



# Marketing Library Programs, Services, and Initiatives in Time of Infodemic

**Joseph Yap**  
Senior Expert  
NU Library



# OBJECTIVES OF THE PRESENTATION

- Recognize the need for policy, guidelines, or marketing plan improvement aligned with online library services and programs in time of pandemic;
- Develop or strengthen marketing initiatives to avoid discontinuance of library services;
- Share current practices in promoting library programs, services, and initiatives during pandemic and infodemic.



# WHAT IS LIBRARY MARKETING?

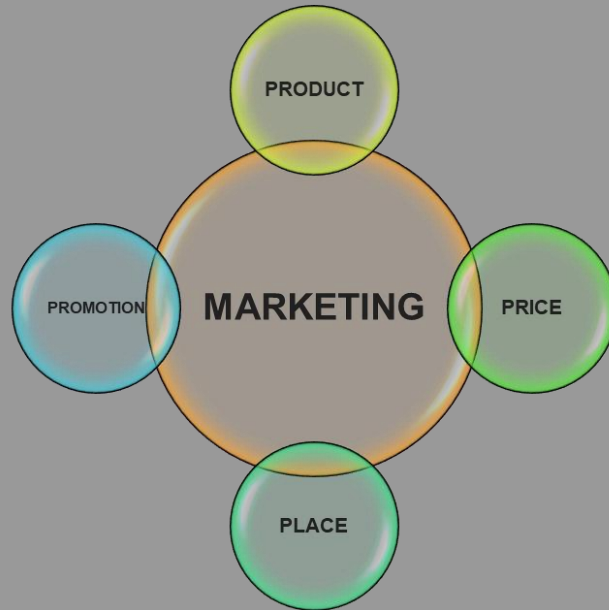
“The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals” (IFLA Section on Management and Marketing, 1998).





# Instagrow

4 Ps of Marketing (Weingand, 1998)



22 Likes

## PRODUCT

- programs and services that the library provides to its users.

## PRICE

- cost / fee / budget

## PLACE

- location where products are distributed

## PROMOTION

- communication aspect to reach target users



# SPEAKING OF PROMOTION

Can we make this trend?

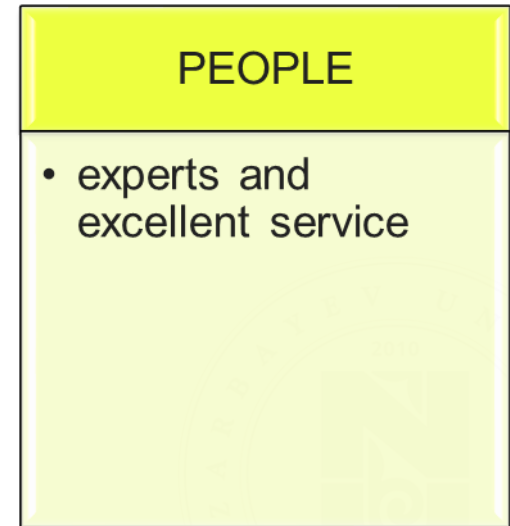
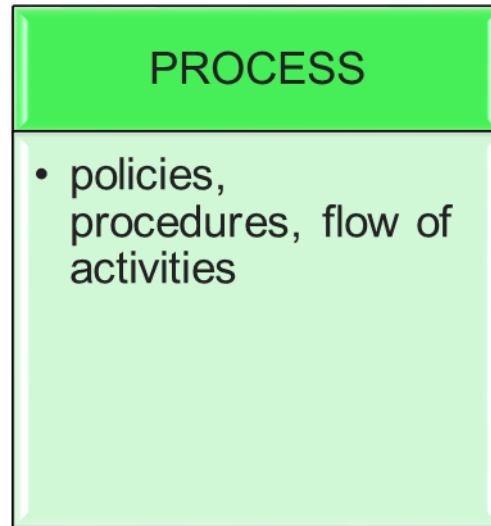
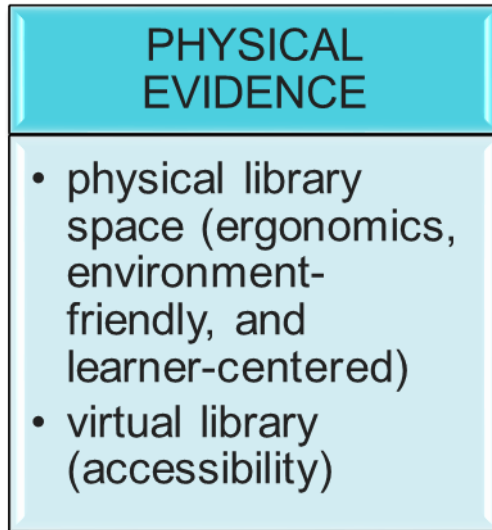
Post in your social media accounts

