebook event.
- 5.1.8 Each member of the Outreach Department is responsible for creating graphics that are used to market resources and services. Graphics are created using online graphic design software Canva (<https://www.canva.com/>).

5.2 Marketing services and resources through the Library website

- 5.2.1 The Outreach Department promotes Library resources and services via the Library website (<https://www.um.edu.mt/library>).
- 5.2.2 Each member of the Outreach Department has the rights to edit the content of the Library website. Staff members from the Outreach department, are given access by It Services in order to log into CMS, website backend. Staff members can then edit and carry out all the changes required.
- 5.2.3 One of the team members appointed by Head of the Outreach Department creates notices and forwards them to Director and Deputy Director - Library Services for approval.
- 5.2.4 One of the team members appointed by Head of the Outreach Department uploads notices on the website.

5.3 Marketing services and resources through *Newspoint*

- 5.3.1 The Head of the Outreach Department is responsible for contacting and liaising directly with the Marketing, Communications & Alumni Office in order to upload promotional material on *Newspoint* (<https://www.um.edu.mt/newspoint>).

5.4 Marketing services and resources through emails

- 5.4.1 The Head of the Outreach Department is responsible for contacting the Office of the Registrar to send the promotional notices to students.
- 5.4.2 The Head of the Outreach Department is responsible for contacting the Marketing, Communications & Alumni Office in order to send promotional emails to UM staff members. IT Services are responsible for sending out promotional emails and announcements forwarded by the Marketing, Communications & Alumni Office to the UM staff members.

5.5 Marketing resources and services offered by other Library departments

- 5.5.1 The Head of the Periodicals Department is responsible for informing the Outreach Department about newly acquired subscriptions to online resources for further dissemination.
- 5.5.2 The Head of the Open Science Department is responsible for liaising with the Outreach Department with regards to dissemination of the promotional material marketing OAR@UM, open access initiatives and services offered by the Open Science Department.
- 5.5.3 The Heads of other Library departments are responsible for forwarding any promotional notices or material pertaining to their sections to the Outreach Department for further dissemination.
- 5.5.4 Before dissemination, the material needs to be approved by Director and Deputy Director - Library Services.
- 5.5.5 After approval is sought, promotional material is uploaded by members of the Outreach Department on the Library Facebook page, Library website, *Newspoint* and sent to the relevant audience by email.

5.6 Promotional material

- 5.6.1 Each member of the Outreach Department is responsible for creating graphics to be uploaded on social media. Graphics are created using online graphic design software Canva (<https://www.canva.com/>).
- 5.6.2 The Head of Department is responsible for creating promotional material for digital display screens. Sizes of the graphics should be 1080px X 1920px and 1920px x 1080px. Graphics are created using online graphic design software Canva (<https://www.canva.com/>).
- 5.6.3 Promotional material for digital display screens need to be approved by the Marketing, Communications & Alumni Office before dissemination.

- 5.6.4 Printed promotional material like leaflets, brochures, roll-ups, posters and banners need to be designed in line with the UM branding and approved by the Marketing, Communications & Alumni Office before printing and dissemination.
- 5.6.5 Director and Deputy Director - Library Services approve the promotional material that needs to be printed and decide how many copies of each item needs to be ordered.
- 5.6.6 The Head of Department is responsible for contacting various publishers to obtain promotional material and freebies that could be used during events promoting Library resources and services.
- 5.6.7 Open Access publishers are to be contacted by the Head of the Open Science Department to obtain promotional material and freebies that could be used during events promoting Open Access initiatives and the UM Open Access Repository: OAR@UM.
- 5.6.8 One of the team members appointed by Head of the Outreach Department conducts stocktaking of the promotional material on a regular basis and informs the Head about any items that need to be ordered.
- 5.6.9 The Head of Department communicates with the Director and Deputy Director - Library Services to seek approval for ordering and printing of the promotional material.

6. REFERENCES

- 6.1 Canva: Amazingly Simple Graphic Design Software, Available at <https://www.canva.com/> [Accessed 30th November 2017].
- 6.2 Library Facebook page, Available at <https://www.facebook.com/um.libraryservices/> [Accessed 30th November 2017].
- 6.3 Library website, Available at <https://www.um.edu.mt/library> [Accessed 30th November 2017].
- 6.4 *Newspoint*, 2017, Available at <https://www.um.edu.mt/newspoint> [Accessed 30th November 2017].

7. LIST OF APPENDICES/WORKSHEETS

7.1 N/A