

Reaching undergraduate students can get a bit dicey – we don't want Google to have a Monopoly on their academic research!
Follow along to learn how the University of Waterloo Library's Communications Team and Student Engagement Committee leveled up student outreach.

Get ready for some Serious Fun!

LIBRARY WORD GAME

University life

Over **100** entries over the holidays!

Did you guess "Get access from anywhere"?

You just learned you can access online resources while you're home visiting family over the break.

You win a jump start on Winter Term!

@uwlibrary

1562 followers

You just found the list of **subject librarians** you got at Holi-yay!

Book a **one-on-one consultation!**

410 books borrowed in 5 days!

University of Waterloo

Library

1182 followers

Holi-yay!

Wednesday, December 5 | 11 am-12 pm
Dana Porter & Davis Centre Libraries

Brace your elves, it's almost exam time! Everyone is singing Holi-yay! around the Library. Pick up a festive Holi-yay package filled with library resources and treats to help see you through the end of term!

Congratulations, you found true love!

Spice up your relationship with the Library by checking out the **Waterloo Reads** leisure reading collections.

Everyone is a winner at the **LIBRARY**

SERIOUS FUN

STUDENT ENGAGEMENT = STUDENT SUCCESS

Me: "How many books can I take out at once?"

Library: "As many as you would like"

Me:

Get into the spirit of midterms as you trick-or-treat at tables for each of the Library's service departments, collecting new information (and candy!) as you go!

You've just discovered Special Collections & Archives – get a jump on your next paper!

3119 followers

@UWLibrary

Power up your studying with a 10 minute break with one of our visiting **Therapy Dogs!**

LIBRARY DAY

Everyone wins on **Library Day!**

This annual event is full of fun, games, food, and prizes!

You just met a lot of friendly Library staff and Ambassadors... AND walked away with some sweet treats.

Tell your friends how lit the Library is!

Bonus! **600%** increase over last year!

3500 interactions with new students!

Meet one of the **Library Ambassadors** at your faculty's orientation – a student like you!

You just walked away with a roadmap to academic success and a calendar of events this term.

A great start to your academic career!

GO Back to school

THE BRAND

A key function of academic libraries is to support the success of undergraduate students, but this comes with a number of hurdles; academic libraries are often perceived as stuffy and intimidating institutions, and the range of services and resources available are often unknown to undergraduate students

University of Waterloo's Library Communications Team and Student Engagement Committee set out to define a brand strategy specifically for student-focused communications and outreach, to break down those barriers and get students hooked on the Library.

Serious Fun encompasses web and social media content, events, wellness promotion, passive and active programming, and a unique staffing model - all designed to promote the Library's expertise, services and resources in a way that appeals to students, finding them in the physical and digital spaces they inhabit.

RYAN BALL

Library Associate, Information Services & Resources
Co-chair of Student Engagement Committee

MARY LYNNE BARTLETT

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Co-chair of Student Engagement Committee

SARA PERKINS

Library Communications Officer

Peer-to-peer connections

The Library Ambassadors program hires students with little to no work experience, but a lot of passion for the Library and University.

These students take that passion – and intensive Library outreach training – across campus, into their classes and online, creating a peer-to-peer platform for introducing students to all the Library has to offer.

Wellness

While all of the Library's events and activities contain educational elements, wellness is also an important component to Library outreach. Activities such as therapy dogs, healthy snacks, and Harry Potter parties might get students into the Library for the first time ever, and foster connections between students and staff, and make students feel cared for.

Wellness events engage students with different spaces in the Library, increase the approachability of the institution, and create a comfort level with staff. Reinforcing the importance of taking study breaks and maintaining health during the most stressful times of the year also promotes sustainable study habits.

Social media

Knowing that Instagram was the Library's fastest-growing social media platform, social media managers focus energy on producing fun and graphic content that is accessible and relatable to undergrads, employing memes and other pop culture references.

Creating emoji riddles that give clues to the different services available in the Library has resulted in high engagement with students on social media - making a game out of educating users about Library services.

User-generated content has proved to be an effective and efficient way of building followers. Create-your-own meme contests provide a quick, fun and rewarding way for Library users to share their Library knowledge, while providing the with an opportunity to promote copyright through the use of Creative Commons images.

Events

Mixing active and passive programming has had success in engaging a wide variety of users. These dynamic experiences support the Library's welcoming image and a vibe that lets students know the Library is for everyone, and not just a specific 'type' of student.