[#LibraryMarketing2020](#)

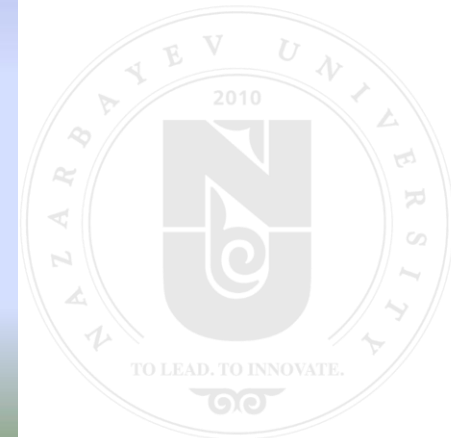
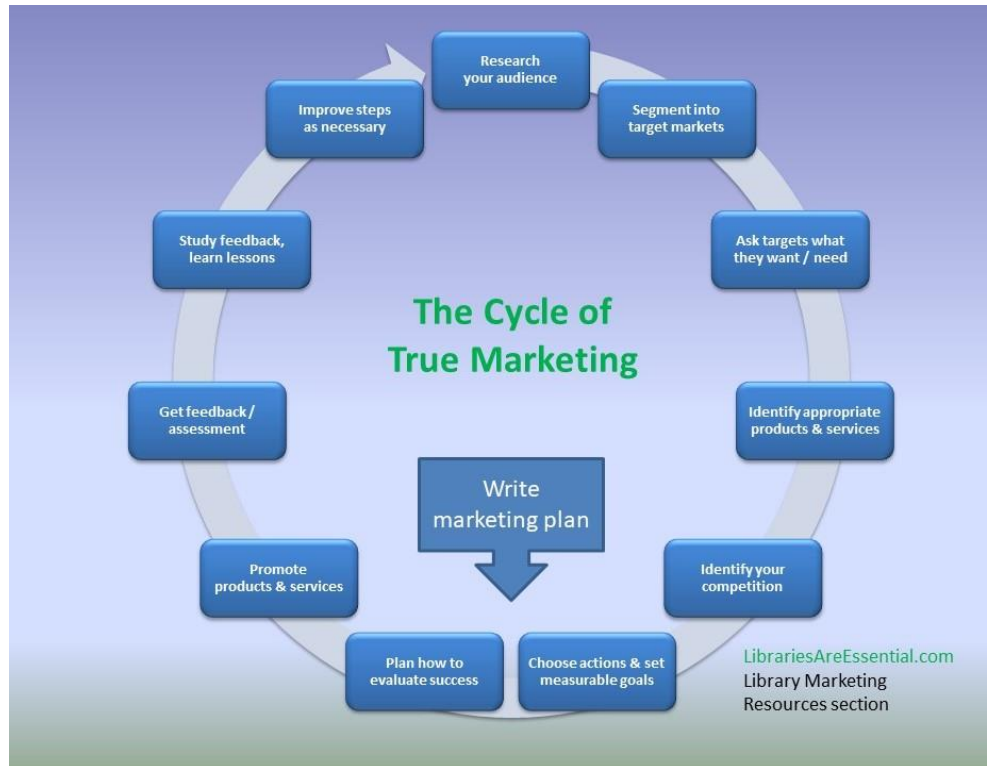
add text or photo if you want

