



DELIVERABLE

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D6.4: End-user Communications Plan

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1 Introduction

The key aims of the *Europeana Libraries* project are:

- To create the conditions for national, research and university libraries to work together in the development of interoperable digital resources
- To create an efficient aggregation model that can be used by libraries across Europe to make significant quantities of digitised material available henceforward
- To prove the concept by making 5 million new digital objects available online via *The European Library* and *Europeana* websites

In order to achieve these objectives, the *Europeana Libraries* project has also acted as the catalyst for the transformation of *The European Library* into a new online portal developed to meet the needs of researchers, primarily in the humanities and social sciences.

Building on the achievements of *The European Library* in the six years since it was first launched, the new portal has been designed to support and enable pan-European and cross-disciplinary research. To avoid confusion with the existing website, we will refer to this upcoming service as the “new *European Library*” in the rest of this plan.

Scheduled for launch in the first half of 2012, the new *European Library* will integrate research resources from an expanding range of university libraries with a vast range of content from Europe’s 48 national libraries. It will also provide the tools and services required by the research community in order to use, and also reuse, the content effectively.

The *Europeana Libraries* project vision is to expand further the range of content on offer. Following interviews with stakeholders (undertaken for the Brand Strategy report D6.1¹ for *Europeana Libraries*) and extensive consultation on the Brand Strategy report with the libraries networks, we aim to do this by partnering with organisations across a range of domains.

These will include archives, film groups and the *Europeana Foundation*, to name a few examples, and the end result will be an enhanced portal, provisionally called *Europeana Research*. Preliminary work has already begun in this regard and relevant organisations from other domains have been approached for initial discussions.

2 Executive summary

Building upon the *Europeana Libraries* project, the key objective of this End User Communications plan is to maximise awareness and usage of the new *European Library* website amongst the identified target user group of researchers, and to encourage ongoing engagement.

Our aim at all times will be to fully exploit the *Europeana Libraries* project “communications multiplier”. As was outlined in detail in the Stakeholders’ Communications Plan (D6.2)², our project partners and stakeholders are important channels to end users (research students, the higher

¹ Available at: <http://www.europeana-libraries.eu/outcomes>

² Available at: <http://www.europeana-libraries.eu/outcomes>

education teaching and scholarly communities, and independent researchers). They are also in an excellent position to act as advocates for the service.

In order to achieve our objectives, key messages and value propositions must be agreed. Important external channels and influencers (through which the messages can be widely disseminated) must also be identified.

In addition, it is vital to understand from project partners and stakeholders what materials and initiatives are required to support effective onward dissemination of information to end users.

To achieve this, we have consulted extensively with representatives from university and national libraries, most recently through a series of interactive workshops at the joint meeting of *The European Library* and *Europeana Libraries* in Belgrade in November 2011.

The workshops on Value Propositions enabled us to develop the end user messages that are described in Section 6. The Communications workshops gave us valuable insight into how we can work with our partners to disseminate these messages in terms of both channels and materials (see Appendix 4 and 5 for details).

We have also undertaken a significant amount of desk research to build extensive information about other key channels (such as digital humanities and other research networks, research initiatives, subject associations), and also relevant conferences, events, websites, listservs, journals and other publications through which we can disseminate information about the new *European Library* (see Appendix 7 for details).

3 Related deliverables

Deliverable	Number	Status
Brand strategy	D6.1	Delivered
Stakeholder communications plan	D6.2	Delivered
A redesigned and re-launched portal for <i>The European Library</i>	D6.3	Delivered. (The report D6.3 is complete. The portal is currently available under a private alpha release to partners of <i>Europeana Libraries</i> and <i>The European Library</i> . This will be followed by user testing and an official launch in 2012)
<i>The European Library</i> standards handbook	D6.5	Due month 12
Business and network development plan	D2.3	Due month 18

Final report of communication and dissemination activities	D6.6	Due month 24
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4 Overview of end user communications objectives

- To build upon the *Europeana Libraries* project to redefine the new *European Library* website as a portal for researchers.
- To build awareness of the new *European Library* portal in the research community, and ongoing engagement.
- To encourage the use and reuse of materials available through the new *European Library* in order to support high-quality research.
- To clarify the European information space such that the key features and benefits of the new *European Library*, and how it relates to other websites and portals such as *Europeana*, are widely understood.

5 Overview of communications initiatives

The following is a summary of the communications initiatives that are outlined more fully in Appendix 4.

