Marketing Your Digital Materials

Course

Introduction [1:13]

https://players.brightcove.net/2566261579001/HyuWsfFhb_default/index.html?videoId=6265775073001

About

You've invested time, thought, and budget dollars to create an amazing collection of materials for your teachers and students, but perhaps you've found that the digital portion of your resources doesn't always get the attention it deserves. Applying proven marketing strategies can help your school community know the excellent materials that are available and how to access them when they need them. Join this course with Melissa Thom to learn creative and effective strategies for spreading the word about your digital research collection.

In this course, you will:

- Discover practical ideas to get students and staff excited about the library's digital resources
- Start building a customized set of ready-to-use promotional tools

This course was created from a professional learning event Teaching Research as a Force for Change hosted by School Library Connection and ABC-CLIO. This event explored the challenges and opportunities in teaching research skills and the research process to today's middle and high school students. Please check out the other courses from this event: **Embracing an Inquiry Stance** by Barbara K. Stripling, **Controlling Chaos!: Build Student Agency with Self-Selected Research Projects** by Elizabeth Barrera Rush, and **Making Research Actionable: Student-Centered Learning by Design** by Jacquelyn Whiting.

Transcript

We're going to talk a little bit about marketing your digital materials to student and teachers, and I'm going to try to pull in some of the things that we learned and talked about this morning with Barb and Elizabeth, which both of those sessions, I took a lot away from and I know a lot of people who are really active in the chat. So, I hope you continue that. I wanted to be this is more of a conversation. I'm going to be throwing less at you and asking you to share more with us, because that's really my presentation style on many levels. I like to learn as much as I teach.

ADDITIONAL RESOURCES

Bibliography.

MLA CITATION

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