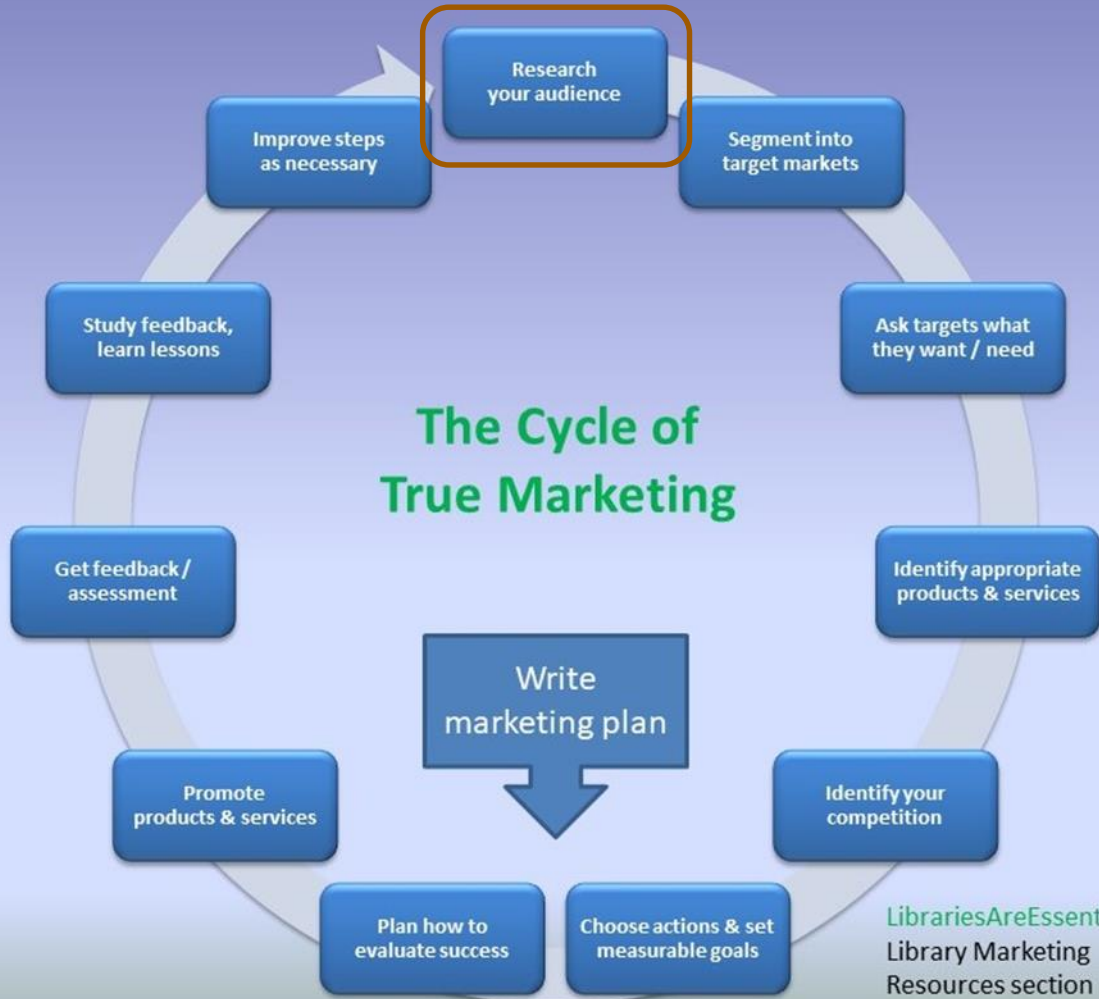


## Iwu-James, Haliso & Ifijeh (2020)



# MARKETING CYCLE (Dempsey, 2020)





KNOW YOUR TARGET GROUPS

# SEGMENTATION





Joseph Yap

**SET GOALS AND TARGETS**



Nazarbayev University

connections

Join to Connect

About

**SET GOALS AND TARGETS**



# IDENTIFY PRODUCTS AND SERVICES



Subscribe



26 Events

- Events
- Calendar 3
- International perspective Webinar**
- Birthdays
- Discover
- Hosting

+ Create Event

Create Post

What's on your mind, Joseph?

Photo/Video Tag Friends Feeling/Activ...

# IDENTIFY YOUR COMPETITION



Related Events See More

- Launch senior iLeap program**  
Thursday UTC+05:30 · Online...  
96 guests  
Interested · Going
- Books Beyond Borders - onli...**  
Wednesday UTC+05:30 · Onlin...  
Shared to Sri Lanka Library Fri...  
Interested · Going
- Online Break After O/L To Bett...**  
Friday UTC+05:30 at NIBM  
290 guests  
Interested · Going
- CCP Webinar: An Introduction...**  
2 PM UTC+08 · Online Event  
3,608 guests  
Interested · Going
- University of Canberra Webinar**  
11 AM UTC+05:30 · Online Event  
119 guests  
Interested · Going
- The World HR Congress**  
Mon, Jul 6 UTC+05:30 at BMIC...  
113 guests  
Interested · Going

English (US) · Filipino · Русский · Türkçe · Español +

# IMAGE OF THE LIBRARY

Going back to competition, how can the library ensure its relevance?

Use your available resources. Be as authoritative as possible.



# SUCCESS



TWEETS  
1,759

PHOTOS/VIDEOS  
35

FOLLOWING  
131

FOLLOWERS  
20.1M

FA

Tweets

Tweets and replies

**Your Name** ✓

@yourname

This is where you put your description of your account here and here.