- To consult with *Europeana Libraries* project partners and stakeholders to agree key end user messages, opportunities for dissemination, and materials required to support activities.
- Through active and regular two-way communication, to encourage partners and stakeholders to take advantage of all opportunities to promote the new *European Library* to end users, and to support their efforts at all times.
- To identify and contact other key channels that will be effective in promoting awareness of the new *European Library* to end users – for example digital humanities and other research networks, research initiatives, and subject associations.
- To identify key conferences, events, websites, listservs, journals and other publications through which messages can be disseminated.
- To identify and contact influential figures to act as “champions” for the new *European Library*.
- To prepare online and printed materials to support the widest possible range of communications initiatives.

6 Overview of key messages

The key messages for end users have been developed following consultation with *Europeana Libraries*' project partners and stakeholders. This includes interviews undertaken for the Brand Strategy report and work done through a series of workshops at the Joint Meeting of *The European Library* and *Europeana Libraries* in Belgrade in November 2011 (see Appendix 1 for further details on value propositions).

The key messages for end users are paramount in terms of this plan, and are stated below.

End Users	Key Messages
<ul style="list-style-type: none"> • Researchers, primarily in the humanities and social sciences • Research networks such as members of the International Network of Digital Humanities Centers³ • Subject associations such as the <i>European Political Science Association</i>⁴ • Research initiatives such as <i>CLARIN</i> and <i>DARIAH</i> 	<ul style="list-style-type: none"> • <i>The European Library</i> has changed. • <i>Europeana</i> and the new <i>European Library</i> portal have different target markets. The target market for the <i>Europeana</i> portal is the general public, including lifelong learners, school students, college students, special interest groups and expert amateurs. In order to reach these groups, <i>Europeana</i> is partnering with groups including the schools network EUN and cultural tourism sites. The new <i>European Library</i> portal is seen as another such partnership for <i>Europeana</i> because the <i>Europeana</i> API can be developed to place relevant data from <i>Europeana</i> directly in researchers' workflows. • The target market for <i>The European Library</i> is the research community, particularly researchers in the social sciences and humanities. It offers a single point of access to a wealth of high-quality content from national <u>and</u> research libraries across Europe. • Content will also be "pulled in" via <i>Europeana</i> and associated services. This content will represent material from museums, archives, e-journals (both open access and commercial) and databases. • Tools and services will be available to support the use and reuse of content, and interdisciplinary discussion and collaboration. These will be developed in collaboration with partner projects such as <i>DARIAH</i> and <i>CLARIN</i>. • In addition to being available via the new <i>European Library</i>, content will also be "pushed out" to an expanding range of other research websites and services. • A robust technical architecture means that the new site will be available 24x7.

It is also useful to re-state key messages for *Europeana Libraries* project partners and CENL members (which were outlined more fully in the Stakeholder Communications Plan) in order to maximise the communications multiplier.

³ <http://digitalhumanities.org/centernet>

⁴ <http://www.epsanet.org>

Stakeholders	Key messages
<ul style="list-style-type: none"> • <i>Europeana</i> project partners 	<p>As above plus:</p> <ul style="list-style-type: none"> • <i>Europeana Libraries</i> is a project not a service. <p>The new <i>European Library</i> portal:</p> <ul style="list-style-type: none"> • Increases opportunities for the discoverability and usage of library content. • Enhances the profile of participating libraries. • Showcases the achievements of cross-sector and pan-European library collaboration. • Maximises efficiency gains and economies of scale for participating libraries. • Promotes sustainability and greater inclusiveness. • Strengthens the strategic position of libraries in the <i>Europeana</i> aggregator landscape. • Promotes the European research agenda.
<ul style="list-style-type: none"> • <i>CENL</i> member libraries 	<p>As above plus:</p> <ul style="list-style-type: none"> • The new <i>European Library</i> portal builds on the achievements since the original <i>The European Library</i> site was launched. • Through the <i>Europeana Libraries</i> project, the new portal offers a larger critical mass of content to encourage greater awareness and usage. • The collections of <i>The European Library</i> will continue to be maintained on the new <i>European Library</i> portal. They will have a high profile on the new site as the union catalogue of Europe's national libraries.

7 Overview of key materials

Following consultation with partners at the joint meeting of *The European Library* and *Europeana Libraries* in Belgrade in November 2011, we have developed a list of key materials that will be provided to help promote the service to end users.

