

## [Promoting AskAway \[1\]](#)

On this page, you'll find ideas for promoting AskAway at your library. If you are interested in ordering marketing materials for AskAway (e.g. bookmarks), please contact the [AskAway Admin Centre \[2\]](#).

[Ideas for Promoting AskAway at your library \(One-Pager\) \[3\]](#)

### Print Materials

- [AskAway logo \[4\]](#)
- [Bookmarks \[5\]](#)
- Sticky Notes
  - [Option 1 \[6\]](#)
  - [Option 2 \[7\]](#)
- Brochures, Posters, & Fliers
- Notepads
- Buttons

### Web Materials

- [Login button \[8\]](#)
- AskAway logo

### Promotion Ideas

#### Web-Based Promotion

- Place the Qwidget on library webpages and databases (see [Minimum Visibility Standards \[9\]](#))
- Prominent button link / Qwidget on library website
- Link from database connection pages
- Promote via social media (e.g. Twitter, Facebook, Instagram)
- Reminder: Tips of the day when students login on campus
- Screencast / video about service
- Reminder in My Library Account page

#### Print-Based Promotion

Keep them simple - not too much text.

- Give away flyers, bookmarks, magnets
- Post posters, flyers, fact sheets
- Wall signage in libraries, computer labs, study areas
- Sign on reference desk when closed but AskAway open
- Signs on computer monitors in library and department computer labs
- Promote on library check-out receipts
- Add promos to existing library handouts and subject guides
- Ad in free student agendas, orientation materials
- Mail flyers to dorms
- Book store ads

- Student newspapers
- Hand out flyers, bookmarks, magnets at student organizations and clubs

## Word of Mouth Promotion

- Prep circulation and reference staff to promote
- Target promotion when reference desk is closed, on Fridays, etc.
- Promote at end of AskAway chat sessions - tell your friends
- Reciprocal promotion with campus Writing Centre or Learning Commons
- Promote on campus radio station
- Promote in orientation tours of the campus
- Mention on announcement TVs around campus

## Promoting to Instructors

- Market to instructors via internal communications - newsletter, email, etc.
- Instructors do in-class demos to students
- Instructors add it to their course outlines or assignments
- Instructors require students to use AskAway as part of assignment - students attach printout of transcripts as proof

## Live Demos

- Laptop demos in high-traffic areas and library - interactive kiosk
- Mention or demo in library research classes
- Mention in library tours for new students
- Demos in the common areas of dorms
- Peer to peer demos by students

## General Promotion

- Use words "help" or "information" rather than reference
- List sample questions - let them know what to expect and what's expected of them
- Use words like Live, Chat, Real-time, Standing by, Search together, Search expert, to emphasize that it's a real person, not a search engine or database

Have a suggestion to add? [Let us know!](#) [2]

**Source URL:** <https://askaway.org/staff/marketing-materials>

### Links

[1] <https://askaway.org/staff/marketing-materials>

[2] <https://askaway.org/staff/contacts>

[3] [https://askaway.org/sites/askaway.org/files/misc\\_uploaded\\_files/AskAway\\_Ideas\\_Promotion\\_OnePager.pdf](https://askaway.org/sites/askaway.org/files/misc_uploaded_files/AskAway_Ideas_Promotion_OnePager.pdf)

[4] <https://askaway.org/sites/askaway.org/files/images/AskAway%20logo%20transparent.png>

[5] [https://askaway.org/sites/askaway.org/files/misc\\_uploaded\\_files/AskAway\\_Bookmarks\\_All.pdf](https://askaway.org/sites/askaway.org/files/misc_uploaded_files/AskAway_Bookmarks_All.pdf)

[6] [https://askaway.org/sites/askaway.org/files/misc\\_uploaded\\_files/AskAway\\_StickyNotes\\_2018\\_Design1.pdf](https://askaway.org/sites/askaway.org/files/misc_uploaded_files/AskAway_StickyNotes_2018_Design1.pdf)

[7] [https://askaway.org/sites/askaway.org/files/misc\\_uploaded\\_files/AskAway\\_StickyNotes\\_2018\\_Design2.pdf](https://askaway.org/sites/askaway.org/files/misc_uploaded_files/AskAway_StickyNotes_2018_Design2.pdf)

[8] [https://askaway.org/sites/askaway.org/files/images/ButtonLight\\_1.png](https://askaway.org/sites/askaway.org/files/images/ButtonLight_1.png)

[9] <https://askaway.org/staff/best-practices/visibility>