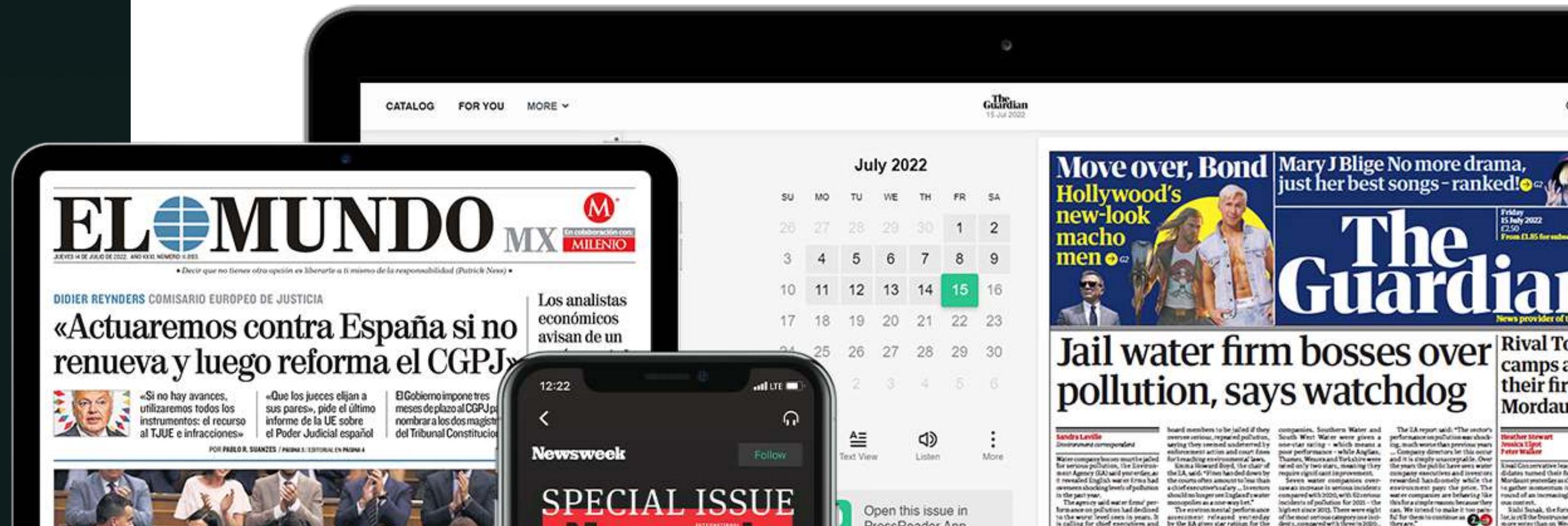




How to Promote PressReader at Your Library: Taking a Leaf from Edinburgh's Book

In the age of digital transformation, libraries around the world are seeking innovative ways to remain relevant and serve their communities better.

Edinburgh Libraries have set a shining example of serving their communities better by seamlessly integrating PressReader into their offerings, ensuring patrons have access to relevant news from the comfort of their home.



PressReader provides seamless access to highly relevant newspapers and magazines for your whole community. It has a huge variety of sought-after newspapers and magazines from across the world that is easy-to-use for both patrons and librarians.

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PressReader was appealing to us as a way of vastly broadening the amount of UK and worldwide titles that we were able to offer our users. There was no way that budgets could allow us to purchase even a fraction of the PressReader content in physical format. Edinburgh is a very multi-cultural city, and it was beneficial to have material in so many different languages available for our members. It also just made sense to provide a resource that people would use daily from home.

Susan Varga, Librarian



With PressReader's value proposition in mind, the library promoted the product in the following ways