These include:

- Online tools designed to drive traffic to the site such as clickable logos and search tools
- Training materials for end users and librarians such as demonstrations and user guides
- Publicity materials for use in libraries and at conferences and events such as postcards, posters, fliers and a range of “freebies”
- Other materials such as presentation templates, factsheets, regular news updates and feature articles
- Other website features including a comprehensive FAQ section and links to social networking sites

The full list of marketing materials is available in Appendix 5.

8 Success indicators

- Usage statistics for the new *European Library* portal.
- Number of campaigns/promotions undertaken by *Europeana Libraries* project partners and stakeholders.
- Number of links to the new *European Library* portal from external websites.
- Number of research websites and resource discovery services taking API feeds from the new *European Library* portal.
- Number of presentations and workshops about the new *European Library* portal at relevant scholarly conferences, meetings and events.
- Number of articles published about the new *European Library* portal in scholarly journals.
- End-user communities of at least 25 research libraries aware of the new *European Library* and *Europeana* by the end of year one, and 40 by the end of the project.

9 Resource allocation

The end user communications work for the new *European Library* portal can call on considerable professional skills in online and offline communications from its membership. This is complemented by significant support from project partners and stakeholders which offer specialist knowledge and which are important channels through which to build awareness amongst end users.

- 9.1 The Communications work package is led by the *Europeana Foundation*. From January 2011, it is chaired by Aubéry Escande, Communications and Editorial Manager of *The European Library*. Previously, it was chaired by Jon Purday, Communications Advisor to *Europeana*.

Current WP6 members include:

- Paul Ayris, President of *LIBER*
- Louise Edwards, General Manager of *The European Library*
- Aubéry Escande, Communications and Editorial Manager of *The European Library*
- Friedel Grant, PR Officer at *The European Library*
- Breandán Knowlton, Programme Manager, *Europeana*
- Marian Lefferts, Executive Manager of *CERL*
- Susanna Lob, Marketing Consultant to *The European Library* and formerly Sales and Marketing Director of Oxford University Press
- Hans Petschar, Director of the Picture Archives and Graphics Department at the *Austrian National Library*, Member of *The European Library* Management Committee
- Susan Reilly, Project Officer at *LIBER*

- 9.2 *LIBER* and *CERL* each have 4 project months dedicated to communications activity.
- 9.3 All partners have 2 project months allocated to the communications work package to enable them to act as champions for the project in their extensive networks.
- 9.4 Budget resources for travel to conferences to give presentations and organise workshops are held by individual partners. Network partners also have a total of €317,750 available for dissemination and communication activities.

Appendix 1: End user value propositions

We have developed the value propositions below following extensive consultation with representatives from University and National Libraries, most recently through a series of interactive workshops at the joint meeting of *The European Library* and *Europeana Libraries* in Belgrade in November 2011.

The key messages outlined in Section 6 encapsulate these value propositions, and they will also be useful when the Frequently Asked Questions section of the new *European Library* website is being prepared.

End user need	How the new <i>European Library</i> portal will address the need
I want to be able to find, with speed and ease, a critical mass of high-quality materials relevant to my research interests.	<ul style="list-style-type: none"> • At launch, the new portal will offer access to over 10 million items of digital content from national and research libraries. This will include scholarly materials such as electronic theses, open access journals and material from Google Books. In addition, the new portal will offer access to over 25 million full-text objects. There will also be about 100 million bibliographic records from national libraries, including records from commercial journals. These numbers will continually increase as we incorporate more data into the portal and add more partners. • Relevant results will be “pulled in” from other websites – for example <i>Europeana</i>, websites in the <i>Europeana</i> family of sites such as <i>Archives Portal Europe</i> and the <i>European Film Gateway</i>. • Metadata will be “pushed out” to research networks so that library content is available in places where researchers are accustomed to searching. • Content from <i>The European Library</i> will be searchable through resource discovery services such as Summon.
I want an interactive and collaborative space, supporting interdisciplinary research and discussion.	<ul style="list-style-type: none"> • The new portal will give users the ability to share items via social media websites such as Twitter and Facebook. We are also examining ways to help researchers connect with each other, possibly through specialised groups, sorted by discipline or specific areas of interest.
I want to be able to reuse materials – for example to be able to download metadata for data mining.	<ul style="list-style-type: none"> • A recent agreement by CENL (the owner of <i>The European Library</i>) authorised the release of all members’ data under a Creative Commons CCO licence. This will allow data describing the millions of books and texts published in Europe to be released for general reuse. • It will be possible for users to access individual, full metadata records on all objects (once they have registered on the website) and to export

