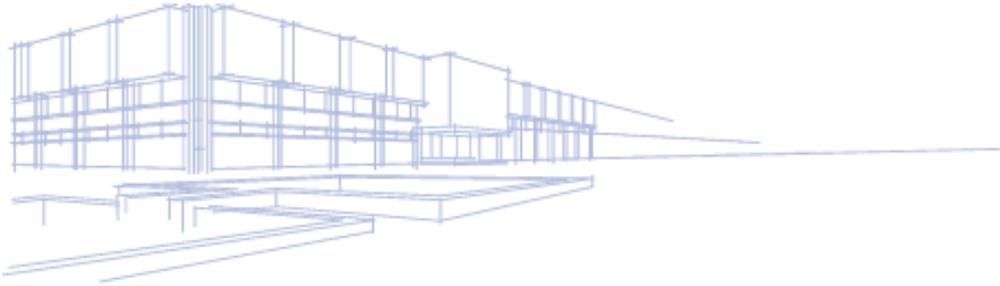


Library Marketing – a Challenge to Teamwork

Herdis Olmaru

Communication Manager

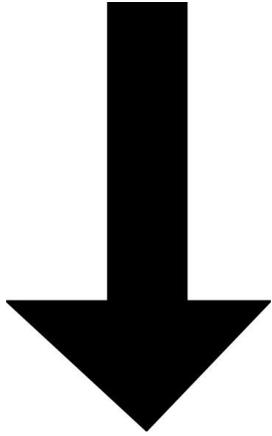
University of Tartu Library, Estonia



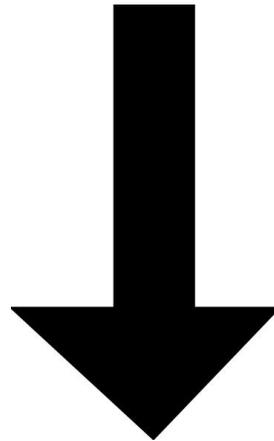
My work experience:

- **In UT Library since December 2016**
- **In the field of communication for 10 years**
- **Previous work experience in private sector**

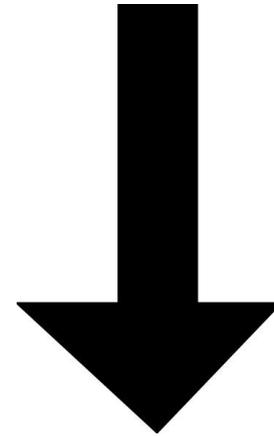
Communication in UT Library



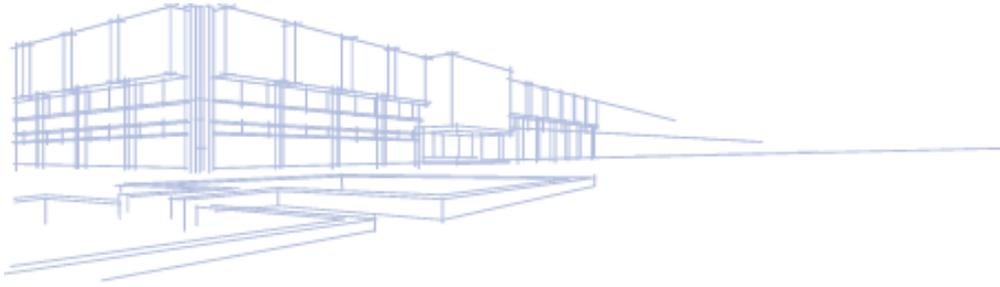
Herdis does it



Liisi does it



**University takes
care of it**



The single biggest problem in communication is the illusion that it has taken place.

G. B. Shaw



- **Social media channels as a MUST**
- **Traditional media channels should not be underestimated**

UT Library Best Practice

1. Vlogs

(collaboration with our own staff, university and local community)



UT Library vlogs in 2017-2018

#1 What's going on?

#2 Any work done in the library?

#3 Did you already go to the library?

#4 ILL – what is this?

#5 How to store research data?

#6 Open Science

#7 Pop-up reading rooms. Where are they?

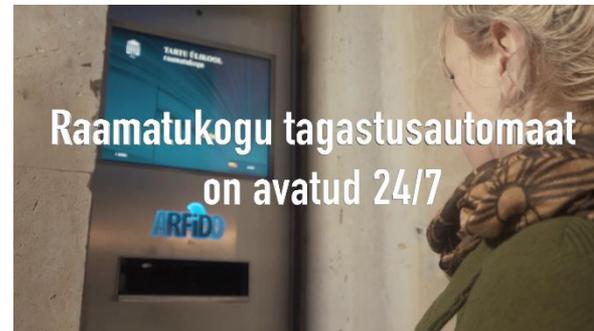
#8 The story of UT Library calendar

#9 Rebirth of an old book

UT Library Best Practice

2. Promotion clips

(collaboration with our own staff, their families, friends, local theatre)

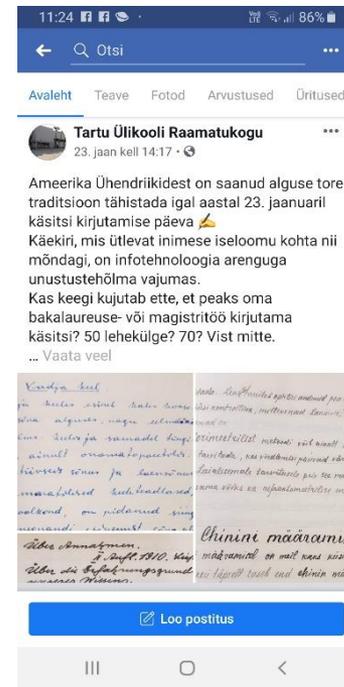


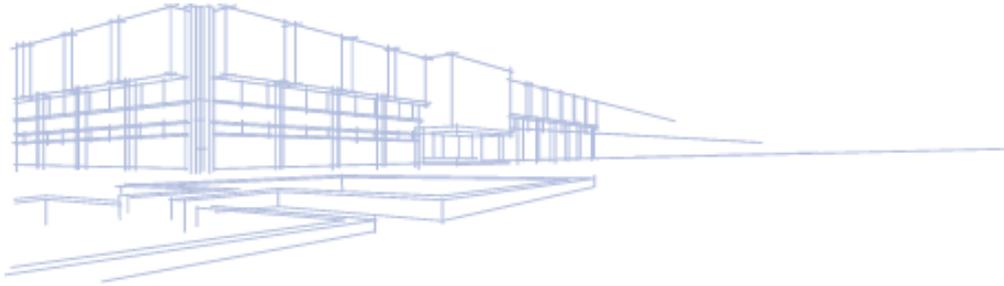
UT Library Best Practice

3. POP workgroup

(collaboration between different departments of library)

- 8-10 persons from different departments
- objective – to find informational and emotional value in our collection items and show them to wider public
- meetings so far irregular
- brainstorming
- outcome in FB and Instagram posts





Thank you!