📍 Your City Here, State

🔗 Yourwebsitehere.com

🕒 Joined April 2014

Tweet to Your Name

📌 PINNED TWEET

**Your Name** @yourname - Apr 23

# EVALUATE YOUR SUCCESS

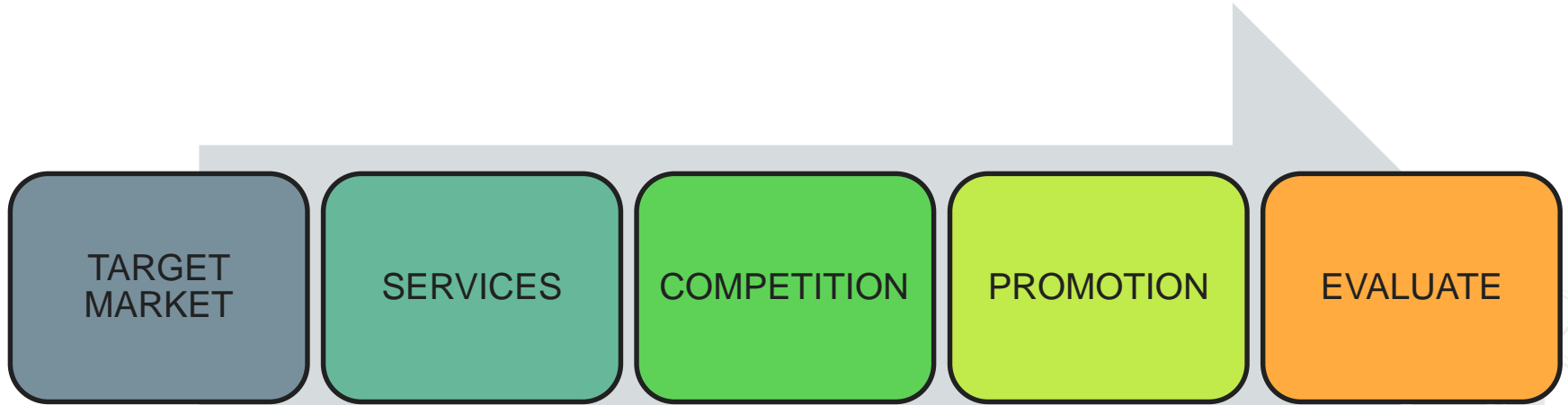
# MARKETING PLAN

Before we proceed, review your library mission statement one more time.

