

Creating a Communications Strategy: Brand Vision, Promotion, and Clarifying the Message

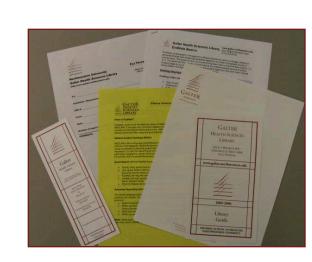


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Introduction

Recently, the library revamped and revitalized its graphic identity to create a cohesive look and feel. This year, we have worked to apply the brand vision to all of the library's communications, from print publications to website content. However, the application of the brand vision was just one of a number of strands in the library's overall communications strategy.

Before





LIBRARY NEWS AND

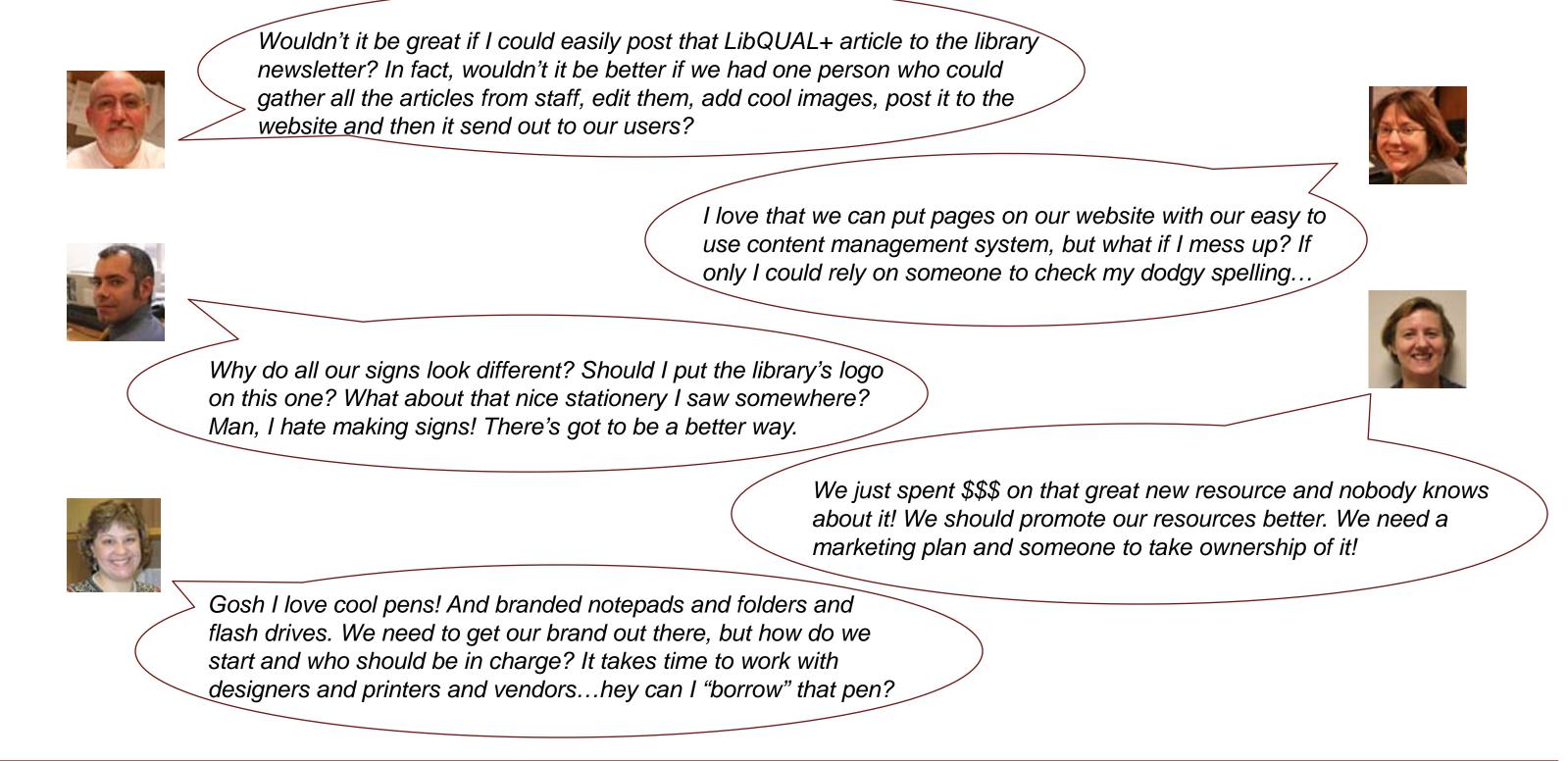
Library news, Library Notes email

(our newsletter) and website

marketing features

The Plan

Once the brand vision was delivered to the library, it was clear that the job of implementing this and the library's broader communications strategy would require the focus of a dedicated individual. A new position of Communications Coordinator was created, responsible for print and web content creation, maintenance, and oversight, as well as promotion and marketing of the library's services and resources. This is a half-time position incorporated into the existing duties of one of the Education Librarians.



Library to Check IDs for Entry Beginning May 4 • Get Those Challenge Grants Submitted! • Library Notes A Discover Online Rare Print Treas • New E-Resource 2009 ***Content review using the content management system ***Content freview using the content management system ***Medit Indianase ***Submitted! ***Medit Indianase ***Submitted! ***Submitted! ***Submitted: ***Discover Online Rare Print Treas ***New E-Resource 2009 ***Submitted: ***Submitted: ***Discover Online Rare Print Treas ***New E-Resource 2009 ***Submitted: ***Discover Online Rare Print Treas ***New E-Resource 2009 ***Submitted: ***Submitted: ***Discover Online Rare Print Treas ***New E-Resource 2009 ***Submitted: ***Discover Online Rare Print Treas ***New E-Resource 2009 ***Submitted: ***Discover Online Rare Print Treas ***New E-Resource 2009 ***Submitted: ***Discover Online Rare Print Treas ***New E-Resource 2009 ***Submitted: ***Discover Online Rare Print Treas ***New E-Resource 2009 ***Submitted: ***Discover Online Rare Print Treas ***New E-Resource 2009 ***Discover Online Rare Print Treas ***New E-Resource 2009 ***Discover Online Rare Print Treas ***Discover Online Rare Print Treas ***New E-Resource 2009 ***Discover Online Rare Print Treas ***New E-Resource 2009 ***Discover Online Rare Print Treas ***New E-Resource 2009 ***Discover Online Rare Print Treas ***Discover Online Rare Print Treas ***New E-Resource 2009 ***Discover Online Rare Print Treas ***New E-Resource 2009 ***Discover Online Rare Print Treas ***Discover Print Treas

We need someone to coordinate our various communications...

The Communications Coordinator

So what does the Communications Coordinator do? Here's a sampling of duties:

- **★ Editor-in-chief** for the library's website, print publications, and all outgoing communications to the library's user community, including the library's monthly newsletter, *Library Notes*
- Creates style guidelines and standards
- ◆ Trains and supports staff in the use of the brand vision, templates, and the library website's content management system
- ♣ Implements a marketing plan, starting with the promotion of the library's redesigned website

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- Works with library groups, particularly liaison librarians, to establish lines of communication with departments
- Applies the library's **brand** to notepads, folders, pens, mugs, flash drives, and anything else we can think of
- ◆ Chairs the Communications Committee which is responsible for brainstorming and approving the library's various messages, promotions and communications plans

Conclusion

So far, the Communications Coordinator has brought a much-needed coherence and clarity to the many communications-related issues that exist at the library. We have fewer mistakes in our publications because of our improved review process. Having a point person for communications between the library and its primary user groups ensures that the library has control over its message. We plan to evaluate the impact of the new plan in the coming year.