MINIMAL RESOURCES WITH MAXIMUM IMPACT
Low-Cost and Sustainable Means for Library Promotion

Karryl Kim A. Sagun
Ateneo de Manila University, Philippines
ksagun@ateneo.edu/Karryl_sagun@gmail.com
@lib_bear_ian
155 years old
10,000 students
80% undergrads
Privately-owned
Business & Philosophy
370,000 print volumes of books, 18 new databases, 45,000 e-books, and more than 20,000 e-journals were added to the collection
To verify the value of these developments, Dizon (2009) conducted a user satisfaction survey, which reflected an overall satisfaction (60% satisfied, 30% very satisfied) for most users. However, results of the study also show very high unawareness of and unfamiliarity with a number of services.
Inter-library loan (67%)
IM (58%)
Document Delivery (57%)
Graduate Students & Faculty Area (53%)
Special Collections
(49% for the Ateneo Library of Women’s Writings, 32% for the American Historical Collection)

User survey conducted by Dizon (2009)
ASSISTANT TO THE DIRECTOR FOR SPECIAL PROGRAMS AND EVENTS

FULL TIME, LIBRARY PROMOTION
While it has been evident that funds were available for staff, facilities, and resources development, funding for marketing and promotion apart from labor costs of the full-time ATD assigned to conduct these activities were not uncomplicated to come by.
So what do we do? We use a little Filipino ingenuity using minimal resources which yield high-impact results
We laid out the foundation through relationship marketing with students and then used the marriage of guerilla marketing and new media tools.
PHASE 1.
RELATIONSHIP MARKETING EFFORTS
These are the officers of the official organization of library champions called the BookBench. We started with 10 members in 2010 and we now have over 150, not including those who have already graduated.
Users were reaching other users through their own initiatives, such as a weekly screening of movies to promote the multimedia room dubbed as Friday Night Lib, among others.
Asian Hotpot

“This month of September, Book
Bench celebrates Asian culture!
Enjoy the hotpot of cultures by
reading our collection of great
Asian literature displayed in the
Book Corner. Watch movies by
famous Asian directors brought to
you by Friday Night Live!”
PHASE 2.
REVIVAL OF SOCIAL MEDIA ACCOUNTS
While the library already had its own Facebook and Twitter accounts, they were not much utilized. A revival of these accounts were implemented in 2011 through posting materials of general interest in addition to library services. An increase from 2,000 to over 8,000 likes was reported for Facebook…
…and from 900 to almost 7,000 for Twitter
We have also launched our Ask.fm account, a website where students can ask questions anonymously.
Hi Rizzi! Can you suggest an online database wherein I can search about the Katipunan? (as in Bonifacio's Katipunan)  
I recommend you use CIPPA (http://rizal.lib.admu.edu.ph/cippa/cippa.asp) and my print resources than foreign online databases for this research topic, darling. You may ask for assistance from any of my librarians and staff at the Filipiniana Section.

My EnLit prof said we could only re-borrow books 3 times, you said we can borrow indefinitely Rizzie  
I'm confused help please :(
You may borrow again and again so long as no one has placed a hold on it. :) 

Do you have an opinion on people trying to hit on or to court their friend's former love/love? 
Hrm, tricky. It's hard to give an opinion with very little facts, although personally I've more concern for the person who cannot let go of his/her former love. Former loves are former loves for a reason, and if a person can't move on, he/she is carrying a burden that he/she doesn't have to bear.
One can learn a lot on moving forward from this book by Joel Osteen: Become a better you: 7 keys to improving your life every day (General Circulation BV4598.2 .O86). ;)}
PHASE 3.
REBRANDING “LIBRARIANISH”
Experience of librarians at the Reference desk reveals that, in addition to low awareness, users also find “librarianish” intimidating and difficult to understand. An effort to translate to the language that our users speak has been made. Readers Advisory Services was rebranded to Loan a Librarian. We used a meme to promote it. 52 sign ups in two weeks.
WHAT IF I TOLD YOU
THE 5/F STUDY HALL HAS OPENED

What if I told you... the long wait is over.

Like · Comment · Share

Maria Janine Manuzon May I ask what time it follows? Is it the same for the first floor or for the third and fourth floor?
June 22, 2012 at 3:29pm · Like 1

El Isada Mariano finally, after what, two years? If I'm not mistaken, it's been used as some sort of lounge by the library staff, right? 0:0
June 22, 2012 at 10:29pm · Like

Ann Dumaliang Lounge? If I got what the 5th floor is right, if you visited it in the recent years, I think it was more of a storage area. 😊 And it was actually open in the library's first year of operations.
June 22, 2012 at 10:41pm · Like 1

Rizal Library Maria Janine Manuzon 7ish. 😊
June 23, 2012 at 12:50pm · Like 1

Write a comment...
ONE DOES NOT SIMPLY
WALK INTO THE RIZAL LIB WEARING SHORT SHORTS

Rizal Library
Liked June 13, 2012

Just a friendly reminder on the dress code. 😊
Visit the Rizal Lib to catch the other memes!