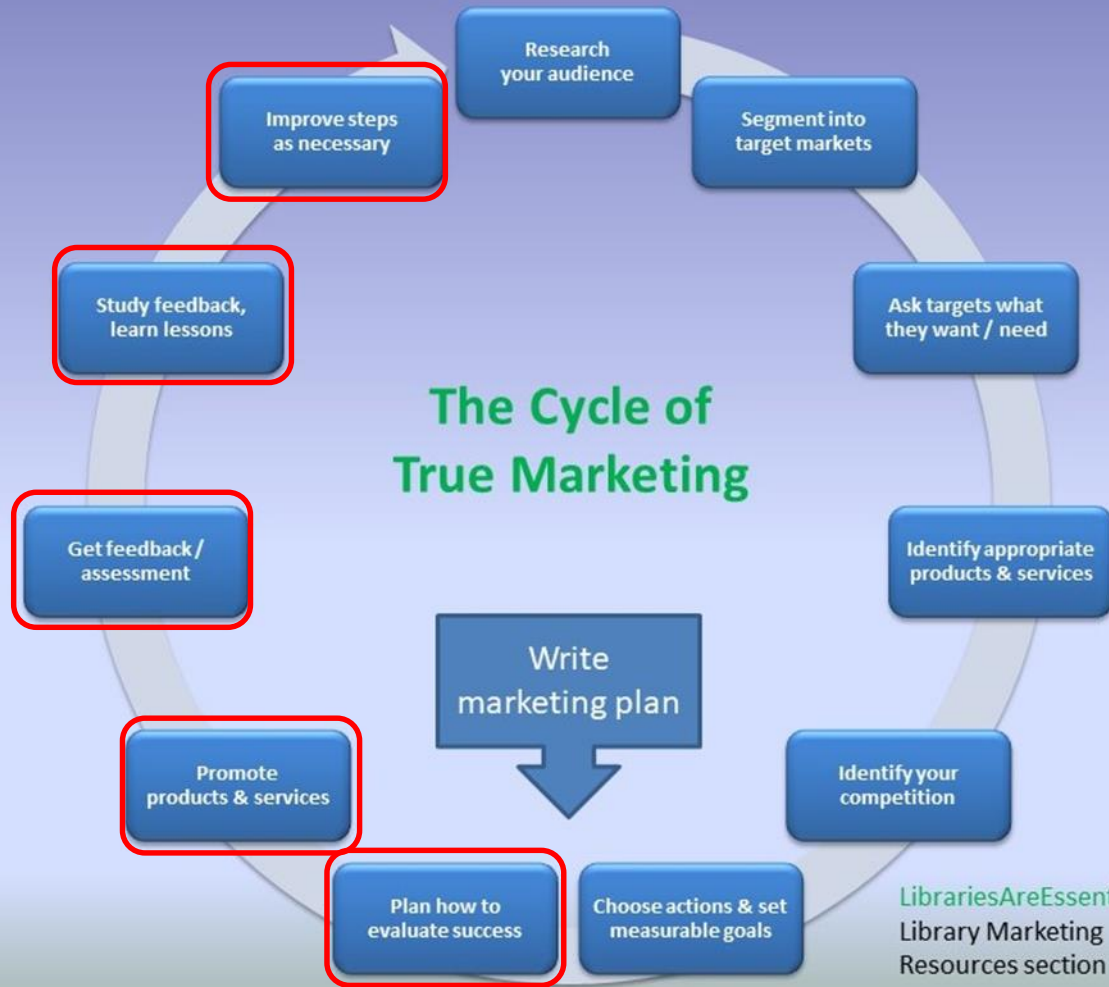
## Pre-requisites

- ✓ Parent organization's strategic plan
- ✓ Library strategic plan
- ✓ Seven Ps

# STEPS TO BASIC MARKETING PLAN



## The Cycle of True Marketing



# REVISIT PAST LIBRARY MARKETING PLAN

**GMIT Library Marketing Plan**

**2009-2012**



<b>Goal</b>	<b>Objective</b>	<b>Strategies</b>	<b>Measuring Outcomes</b>	<b>Timeframe</b>
Undergraduates will increase usage of electronic resources	1. Usage of databases will increase by 10%.	<ol style="list-style-type: none"> <li>1. Continue promotion of electronic resource training.</li> <li>2. Evaluation sheets will be introduced for training sessions</li> <li>3. Offer open training session on a weekly basis for a trial period – times to be decided</li> </ol>	Database statistics by June 2010	June 2010
	2. Usage of IReL databases will increase by 20%	<ol style="list-style-type: none"> <li>1. Emphasise the quality of the IReL suite of databases</li> <li>2. Library Newsletter will promote the IReL databases.</li> <li>3. Academic staff will be urged to promote IReL to students</li> </ol>		
	3. Undergraduates will increase their use of EndNote	<ol style="list-style-type: none"> <li>1. EndNote training will be advertised more widely</li> <li>2. More library staff will become familiar with EndNote</li> <li>3. EndNote will be promoted particularly to Postgraduates</li> </ol>		

## TRANSFORMATION NEWSLETTER

#5 April 10, 2020



### Innovative Learning Hub - IT Taskforce

A task force to promote speedy collaboration between the Innovative Learning Hub, Library and IT was set up to discuss and follow up on all current issues and problems. The result of this was the establishment of remote access to software for faculty and students, hands-on training for faculty on how to use Zoom and Moodle for online classes, and solutions to the individual requests of faculty.

Information about all possible tools and technologies that are available for instruction at NU can be found on our web portal in the section "Instructional Technology".

To complement what was already available, some new instructions have been added. In particular, a Distance Teaching Guide for NU Faculty and information about the software is available for remote access.

An instruction on how to use Zoom for students has been published in a newly created section on students' web portal – Learning Online.



# PROVIDE IL TO INCOMING FIRST-YEAR STUDENTS IN A NEW NORMAL (VIRTUAL)

## Objective

Developing the IL skills of first-year students

## Strategy

- Collaborate with faculty members
- Develop IL LibGuides, converting IL modules to audio-recorded presentations
- Constant promotion of webinars and customized virtual sessions

## Outcomes

- IL Assessment
- Number of LibGuide views
- Number of webinars conducted

## Timeframe

- Fall Semester (2020)

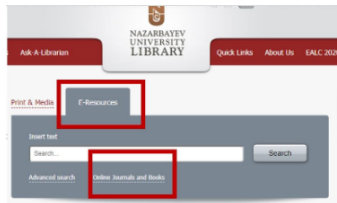


## COVID-19: Library Remote Support

[Latest Alert](#)[Library Remote Support](#)[Latest News and Updates](#)[Global Research](#)[Moving to Online Teaching](#)[Supporting Online Teaching & Learning](#)[Useful Free-time](#)

### E-Journals & E-Books

Off-campus access to articles, Journals and E-books through the library website: <https://library.nu.edu.kz/>



### E-Resource Access Issues

### E-Textbooks

Please check moodle system for e-textbooks available for your course. These textbooks are available through the Vital Source platform.

