

SCHOOL LIBRARIES SHARE

The background is a vibrant comic book illustration. On the left, a man with glasses and a teal suit jacket is shown from the chest up, with his mouth wide open in a shout and his hand pressed against his face. On the right, a woman with long black hair and a red polka-dot top is also shouting, with her hand to her mouth. The background is filled with yellow and pink polka-dot patterns, radiating lines, and various colored stars (yellow, blue, pink, white).

IDEAS FOR PROMOTING THE LIBRARY

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Softlink is proud to support school libraries through the annual school library surveys conducted in Australia, New Zealand and Asia Pacific, and the United Kingdom and Europe. The surveys provide findings on school library funding, staffing, evolving roles, delivery of digital resources, and visions for the future.

Introduction

The feedback provided in Softlink's School Library Surveys* over the years demonstrates the enthusiasm and commitment school library professionals bring to their role. In particular, their desire to promote the library and its resources and services and instill a love of reading and learning in their students.

In the 2018 School Library Surveys we posed a specific question around the theme of promoting the school library – 'What practices are in place or what ideas do you have to promote the library, the services it provides, or the role and skills of the school library staff in your school?'

This paper shares ideas from respondents in Australia, Germany, Hong Kong, Indonesia, Ireland, Malaysia, Malta, New Zealand, Norway, Papua New Guinea, Qatar, Scotland, Spain, Switzerland, Thailand, The Netherlands, United Arab Emirates, the United Kingdom, and Wales. We hope you enjoy reading the responses as much as we did!

Softlink is proud to collate the global comments within this feature document. Additional feature documents, with comments drawn from Softlink's global surveys, are available through the Resources page on the Softlink web site.



We also encourage you to help promote the value of school libraries to the community through campaigns such as [Students Need School Libraries](#) and [Great School Libraries](#).

To find out more, watch our video at www.softlinkint.com/resource-details/video-great-school-libraries/ or visit

www.studentsneedschoollibraries.org.au
www.greatschoolibraries.edublogs.org

* Softlink has conducted school library surveys in Australia since 2010, and in recent years, extended the scope of the survey to include New Zealand and the United Kingdom. In 2018, the surveys were further extended to include Asia Pacific and Europe.

Initially a response to the 2010 Australian Federal Government request for submissions to the 'Inquiry into school libraries and Teacher Librarians in Australian schools', the survey enabled Softlink to provide data which informed a unique response to the Inquiry.

Since then, Softlink has continued to survey school libraries annually, helping to build a critical reference point for understanding changes, impacts, and trends over time while providing a solid basis for school library advocacy.

Publication date: 27 March 2019

1. Ideas for Primary/Preparatory school libraries

Almost 300 Primary/Preparatory school library professionals from Australia, Hong Kong, New Zealand, Papua New Guinea, and the United Kingdom provided ideas and feedback on how they promote their school library. Regular themes included: Book Week and other events, blogs, competitions, displays, emails to parents and staff, Facebook, and the school newsletter. A sample of these responses is provided below.

'We have a "Showcase Friday" where I share information with all senior teaching staff.' **United Kingdom**

'I try to promote the library in as many ways as possible!

Competitions; talking to teachers about new books or ways I can provide resources; I put things in the newsletter; we have a Book Week.

I am working towards having a library team with a few teachers to feed back information to their teams.

We have a website that is updated and available outside the school network so it's accessible to parents too.

My team of student librarians are library ambassadors and do a fantastic job of getting information out to students about the library.'

New Zealand

'We promote through our Reading Knights program, FB updates, HUGE Book Week celebrations, and newsletter updates.'

Australia

'We arrange author visits to our school to promote reading.'

Hong Kong

'We hold tutorial afternoons for staff to see the features of Oliver and the resources we have.'

Australia

'I run numerous competitions throughout the year to engage students.

I have a Facebook page to communicate information to parents.

I post in the school newsletter regularly.