	records to popular reference management systems such as Summon and Mendeley.
I want to be informed when new material relevant to my research interests is available.	<ul style="list-style-type: none"> • <i>The European Library</i> site will offer a content alert service when new materials in specified subjects and/or matching saved search queries are added.
I want to be able to personalise my account so that I can set up preferences and save search queries.	<ul style="list-style-type: none"> • It will be possible for users to set up accounts offering a wide range of personalisation options, including the opportunity to specify language preferences and to save search queries.
I don't want to have to pay to access materials, and I want researchers wherever they are to have equality of access.	<ul style="list-style-type: none"> • <i>The European Library</i> is available free of charge worldwide.

Appendix 2: Overcoming barriers

In order to develop an effective end user communications strategy for the new *European Library*, it is important to consider how to overcome potential “objections” from the target user group, in addition to what the value propositions are.

The list of possible barriers presented below is based on feedback from research undertaken for previous reports, including D6.1 on Brand Strategy⁵ and the *Framework for the development of a brand strategy for The European Library, Europeana and Europeana Libraries*⁶. It should be a dynamic list, and should be updated regularly based on feedback from stakeholders, project partners and end users.

The key messages outlined in Section 6 address these potential objections, and they will also be useful when the Frequently Asked Questions section of the new *European Library* website is being prepared.

Potential objection	Response
I don't understand the difference between <i>Europeana</i> and <i>The European Library</i> .	<ul style="list-style-type: none">• <i>Europeana</i> and the new <i>European Library</i> are now focusing on different groups of users.• The <i>European Library</i> portal will be re-launched to meet the needs of the research community.• The focus of <i>Europeana</i> is to meet the needs of the general public, including lifelong learners, students, special interest groups and expert amateurs.
I visited <i>The European Library</i> website previously and did not find it useful.	<ul style="list-style-type: none">• The new <i>European Library</i> portal has been redeveloped to meet the needs of researchers in terms of both content and functionality.• On launch, the new portal will offer access to far more content than before: over 10 million items of digital content from national and research libraries, 25 million full-text objects and about 100 million bibliographic records from national libraries. These numbers will continually increase as we incorporate more data into the portal and add more partners.• The new portal also offers a new range of functionality and services specifically designed to support the needs of researchers.
I tried to access <i>The European Library</i> website previously and it was not available.	<ul style="list-style-type: none">• The new <i>European Library</i> portal now benefits from a much more robust technical architecture and infrastructure and very minimal downtime is anticipated.• Content is being migrated to a central index, which will allow for faster, more effective and

⁵ Available at https://version1.europeana.eu/c/document_library/get_file?uuid=4c8652d0-856e-4061-8774-a19bc3285e1e&groupId=456974

⁶ Not publicly available. Contact *The European Library* office for more details.

	<p>more responsive searching.</p> <ul style="list-style-type: none"> • The new <i>European Library</i> portal offers access to an expanding range of digital content from national and research libraries. • At launch in the first half of 2012, it will offer access to over over 10 million items of digital content from national and research libraries, 25 million full-text objects and about 100 million bibliographic records from national libraries, via a single search. These numbers will continually increase as we incorporate more data into the portal and add more partners. • It will be possible to restrict your search to digital items only, either on a one-off basis or by changing your preferences.
<p>I am only interested in digital content, not bibliographic records.</p>	
<p>Other regional and international portals offering access to library materials already exist – what’s the difference between them and <i>The European Library</i>?</p>	<ul style="list-style-type: none"> • The new <i>European Library</i> portal will offer access to a range of content not available elsewhere. This includes content from 48 of Europe’s national libraries (across Council of Europe member states), plus an expanding range of European research libraries. • Unlike other portals, the new <i>European Library</i> portal offers functionality and services that are specifically designed to meet the needs of the research community.
<p>I am not just interested in materials held by libraries. I am also interested in resources available in other organisations such as archives and museums.</p>	<ul style="list-style-type: none"> • The new <i>European Library</i> portal will include scholarly content from national and research libraries such as electronic theses, open access journals and material from <i>Google Books</i>. • It will also “pull in” content from other portals in the <i>Europeana</i> family of websites including <i>Europeana</i> itself and the gateways of the museums, archives and film sectors.
<p>I don’t just want to be able to find materials; I want to be able to reuse them.</p>	<ul style="list-style-type: none"> • A recent agreement by <i>CENL</i> (the owner of <i>The European Library</i>) authorised the release of all members’ data under a Creative Commons CC0 licence. This will allow data describing the millions of books and texts published in Europe to be released for general reuse. • It will be possible to access individual, full metadata records on all objects (once registered on the website) and to export records to popular reference management systems such as Summon and Mendeley.