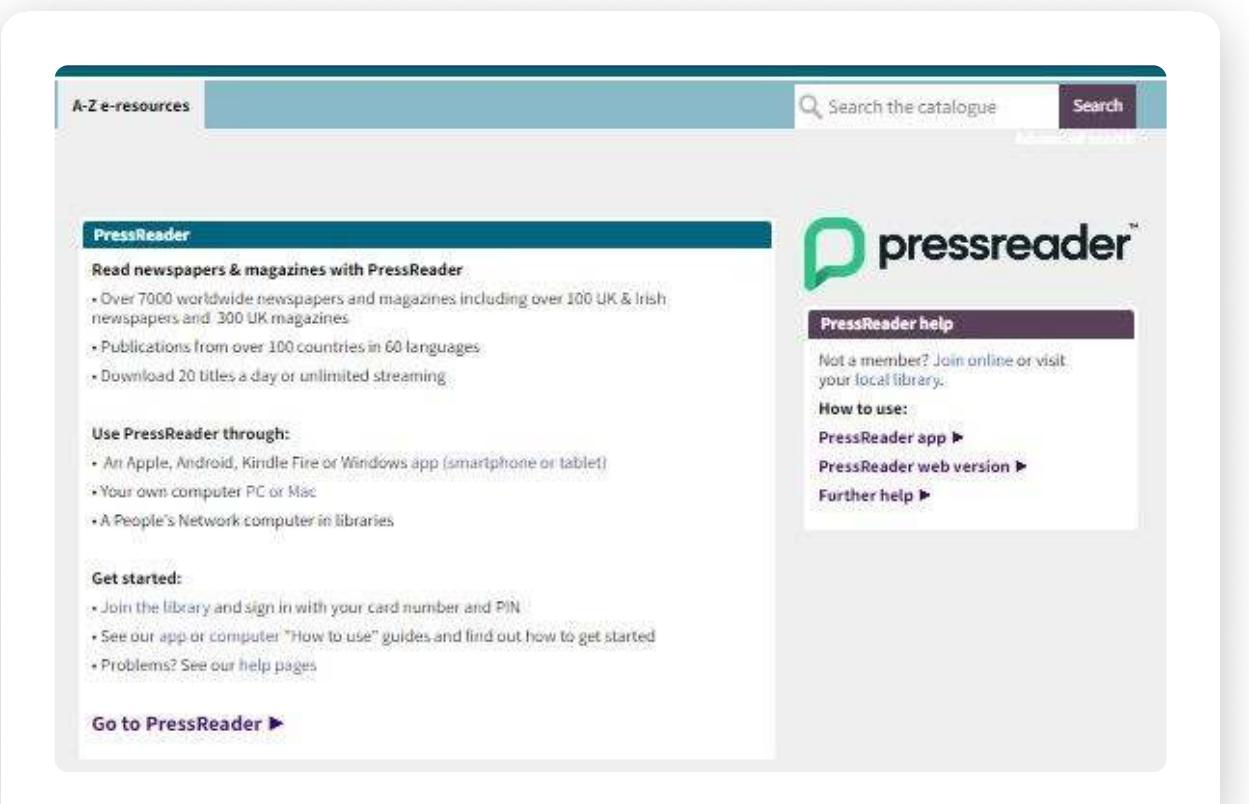
1. Digital Integration for Seamless User Experience

The library's online portal seamlessly integrated PressReader and its content was heavily featured on the library website, especially the homepage, which included prominent slides on the carousel for e-newspapers and e-magazines. This clearly explained what PressReader is, how it can be accessed and installed, how it is used and its various features.

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We have a lot of mature library members for whom online services are not second nature. It is crucial to provide detailed instructions and help so they are not put off from progressing with attempting to use PressReader. Full instructions and further help details are provided (what to do if you suddenly lose access, who to contact etc). We are available by email, phone, and in-person to support users and we promote this through the website and on posters and flyers within our library branches. For many of our mature customers a face-to-face session is very important for confidence building.

Susan Varga, Librarian



2. Comprehensive Staff Training

Library staff are an invaluable asset when it comes to promoting library resources. The library relied on staff to inform members about the availability of PressReader and to support them in its usage. In-house training was provided on a regular basis to ensure staff could effectively assist patrons and advocate for the platform's unparalleled value.

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We send out a “Tuesday Tip” email to all staff members each week, highlighting resources and giving tips for usage/problem solving and we frequently mention PressReader in this. These emails are collated into a monthly newsletter that we send to branches to display in their staff rooms so that hopefully everyone will see the information at some point.

Susan Varga, Librarian

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Training staff successfully about new resources is never a one-time exercise. The library's motto to tackle this has been “repeat repeat repeat”. It ensured that the same information (in a slightly different format each time!), was sent to staff on a regular basis to help staff stay up to date and to improve their knowledge of various resources.



The library also sets up stands with pop up banners and flyers at local community festivals which has proved effective in increasing visibility.

3. Visibility beyond the digital space

It can be hard to make a digital service “visible”. While the digital realm was crucial, the physical space wasn’t neglected. Posters, flyers, and even outdoor promotions ensured that every visitor was aware of PressReader.

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We periodically get lamppost totems printed detailing the online services that we provide and circulate these in busy areas with lots of people (shopping, university, community centre areas etc). Large billboard posters have also been printed and displayed on local council hoardings round building projects. These have faced on to bus routes and have proved to be very effective at promoting services.

Susan Varga, Librarian

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4. Leveraged Media and Social Platforms

The library went the extra mile, leveraging social media, local press, community events, and even partnerships with local businesses to spread the word about PressReader. For example, the library frequently mentions PressReader in Library blogs, on Twitter and Facebook. They also ask relevant partners such as City of Edinburgh Council, Edinburgh Transport, Edinburgh Leisure (gyms) etc. to re-post for them. The library leverages the local press by submitting relevant articles for them to print online and in hardcopy which promote PressReader and the library's other online resources.