- [How to read e-textbook?](#)

There are many options to find ebooks on your subject, please visit the databases list.

- [A-Z Databases](#)

### Video Call for Consultation

### Repository

NU repository can be accessed here: <https://nur.nu.edu.kz/>



### Chat with librarians: 9 am - 5 pm, Mon - Fri



[Nazarbayev University Library](#) / [Nazarbayev University LibGuides](#) / [Website content](#) / [Ask a Librarian](#) / [Contact Us](#)

## Ask a Librarian: Contact Us

### Contact Us

#### Chat with a Librarian

Name

Department

User



Email Us at [reference@nu.edu.kz](mailto:reference@nu.edu.kz)

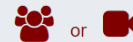


Find your Librarian


Visit Us in the office #5E.322, #5E.324

Need quick help on how to start your assignment? Short introduction on how to start your research

Make an Appointment




### Ask a question



**Information Literacy**

**Searching for Information  
(Literature Search)**





# Information Literacy

## Module 4: Information Ethics and Plagiarism

# PANDEMIC AND INFODEMIC

## Pandemic

“the worldwide spread of a new disease”

– World Health Organization (2010)

## Infodemic

“rapid spread of information of all kinds, including rumors, gossip and unreliable information”

– World Health Organization (2018)



# In times of pandemic, is your library ready to answer health information queries?

## Provision of pandemic disease information by health sciences librarians: a multisite comparative case series\*†‡§¶

Robin M. Featherstone, MLIS; R. Gabriel Boldt, MScEd, MLIS; Nazi Torabi, MSc, MLIS; Shauna-Lee Konrad, MLIS

See end of article for authors' affiliations.

DOI: <http://dx.doi.org/10.3163/1536-5050.100.2.008>

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**Table 2**

H1N1 questions and information requests by health professionals as recorded and received by an outreach librarian working with a government health department

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### Clinical questions

- What is the effect of H1N1 on immunosuppressed or immunocompromised patients?
- What is the effect of H1N1 on pregnant patients, embryos, and fetuses?
- What is the effectiveness of antiviral agents and drugs for H1N1?
- What is possibility of relapse after taking antiviral agents or drugs?
- What is the effectiveness or duration of H1N1 vaccine?
- Can there be adverse reactions to taking the H1N1 vaccine after already having influenza in the last year?

### Health care administrative questions

- Is there any available information on: protective equipment for H1N1 for health care workers (i.e., masks, gloves, etc.)?
- Is there any available information on household transmission of H1N1?
- Is there any news of a third wave of H1N1?

### Research questions

- Is there any available information on H1N1 in aboriginal populations?
  - How are socioeconomic factors related to H1N1?
  - Are there epidemiological reviews of H1N1 and influenza?
  - Are there reviews on Tamiflu and H1N1?
  - Are there research studies on the usefulness or effectiveness of H1N1 public health surveillance?
  - Are there any pandemic modeling studies?
  - Are there research studies on resilience during pandemics?
-

## Media and Information Literacy: Infodemic

This guide will prepare the academic community to be competent individuals in the area of Media and Information Literacy (MIL).

[Introduction](#)[Historical Timeline of MIL](#)[MIL Competencies](#)[Five Laws of MIL](#)[MIL Tips](#)[Infodemic](#)[Other Sources](#)

### Fighting Misinformation and Disinformation During a Health Outbreak

Putting an end in spreading false information is a challenge most especially in times of health outbreak (ie. pandemic) but with coordinated efforts, we can help solve the proliferation of infodemic. We encourage everyone to be ambassadors of propagating authentic and healthy information. Visit the following pages, watch the videos below, and remember to fact check before sharing any information.