I email teachers to let them know when new books that support the curriculum have arrived.'

Australia

'We put up students' artwork in the library to make it *their* space.'

New Zealand

'I have a student library committee which help run events - book swaps, colouring competitions, and Book Week activities.

I also try to contribute to the school newsletter regularly.'

Australia

'Book Week, Premier's Reading Challenge, National Simultaneous Reading Day, Reading Hour, Memorial Services - I use all of these to promote the library as well as promoting books and reading.'

Australia

'We use blog posts to keep families informed; we use Google+ community to keep staff updated.'

Australia

'We are looking at introducing reading cafes.

I would also like to have the library open at lunchtimes and after school for family library sessions.'


United Kingdom

'New books are on display for the students to look at while some are read to classes during lesson time. Then, a few weeks later, the students can borrow these books.'

Australia

'We have parent borrowing on a couple of days after school and periodically put things in the newsletter that are library related.'

Australia



'My team of student librarians are library ambassadors and do a fantastic job of getting information out to students about the library.'

'Library lessons with all classes give me an opportunity to promote services and to teach children research skills.'

I promote the library in the community by using the local government library to display our work.

I communicate with the school community through our newsletter.' [Australia](#)

'New books are displayed on specific shelving for 2 weeks before being available for issuing. This way, all classes get to see what new titles are coming in. After the 2 week period, they are moved to different shelving and become available for borrowing.' [New Zealand](#)

'We promote through annual Book Week celebrations, author visits, keeping in touch with student interests/current best sellers, etc. We also send invitations to parents to visit the library.' [Australia](#)

'I would like to have a section in the school newsletter and/or a blog on the school website.' [Australia](#)

'Events are advertised on our Facebook page, our School App, Newsletter, and electrical signage at the front of the school.' [Australia](#)

'There's a promotion programme in place with our Year R children as they enter school - if they borrow 10 books, they get a book reward.'

The adjoining pre-school bring their children to visit so that the children are used to visiting before they start school.' [United Kingdom](#)

'We promote our library through our library app. I change this every school holidays.'

We also promote through the newsletter and social media.' [Australia](#)

'Joint planning days, PEE and read, book club, reading time for enjoyment, and makerspaces.' [Australia](#)

'We advertise and display new items (books, resources) for everyone to see.'

We also give access to staff and students to use the Oliver search (OPAC) to search for resources in our library.' [Papua New Guinea](#)

'We do regular colouring competitions, Bookclub and Bookfair competitions with prizes, and place an ad in our school newsletter informing the community of the exciting things that are happening in the library.' [Australia](#)

'Our library promotes days of significance that encourage reading and a love of learning. Some examples are: Book Week, Indigenous Literacy Foundation, Great Book Swap, Invictus Games, and ANZAC Day.'

I write a weekly column in our newsletter to promote events happening in the library.' [Australia](#)

'I promote our library at every possible opportunity - through assembly, in newsletters that go home, and holding community events to get parents into the library with their kids.' [New Zealand](#)

'I promote library resources regularly in staff meetings.'

I upskill staff and students on accessing resources through Oliver, our online library system.' [Australia](#)

'I promote the library and resources via newsletters home, school assemblies, social media etc. I also run clubs and library sessions.' [United Kingdom](#)

'I plan on implementing a library newsletter specifically aimed at school staff, containing new resource information, OPAC tips, and other useful resources - followed by a library blog for students.' [Australia](#)

'We celebrate Family Reading Month. We hold an Annual event called Booknic. Parents come and read a story from our library and bring a snack for the students.

PRC challenge - students get library awards and their names are displayed on Oliver v5 and a poster outside the library.

We also hold a Book Character Parade and 2 bookfairs.' [Australia](#)

'Library club is run for 30 mins every lunch time.

The Library Captain makes announcements at assemblies.'

[Australia](#)

'The library needs to have a welcome pack for each new year about the services that it provides.