Like · Comment · Share

Vino Luna, Anna Lorraine Uy, Apple Nocor and 208 others like this.

66 shares

Vino 3 more comments

Kenneth Isaiah Ibisco Abante Hahaha ayo si Rizal Lib =-
June 14, 2012 at 9:24am · Like · 0 · 1

Christian Joy Ongpeo Dress code and the fact you might freeze if you wear shorts there. 😁
June 14, 2012 at 4:43pm · Like

Rocky Gaskell Noyola The last time I entered the Lib I was in grade school and was in shorts.
They let me in 😁
June 16, 2012 at 11:35am · Like

Rizal Library I'm guessing you weren't in shorts, were you? 👍
June 16, 2012 at 10:22am · Like

Rocky Gaskell Noyola It was above the knee. You tell me 😁
June 16, 2012 at 11:40am · Like · 0 · 1

Lrika V. Tiw Wow, you ows are so nice. Talkto
Write a comment...
PHASE 4.
RELEVANT LOW-COST PROGRAMS
AND EVENTS
Following the popularity of the movie “Letters to Juliet”, the Rizal Library conducted a feedback-generating campaign dubbed as “Letters to Rizal Lib”. A makeshift *Wall on Verona* was placed outside the library, with post-its and markers made available for students to write their feedback on and stick it into the gaps of the makeshift wall, as in the movie. This activity was able to garner almost 200 post-its, with positive and negative feedback ranging from facilities management to suggestions for materials to be acquired by the Library.
A life-size bear was lent by a BookBench member to the Library to serve as a visiting librarian, or as students fondly call it, lib-bear-ian. “K-bear” or “Knowledge Bear” soared into popularity as students took pictures of it and shared the images across social media platforms. K-bear was used to reiterate the availability of off-campus password online resources sign-ups, to encourage students to do research, and even for a call for volunteers for a disaster management effort conducted by the University.
The fame of K-bear has ascended to greater heights as the official University website has created its own feature on the character, prompting K-bear to maintain its own Twitter account.
A magazine was thus conceptualized and created, educating users on different library products and services using feature articles and a number of photographs. For instance, the dress code has been communicated using a fashion segment, a walk-through of the building was integrated in a love story which served as the centerfold and cover story of the magazine, the Special Collections have been marketed in guise of an arts and culture segment, among many others. To save on costs, only freshmen were given printed copies (as inserts in their freshman welcome kit), while the information for upperclassmen was disseminated through an online version of the magazine using Issuu.com, a website that hosts publications for free, and the use of social media.
A booth was set up at the Ateneo de Manila University College Fair, where a free photo to be taken at the photobooth was offered in exchange of getting your off-campus password for access to e-resources. Taking after popular culture, the theme used was Star Wars, with borrowed props and makeshift costumes for Jedi and Sith Lords, popular characters in the movie franchise. This one-day activity garnered almost 200 sign-ups in the span of a few hours. To save on costs, no printed photographs were provided. Instead, they were uploaded on the Library’s Facebook page, thus garnering more traffic for the social media account.
SUCCESS INDICATORS


(2) Social media following: from 2,000 to over 8,000 for Facebook and from 900 to almost 7,000 for Twitter from 2010 to 2014

(3) Reach has been farther than ever, with clients participating in information dissemination themselves.

(4) Feedback has been generated and provided by clients with very little effort and costs required.

(5) Library exposure has soared to greater heights through University involvement.

(6) The establishment and sustainability of the library organization “BookBench”

While it is logical to assume that more can be achieved having been given greater funds, the results of this study prove that a low budget for marketing and promotion is not a hindrance in conducting these activities and being able to achieve, if not exceed, desired results.
REFERENCES


ABOUT THE AUTHOR

Karryl Kim Sagun works as the Assistant to the Director for Special Programs and Events and the Head Reference Librarian at the Rizal Library of the Ateneo de Manila University (AdMU). She graduated with a Bachelor’s Degree in Library and Information Science from the University of the Philippines, and received her Master’s Degree in Technology Management from the same institution. Apart from reference duties, her recent responsibilities include handling programs, events, and marketing activities for the library. She has been in the profession for over three years now, and was connected with the publishing industry for a few years prior to joining the academe. Karryl currently keeps her hands busy through various research and project collaborations in both local and international library circles, the most recent of which is the online course, 23 Mobile Things: Philippines & Singapore.