- [Coronavirus Disease \(COVID-19\) Advice for the Public: Myth Busters](#)  
WHO's advice for the public.
- [Coronavirus Situation in Kazakhstan](#)  
Official health information and coronavirus situation in Kazakhstan
- [COVID-19 Resources for Reporters](#)  
SciLine is hosting a series of online briefings for reporters on different aspects of the COVID-19 story. It is also tracking common science questions that reporters have about the coronavirus pandemic
- [Credible Resource List](#)  
Includes myth busters, safety tips, and staying healthy to avoid being infected by coronavirus. This list is presented in different languages.
- [Fake News on the Coronavirus Pandemic: What Do Central Asians Believe in?](#)  
A list of common coronavirus fake information in Central Asia.
- [Fighting Disinformation: Official Sources of Information about COVID-19](#)  
Provides official list of information sources in the EU and beyond as well as from relevant EU and international organisations.
- [Fighting the Infodemic: The #CoronaVirusFacts Alliance](#)



Thư viện Tạ Quang Bửu - Đại học Bách Khoa Hà Nội  
@TQB.library

- Home
- Posts
- Reviews
- Videos
- Photos
- About
- Community

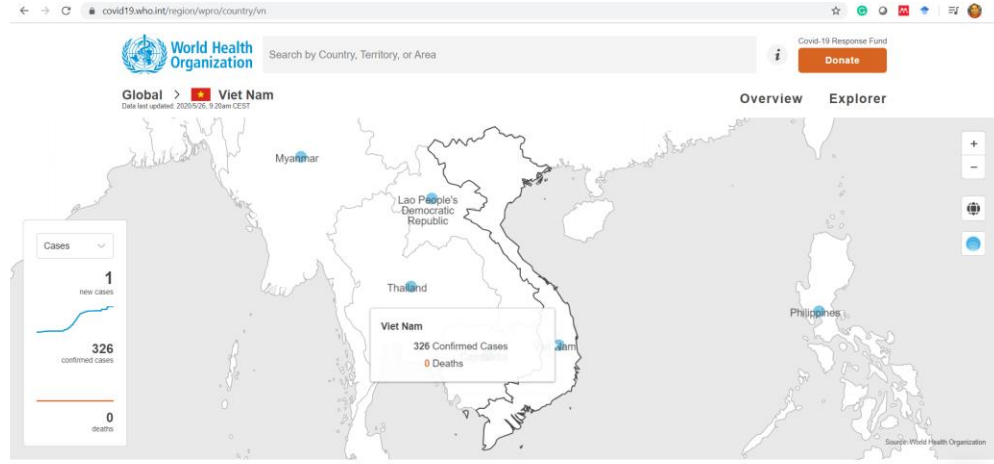
Create a Page



Đại học Bách khoa Hà Nội - Hanoi University of Science and Technology added 9 new photos to the album: sinh viên quay lại trường 04.5.2020.  
May 4 at 8:27 AM

Thư viện Tạ Quang Bửu và nhiều giảng đường, hội trường lớn (C2, Hội thảo C2, D7, C1-302...) với wifi mạnh đã sẵn sàng phục vụ các em.  
Sinh viên cần dùng máy tính...  
See More

Ta Quang Buu Library and many lectures, large hall (C2, C2, D7, C1-302...) with strong wifi ready to serve you.  
Students who need to use computers can go to room 313 TQB libraries to use.



In Viet Nam, from Jan 24 to 9:20am CEST, 26 May 2020, there have been 326 confirmed cases of COVID-19

- Reviews
- Videos
- Photos
- About
- Community

Create a Page



# REACH OUT TO YOUR PATRONS

Library / FAQ

FAQ

Browse: 150 Answers Groups Topics

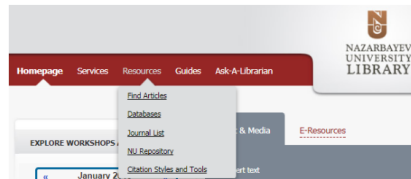
Q. How do I access articles, journals, and databases when I'm not on campus?

Contact Us

 [Submit a Question](#)

Answer

Start your search from any of these links on the library portal. Login when you are prompted with your NU credentials.



**Find Articles** - This is the most similar to Google Scholar because it searches almost all articles, books, and journals that the library subscribes to.

**Databases** - These are specialized websites.




**Journals** - If you know the exact title of the journal or if you just want to browse - this is where you start.


#### NOTE

Some resources require additional registration with @nu.edu.kz on their websites:

- Science Direct




**The British Library** ·  ·  · 

Friday at 8:29 PM · 


'There's something incredible I think about, how when we look at a map, we can transport ourselves in our imaginations to the places they show...'


Travel without leaving your home: In our latest #CuratorsOnCamera, our Lead Curator in Antiquarian Maps, Tom Harper, talks virtual tourism and explores his favourite item in the Library's collection, a beautiful celestial globe by map maker Thomas Tuttell.


