

## [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](#) [3] (one-pager)

## Promotional Materials

- [AskAway logo](#) [4]
- [Bookmarks](#) [5]
- Sticky Notes
  - [Option 1](#) [6]
  - [Option 2](#) [7]
- [Poster](#) [8]
  - The Admin Centre can update the file to customize it for your library
- Social Media
  - [Twitter](#) [9] and [Instagram](#) [10] (early opening September 2021)

## Web Materials

- AskAway button (see for example [SFU library](#) [11])

## Promotion Ideas

### Online Promotion

- Place the chat widget on library webpages and databases (see [Minimum Visibility Standards](#) [12])
- Add chat to [LibGuides](#) [13]
- Add the chat widget to [learning management systems](#) [14]
- 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
- Include AskAway hours and link in out of office message
- Promote via digital signage

### Print Promotion

- Give away flyers, bookmarks, magnets
- Post posters, flyers, fact sheets
- Wall signage in libraries, computer labs, study areas
- Sign on reference desk when its closed
- 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
- Student newspapers and newsletters
- 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 weekends, 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

## 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 or workshops
- 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\\_Updated.pdf](https://askaway.org/sites/askaway.org/files/misc_uploaded_files/AskAway_Ideas_Promotion_OnePager_Updated.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\\_Template\\_2019.pdf](https://askaway.org/sites/askaway.org/files/misc_uploaded_files/AskAway_Bookmarks_Template_2019.pdf)

[6] [https://askaway.org/sites/askaway.org/files/misc\\_uploaded\\_files/AskAway\\_StickyNotes\\_2019\\_Design1.pdf](https://askaway.org/sites/askaway.org/files/misc_uploaded_files/AskAway_StickyNotes_2019_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/misc\\_uploaded\\_files/AskAway\\_Poster\\_2020\\_Template.pdf](https://askaway.org/sites/askaway.org/files/misc_uploaded_files/AskAway_Poster_2020_Template.pdf)

[9] [https://askaway.org/sites/askaway.org/files/misc\\_uploaded\\_files/AskAway\\_EarlyOpening\\_2021-09\\_Twitter.png](https://askaway.org/sites/askaway.org/files/misc_uploaded_files/AskAway_EarlyOpening_2021-09_Twitter.png)

[10] [https://askaway.org/sites/askaway.org/files/misc\\_uploaded\\_files/AskAway\\_EarlyOpening\\_2021-09\\_Instagram.png](https://askaway.org/sites/askaway.org/files/misc_uploaded_files/AskAway_EarlyOpening_2021-09_Instagram.png)

[11] <https://www.lib.sfu.ca/help/ask-us>

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

[13] <https://ask.libraryh3lp.com/questions/447>

[14] <https://ask.libraryh3lp.com/questions/2977>

