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Bridging the Gap: Providing a Marketing and Support Framework for Institutional Repository Services

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Abstract

Institutional Repositories require continuous promotion and support to attract and retain campus collections. However, balancing promotion with a clear representation of repository offerings, policies, and procedures is challenging, especially for institutions that rely on public services personnel for front-line promotion. This poster presents Georgia Southern University’s recently developed IR Services LibGuide as a model for providing such a framework. This portal provides:

1) A front-line promotional tool.
2) A client-management tool for support consultations.
3) A storehouse for repository-related forms and licenses.

It further integrates with the library’s other scholarly communications-related guides, providing seamless representation of these services to patrons.

Best Practices

1) Practice intentional redundancy. Describe the same resources and services multiple times at varying levels of granularity. Make sure the patron is able to engage at their level of understanding.
2) Think multiple audiences and multiple modes of delivery. Organize and present information to support the full range of patron support activities in which you engage.
3) Encourage your colleagues to adopt your support materials as their own. This supports effective brand management and keeps everyone on the same script.