This episode was filmed from our homes so you can enjoy #MuseumFromHome BBC Arts




And of course, when we consider maps

**NTU Library** · 

Monday at 10:09 AM · 

[ Online Workshop] Academic Writing with EndNote

EndNote is a reference management software wi... See More



**ACADEMIC WRITING WITH EndNote Online**

EndNote is a reference management software with features to:




- Keep all your references and reference-related materials in a searchable personal library
- Share your references with collaborators (or classmates)
- Add in-text citation and references to your documents

Note: As part of safe distancing measures implemented against the spread of COVID-19, NTU Library will be conducting workshops and consultations via online platforms until further notice.

**MAY 2020**

<b>13 May (Wed)</b> 2:30 pm - 3:30 pm	<b>21 May (Thu)</b> 10:00 am - 11:00 am	<b>27 May (Wed)</b> 2:30 pm - 3:30 pm
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To register, visit <http://bit.ly/RefMgtWkshops>

**The Chinese University of Hong Kong Library** · 

Friday at 7:07 AM · 

 Whatsapp-a-Librarian

Tap here  [wa.me/85255788898](https://wa.me/85255788898)

Monday to Friday (except Public holidays) from... See More



   7

1 Share 

 Like  Comment  Share

 Send Message  

TO LEAD. TO INNOVATE.

Panoorin natin si Ate Melai sa kanyang kwento na ay pamagat na, "Kakanin, kailan ka kakainin?".

Kuwento ni Mary Ann Ordinario-Floresta, guhit ni Frances Alcaraz at inilathala ng ABC Educational Development Center.



NLP Book Cart Project was live.

May 11 at 1:07 PM · 🌐

Maligayang Pambansang Buwan ng Pamana!  
Tunghayan natin ang kuwentong ito na tungkol sa katutubong pagkain na pinamagatang "Kaka... See More



Fulton County Library System was live.  
47 mins · 🌐

Welcome to @FulcoLibrary Streaming Storytime. While our...

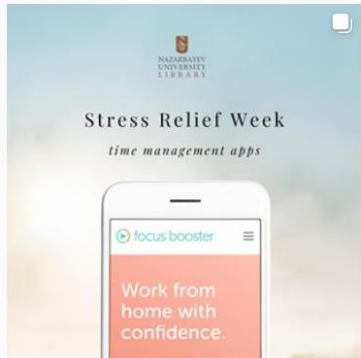
Comments and reactions will appear based on when they were shared during the video.



Instagram

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# Nazarbayev University Library

57 subscribers

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DISCUSSION

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Uploads ▾

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≡ SORT BY



"Week of Women-Achievement"

23 views • 2 months ago



«NU Disability Talks: инвалидность, общество,...

108 views • 3 months ago



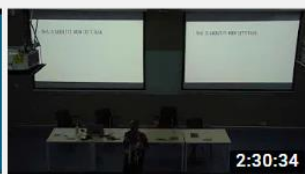
Week of Women (WOW\_2018) at Nazarbayev...

56 views • 4 months ago



Open Access Week - 2019

41 views • 7 months ago



"Public speaking" Workshop

65 views • 7 months ago



ICEGTULD 2019 at Nazarbayev University Library

338 views • 11 months ago



Guide for Printing Service

123 views • 1 year ago



Open Access Week - 2018

127 views • 1 year ago



Nazarbayev University Library

328 views • 2 years ago



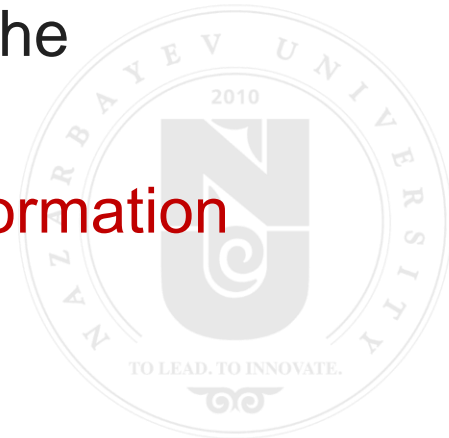
NULibrary, 2017

128 views • 3 years ago



# Benefits (Iwu-James, Haliso & Ifijeh, 2020)

- achieve customer satisfaction
- have the opportunity to introduce new information products/services to the user;
- increase the customer base of the library
- raise awareness of the services provided by the libraries;
- improve patron's perception of library and information products and services.



# References

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# THANK YOU!

JOSEPH YAP  
joseph.yap@nu.edu.kz