Appendix 3: Maximising the multiplier effect

In order to achieve our end user communications objectives as effectively as possible, initiatives will be designed to fully exploit the power of the “multiplier effect”.

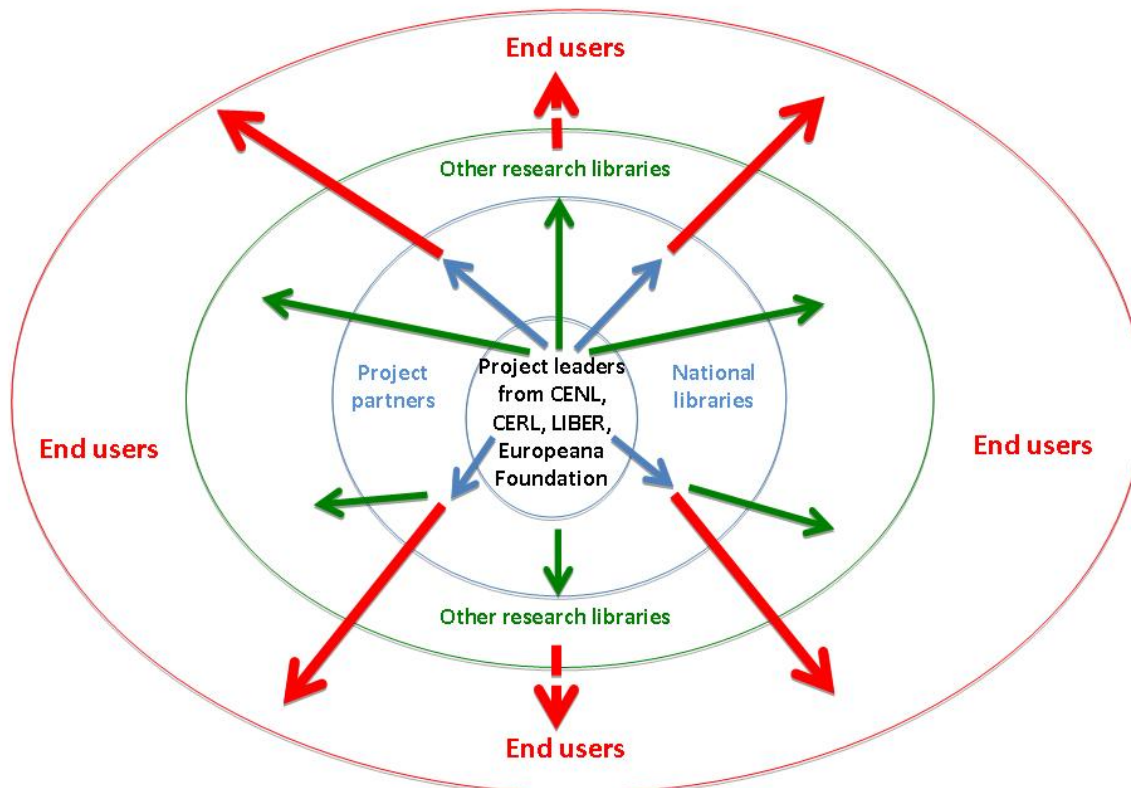
1) *The European Library* marketing team will run communications initiatives targeted at the library community:

