

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

Linda O'Dwyer, Communications Coordinator and Education Librarian, Galter Health Sciences Library, Northwestern University, Chicago, IL

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

After



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.

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
- 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.



Wouldn't it be great if I could easily post that LibQUAL+ article to the library newsletter? In fact, wouldn't it be better if we had one person who could gather all the articles from staff, edit them, add cool images, post it to the website and then it send out to our users?



I love that we can put pages on our website with our easy to use content management system, but what if I mess up? If only I could rely on someone to check my dodgy spelling...



Why do all our signs look different? Should I put the library's logo on this one? What about that nice stationery I saw somewhere? Man, I hate making signs! There's got to be a better way.



We just spent \$\$\$ on that great new resource and nobody knows about it! We should promote our resources better. We need a marketing plan and someone to take ownership of it!



Gosh I love cool pens! And branded notepads and folders and flash drives. We need to get our brand out there, but how do we start and who should be in charge? It takes time to work with designers and printers and vendors...hey can I "borrow" that pen?

We need someone to coordinate our various communications...

LIBRARY NEWS AND EVENTS

- [Library to Check IDs for Entry Beginning May 4](#)
- [Get Those Challenge Grants Submitted!](#)
- [Library Notes Are Discover Online Rare Print Treasures](#)
- [New E-Resource 2009](#)

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Content review using the content management system

MESH Database

Use the MESH Database to:

- Search for **relevant** subject headings to help find the best terms to use for a search
- Click on **relevant** subject headings to help find the best terms to use for a search
- Build a PubMed search using the appropriate MESH terms for your topic

To build a search using the MESH Database:

1. Choose **MESH Database** under PubMed Databases from the blue navigation menu on the left-hand side of the screen
2. Enter your first search request
3. Click **Go**
4. A list of possible MESH terms will appear
5. Click on the blue link for your preferred **MESH** term to view the detailed record
6. Select appropriate subject headings if desired
7. Repeat 1-5 for other MESH headings
8. Choose either **Save to My MESH** or **Search Box with OR** to either post-down terms to the search box or to build a search

Signs and templates

Galter-branded products: note cards, pens and flash drives

Library news, Library Notes email (our newsletter) and website marketing features

Internet access is available at this port.