The library could be promoted by holding events in the library so that staff and students can use the library for information sharing and learning new skills rather than just borrowing physical resources.' [Australia](#)

'We just commenced a Click & Collect online service for parents to borrow using the request function of Oliver v5. They then collect the books during before and after school drop off.'

[Australia](#)

'We promote the library and services through regular class use of the library during timetabled lessons.'

[Hong Kong](#)

'The library has a regular space in the school newsletter.

We also run community events from the library, and have a book exchange for adult readers and preschool children.' [Australia](#)

'I promote the library through the school newsletter and whole school events such as Book Week.'

[Australia](#)

2. Ideas for Middle/Intermediate school libraries

Almost 20 school library professionals from Middle or Intermediate schools in Australia and New Zealand provided ideas and feedback on how they promote their school library. A sample of these responses is provided below.

'I promote the library by offering a selection of activities that cater to a variety of students and that are not currently on offer throughout the school e.g. colouring activities, cards, Chess, quiet space, Interactive Promethian Boards (IT), and iPads.'

[New Zealand](#)

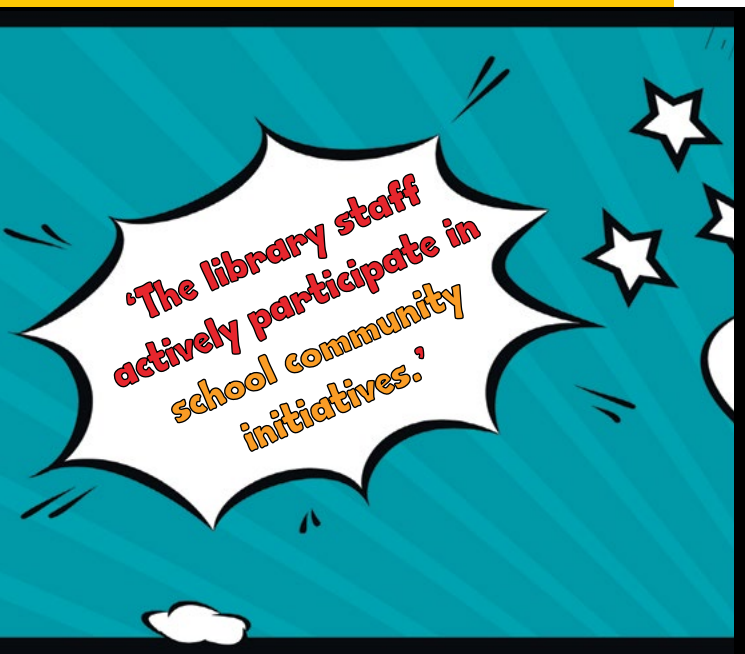
'I get into every classroom twice a year to show our EPIC databases and online research tools.

Our OPAC is linked to our website and we are at the stage of looking at a good eplatform to add to the library experience.'

[New Zealand](#)

'Continued professional development builds confidence in library staff to use their role in the library to increase the profile and the work of the library with teaching staff and students.'

[New Zealand](#)



'We promote through displays, class librarians, and posters.

I also make myself available to talk to the students as much as possible.' **New Zealand**

'I promote the library through the school newsletter, social media (our library has a dedicated Twitter and Instagram account), and school daily notices.' **Australia**

'I would like to have a web page on the school network and see books promoted at assembly.' **New Zealand**

'The library staff actively participate in school community initiatives. We are always present at meetings. We run extra curricula activities. In sight, in mind.' **Australia**

'We do LitQuiz every year.

I have a full library skills programme running - students reading aloud, oral reports, book talks, bookclub etc.' **New Zealand**

'I promote the library through displays, competitions, and staff meetings to "book sell".' **New Zealand**

3. Ideas for Secondary school libraries

Over 300 Secondary school library professionals from Australia, Ireland, New Zealand, Norway, Papua New Guinea, Scotland, the United Kingdom, and Wales provided ideas and feedback on how they promote their school library. Regular themes included: blogs, displays, emails to staff, LMS, posters, school newsletters, school website, screens around the school, and social media. A sample of these responses is provided below.