The inner circle: project partners and national libraries

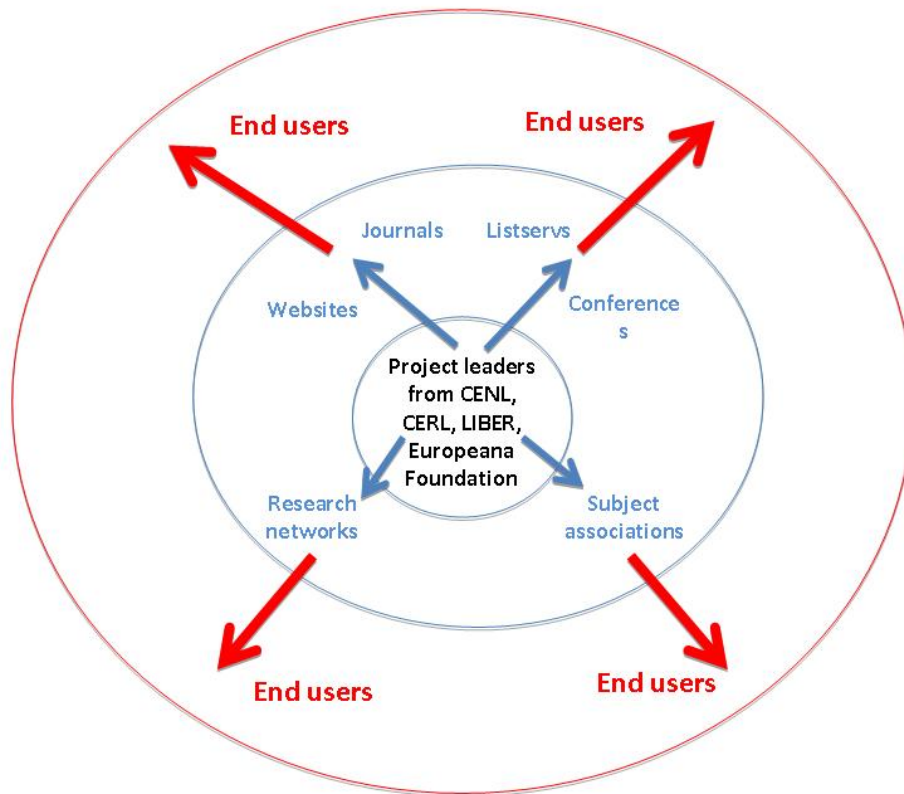
- These libraries have access to extensive networks and are therefore vital channels in terms of promoting widespread awareness of the new *European Library* portal to the wider library community internationally.
- These libraries have direct access to our target end users (research students, and the higher education teaching and scholarly communities).
- They are in an excellent position to act as advocates for the service both to other libraries and end users.

The wider circle: other research libraries

- These libraries have direct access to our target end users (research students, and the higher education teaching and scholarly communities).
- These libraries are also part of library networks and are therefore in a position to communicate.



2) The marketing teams of the various networks will also run communication initiatives directed at other powerful intermediaries such as research networks and subject associations, and will aim to maximise opportunities to communicate with end users via influential journals, websites, listservs, etc.



Appendix 4: Communications initiatives

Consult with stakeholders to identify internal library channels.	Done – see Stakeholder Communications Plan for detailed information about channels through which messages about the benefits of the new portal – as well as the benefits of participation in the <i>Europeana Libraries</i> project – can be communicated in order to maximise the “multiplier effect”.
Consult with stakeholders/project partners to agree key messages for end users.	Done – discussed at Value Propositions workshops at the Joint Meeting of <i>The European Library</i> and <i>Europeana Libraries</i> in Belgrade in November 2011. See Section 6: Key Messages.
Consult with stakeholders/project partners to identify opportunities to promote awareness amongst their end users.	Done – discussed at Communications workshops at the Joint Meeting of <i>The European Library</i> and <i>Europeana Libraries</i> in Belgrade in November 2011. See Appendix 6: Marketing Checklist.
Consult with stakeholders/project partners to prepare a list of materials required to support their efforts.	Done – discussed at Communications workshops at the Joint Meeting of <i>The European Library</i> and <i>Europeana Libraries</i> in Belgrade in November 2011. See Appendix 5: Marketing Materials.
Utilise existing databases of contacts at partner libraries.	We will work with project partners to help them spread the word about the new <i>European Library</i> service, using their existing networks.
Identify and contact digital humanities faculties.	See Appendix 7 for a list of digital humanities faculties. Contacts will be made over the course of 2012 to present the new site and to discuss opportunities to raise awareness.
Identify and contact research networks, research initiatives, and subject associations in the humanities and social sciences to discuss opportunities to raise awareness through their channels.	Contacts will be made over the course of 2012 in order to present the new site and to discuss opportunities to raise awareness.
Identify key journals and contact editors.	Contacts will be made over the course of 2012 in order to present the new site and to discuss opportunities to raise awareness. Sample rates for website ads range from €500 to €1500, based on size and frequency, with print ads being roughly double.
Identify key conferences and plan	See Appendix 7 for a list of conferences. Details of

participation.	participation will be finalised over the course of 2012.
Maximise opportunities for awareness-raising through social networking.	Blogs, Twitter, Facebook, etc.
Identify and contact leading researchers in key faculties.	It will be useful to find “champions” in key disciplines who would be prepared to write articles, blogs, etc. about how they use the new portal in their research.