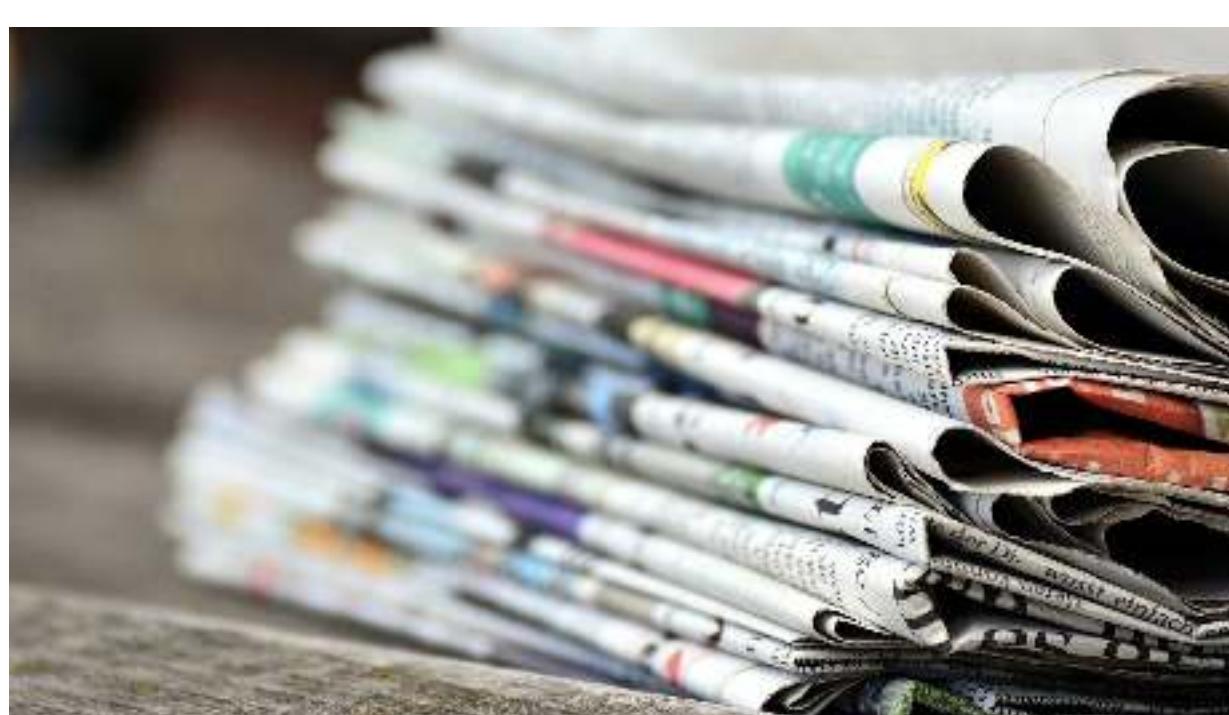
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To reach the large number of people that work for Edinburgh Council we post blog posts on the Council Orb and ask local organizations to re-post material for us to reach a larger audience.

Susan Varga, Librarian

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Proud
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Edinburgh City Libraries
March 18, 2020 ·

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Looking for varied news coverage and comment in these uncertain times? Try our PressReader service where you can read hundreds of newspapers from across Scotland, UK and the world and all for free with your library card: www.edinburgh.gov.uk/pressreader

Tips for Promoting PressReader at Your Library

Promoting a digital resource like PressReader requires a blend of traditional and modern marketing techniques. Here's how you can emulate Edinburgh Libraries' success:



Understand Your Audience

Before diving into promotion, understand who your patrons are. Are they students, professionals, retirees, or a mix? Tailor your promotional efforts to resonate with their needs and preferences.



Leverage Your Website

Your library's website is a prime spot for promotion. Feature PressReader prominently on the homepage, using banners or slides. Ensure there's a dedicated section explaining its benefits and how to use it. (Check out our [Tools for Success](#) page for suitable material)



Train Your Staff

Your staff are the frontline promoters. Regular training sessions can ensure they're updated and well-versed with PressReader's features and can assist patrons effectively.



In-Library Demonstrations

Set up dedicated desks or kiosks where patrons can get live demonstrations. This hands-on approach can help demystify the platform for those unfamiliar with it.

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Leverage Social Media

Regular posts about PressReader on your library's social media channels can reach a wider audience. Consider sharing user testimonials, tips, or highlighting specific publications available on the platform. (Check out our [Tools for Success](#) page for suitable material)



Collaborate with Local Partners

Partner with local businesses, schools, or community centers for joint promotions. They can help spread the word to their customers, students, or members.



Host Special Events

Organize reading clubs or workshops centered around PressReader. This not only promotes the platform but also fosters community engagement.



Feedback Loop

Encourage patrons to provide feedback on their PressReader experience. This can offer insights into areas of improvement and can be used as testimonials for further promotion.



Conclusion

Edinburgh Libraries' meticulous approach to promoting PressReader underscores the importance of a well-rounded strategy. By combining in-depth training, community engagement, and continuous feedback, the library ensured that their whole community was able to capitalize on the value of PressReader.

