

SPECIAL COLLECTIONS

Servei de
Biblioteques UAB

1



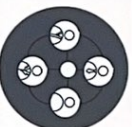
PROMOTIONAL ACTIONS

- video promotional of content
- local tv
- seminar (open to citizens) = topics
- digitalize
- gadgets and (Christmas) cards
- audials lectures (social media) findings.
- festival library week.



TOOLS

- website
- handbook (social media)
- library web exhibition
- lib - guides (CMS)
- links from the EU
- national catalogue
- piano space.
- new role as a librarian (intercultural collaboration)



ALLIANCES

- professors
- international collaboration
- local museum
- design studio (bgo) & materials
- citizens
- authorities
- public universities (libraries)
- schools



KEY OF SUCCESS

- young people working on it
- presentation of library festival
- connection/collaboration with other local authorities and institutions
- teachers as allies

~~More promotional activities~~ ~~don't get more~~ ~~mean more.~~

- promotional libraries get extra wage

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PROMOTIONAL ACTIONS

- physical visits



TOOLS

- faculty (students need guidance)
- websites
- lib guides
- library platform training



ALLIANCES

- Someone to pay for the digitizing
- to promote the collections (Europeana)
- Faculties



KEY OF SUCCESS

- co-work with alliances

LEIA - need more health literacy

- the catalogos to be seen outside the library (healthcare)
- qr-codes
- comics

scope in the Catalog scope in the Catalog, qr-codes,

- health centers
- health faculty

to be relevant & interesting to students
COMICS & INTERACTION

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PROMOTIONAL ACTIONS

- advertising
- virtual exhibitions
- physical - 11-
- escape rooms



TOOLS

- website
- library news
- social media
- tv
- emails



ALLIANCES

- museums (public)
- other libraries
- university museums
- schools / teachers



KEY OF SUCCESS

- partnership w/ other institutions

Challenges

- lack of views in media
- too niche
- lack of resources/funding
- different priorities
- no interest in live events
- no follow up in essays in interest
- divergence between disciplines

Solutions

- open to public
- digitize
- collaborate w/ relevant institutions externally

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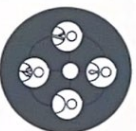
PROMOTIONAL ACTIONS

- social media posts
- videos
- exhibitions
- open access - webpage
- promotion in other spaces^{ex} (screen in cafeteria)
- Book fair open to all
- happenings
- teaching / promote in auditorium



TOOLS

- So ME
- contact with teachers
- tech. screens, PP
- Vitrines
- spaces to exhibit
- humor



ALLIANCES

- students
- other teachers
- other high-schools
- other spaces in the uni.
- National Libraries



KEY OF SUCCESS

- SOME - reach more people
 - student magazine
 - make an article
 - reach others than students/interns
 - humor
- ↳ easy to approach!