Appendix 5: Marketing materials

<p>Online tools designed to drive traffic to the site</p>	<ul style="list-style-type: none"> • Logos, banners and clickable buttons for the site in general, and for individual subjects – see http://www.oup.com/uk/academic/online/librarians/logos/ for examples. • A series of search tools, customised by subject or collection: <ol style="list-style-type: none"> 1. Google Search Widget that will allow users to search the new <i>European Library</i> from their customised Google homepage, and about 100,000 other compatible websites. 2. An open search API to allow users to embed the new <i>European Library</i> search box in their web browsers. 3. An API that other websites can use to embed a customised search box on their portal. This search box will be accessible to end users. • Apps to enable searching from mobile devices. • Ensuring the site is optimised for search engines.
<p>Training materials for end users and librarians</p>	<ul style="list-style-type: none"> • Range of user guides and tours – see http://www.oup.com/oxforddnb/info/library/guides/ and, for an example of a double-sided user guide that can be printed and laminated, see http://fds.oup.com/www.oup.com/pdf/online_products/dnbsearchcard.pdf. Perhaps consider different versions for different subject areas too. • Recorded demonstrations that can be subtitled for different countries. • Live online training sessions. • Train-the-trainer presentation notes – see http://www.oup.com/uk/academic/online/librarians/moreideas/ for examples. • Quizzes designed to increase familiarity with the site.
<p>Publicity materials for use in libraries and at conferences/events</p>	<ul style="list-style-type: none"> • Postcards – general and for individual subjects (see http://www.oup.com/uk/academic/online/librarians/promo/oso for examples). • Freebies such as bookmarks, pens and mousemats. • Printed posters – ideally both general and for key subject areas (also for use on department bulletin boards). • Flyers. • Shelf talkers/shelf wobblers, possibly by subject area. • Range of downloadable materials in customisable PDF format - see http://www.knowuk.com/jsp/subscribers/using_KUK_resources.pdf for examples, including fake reference books, postcards, adverts, etc.
<p>Other materials</p>	<ul style="list-style-type: none"> • Template emails to researchers describing the key benefits of the new <i>European Library</i> portal that can be customised as required. Perhaps consider different emails for different subject areas, highlighting relevant content and collections. • Powerpoint presentation templates including essential information about the new <i>European Library</i> portal that can be adapted as necessary for particular events. • Short/very short descriptive text for use on websites.

	<ul style="list-style-type: none"> • Factsheets translated into multiple languages. • A range of articles that libraries can aim to publish in local publications and newsletters. • Subject-based features for use on department landing pages. • Blogs/regular news updates – including concise information about new content, usage statistics, case studies of successful use, etc. – which libraries can disseminate to end users through email campaigns, newsletters, blogs, social networking/Twitter, RSS feeds, etc.
<p>Other related website features</p>	<ul style="list-style-type: none"> • Ability for libraries to view available publicity material and to place orders – see http://www.oup.com/uk/academic/online/librarians/promo/ for an example. • Frequently Asked Questions section carefully drafted to put across key messages/address possible objections. • Ability for librarians and end users to “Like” the site.

Appendix 6: Marketing checklist for libraries

1. Getting the word out to end users

Face-to-face communication	<ul style="list-style-type: none"> • Face-to-face communication with users is vital, so ensure that your library staff, particularly subject/departmental liaison librarians, know about the service and are confident in using it. • Ensure that the new <i>European Library</i> portal is featured in library induction sessions.
Printed publicity/user guides	<ul style="list-style-type: none"> • Put posters up in the library (including the café if you have one) and in reading rooms. • Hand out bookmarks at the lending desk. • Make user guides available close to library PCs. • Position mousemats at library PCs. • Attach shelf wobblers/shelf talkers to library shelves by subject area. • Put posters up on department bulletin boards.
Library webpages	<ul style="list-style-type: none"> • Add a banner ad and/or <i>European Library</i> search box to the library home page, and to subject home pages if you have them. • Include the new <i>European Library</i> in both A to Z and subject-specific resource lists.
Faculty/subject webpages	<ul style="list-style-type: none"> • Encourage those responsible for faculty/subject home pages to include information about the site and/or include a banner ad or a general or subject-specific search box.
Blogs/social networking	<ul style="list-style-type: none"> • Include information in library blogs and RSS feeds. • Encourage library staff to blog and tweet about the site. • Does your library have a Facebook page? If so, post information about the site regularly and encourage other library staff to “Like” it.
Events	<ul style="list-style-type: none"> • Consider hosting a launch event, and inviting someone from the <i>European Library</i> office to do a presentation/demonstration. • Provide freebies to attendees. • Encourage attendees to blog/tweet about the event.
Contacting faculty/researchers	<ul style="list-style-type: none"> • Send out targeted emails to researchers, particularly in different social science and humanities disciplines. • Where possible, inform heads of department in relevant faculties personally, and follow up with further information by email. • Encourage researchers to blog and tweet about the site. • Encourage researchers to do presentations about the site at academic conferences.

Newsletters/journals/listservs	<ul style="list-style-type: none"> • Include information and ads where possible in offline and online library/university/faculty newsletters. • Aim to place articles in academic journals, and encourage academic staff to do so too. • Encourage academic staff to send out information to listservs in their subject area.
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2. Getting the word out to other libraries and onwards to their users

Library meetings and conferences	<ul style="list-style-type: none"> • Exploit all opportunities to talk to other librarians about the new <i>European Library</i> at meetings and conferences. • Give presentations and poster sessions wherever possible. • Contact the <i>European Library</i> office if you think that it would be useful to have an exhibition stand at a local library meeting.
Library networks	<ul style="list-style-type: none"> • Contact your country's library association and library consortium.
Blogs/social networking	<ul style="list-style-type: none"> • Include information in library blogs. • Encourage library staff to blog and tweet about the site. • Does your library have a Facebook page? If so, post information about the site regularly and encourage other library staff to "Like" it.
Events	<ul style="list-style-type: none"> • Consider hosting an event for other libraries, and inviting someone from the <i>European Library</i> office to do a presentation/demonstration. • Provide freebies to attendees. • Encourage attendees to blog/tweet about the event.
Newsletters/journals/listservs	<ul style="list-style-type: none"> • Aim to place articles in library journals. • Send out messages on library listservs.

Appendix 7: Channels

There is a vast range of external channels through which the new *European Library* portal can be promoted to end users

Through desk research and consultation with partners, we have created an extensive database of contacts for key institutions, journals, subject associations and conferences. The list below is a summary of the full information which is held by The *European Library* office.

Digital Humanities departments:

- [King's College London](#)
- [Göttingen Centre for Digital Humanities](#)
- [Center for History and New Media](#)

- [Center for Textual Studies and Digital Humanities](#)
- [Digital Humanities @ University of Oxford](#)
- [UCL Centre for Digital Humanities](#)
- [Alliance of Digital Humanities Organizations](#)
- [Center for Digital Humanities](#)
- [Zentrum für Digitale Edition, Universität Würzburg](#)
- [Humanities Research Institute, University of Sheffield](#)
- [The Digital Humanities Centre, University of Nottingham](#)
- [Digital Humanities @ University of Victoria](#)
- [Centre for Digital Humanities Association for Computers and the Humanities](#)

Digital Humanities journals:

- [Digital Humanities Quarterly](#)
- [Culture Machine](#)
- [D-Lib](#)
- [Literary and Linguistic Computing](#)
- [Digital Studies](#)
- [TEXT Technology](#)
- [Journal of the Chicago Colloquium on Digital Humanities and Computer Science](#)
- [Digital Medievalist](#)

Conferences:

- [IRCDL2012 - 8th Italian Research Conference on Digital Libraries](#) (Bari, Italy; 9-10 February, 2012)
- [IADIS INTERNATIONAL CONFERENCE E-SOCIETY 2012](#) (Berlin, Germany; 10-13 March, 2012)
- [Mobile Learning](#) (Berlin, Germany; 10-13 March, 2012)
- [UKSG](#) (Glasgow, United Kingdom; 26-28 March, 2012)
- [Bielefeld International Conference](#) (Bielefeld, Germany; 24-26 April, 2012)
- [Digital Humanities 2012](#) (Hamburg, Germany; 16-22 July, 2012)
- [Paris International Congress of Humanities and Social Sciences Research](#) (Paris, France; 24-28 July, 2012)
- [Science and the Internet](#) (Dusseldorf, Germany; 1-3 August, 2012)
- [IFLA preconference "THE ELECTRONIC RE-EVOLUTION - News Media in the Digital Age"](#) (Mikkeli, Finland; 7-9 August, 2012)