'Recently installed screens around the school provide publicity opportunities using powerpoints.' **United Kingdom**

'We advertise our services and resources by posters, eNewsletters, personal emails, online, by teaching classes, and through personal conversations.' **Australia**

'We promote the library and resources through Book Week Reviews in loos, and vibrant displays.' **New Zealand**

'We promote through Instagram, the online OPAC, and by talking to teachers whenever possible and showing them resources.' **New Zealand**

'We promote the library through social media, posters, and through conversations.' **Norway**

'We promote the library and resources through displays, the library blog, new Oliver, Oliver app, and social media.' **Australia**

'We promote through emails to staff about our services, promotion of our services to students via notices, presentations at staff meetings, time at student assemblies, and posts on the school's blog to reach the wider school community.' **Australia**

'We create displays to promote new resources.' **Papua New Guinea**

'I am currently exploring the use of an Instagram account for our school library.' **Australia**

'I publicise my events via tutors and staff briefing emails, via the parents' newsletter and Twitter, and on posters and screens throughout the school.' **United Kingdom**

'I send emails to staff about services and resources that are available. I also make posters to hang around the school.' **Australia**

'I currently promote the library through the school website and pamphlets.

I would like the library to have its own social media site, but would need more staff to run it and keep on top of it.' **Australia**

'I use the school noticeboards and school newsletter.

Various competitions and activities are run through the year, advertised through the school and via our online newsletter, which goes to parents.' **Ireland**

'I would love to promote the library and services more widely, e.g. via social media.

I would also like to improve accessibility to the catalogue off-campus.' **Australia**

'We promote the library and resources through LearnPath, in-house television advertisements, posters, workshops, and radio station.' **Australia**

'I use the school website, school Twitter and Facebook accounts, and posters around school including literacy boards in departments.

When I have time, I send Google Slide presentations to form classes to promote library events, new books, etc.' **Wales**

'We promote the library in the monthly school newsletter, morning notices, and Facebook.

We run a weekly raffle for borrowers with the prize of a \$10 tuckshop voucher.' **Australia**

'I notify staff of new publications added to our collection.

I seek opportunities to have students and staff utilise the library for reading.

Staff and students share favourite books they have read through interviews. I then report outcomes in the school newsletter.

I also promote new publications added to the collection to parents and students through the school newsletter.' **Australia**

'Online Oliver library access is great for staff, and now that Year 7's are coming through with knowledge of Oliver from primary schools, this information conduit is proving enormously successful.

Students check new resources, do their own reservations, and put in reviews.' **Australia**

'We promote the library via the library website, social media, events and activities in the library, the school newsletter, and at staff meetings.'

New Zealand

'I run a number of clubs, events, and reading promotions throughout the year.

I have a team of student library assistants who follow the SLA programme.

I attend parent consultation evenings with a book stall. This raises much needed funds for purchasing new fiction.' **United Kingdom**

'We promote through regular newsletter items (at least 3 per term), visual galleries in our LMS, pop-up libraries at our separate Grade 9 campus, Instagram, and our College Facebook page.' **Australia**



'We use the daily notices to advertise services & activities.

I attend weekly staff briefings and occasionally do presentations about the library.

In term 4, I offer staff PD on using databases and ClickView.

We do regular library displays, either around national/international events, or in line with curriculum activities.'

New Zealand

'I work closely with the teachers to develop online resources for assignments to encourage students to research effectively.'

Australia

'There is a monthly "What's going on in the library" Powerpoint sent to tutor groups.

I have a team of student library leaders who are like a focus group for improvements.

I also design and run library competitions'

United Kingdom

'I promote the library by keeping up to date with our LMS (Oliver) and providing varied learning spaces for different activities.

I also provide bright, colourful, flexible spaces with changing displays, post events on FB, share information with relevant staff at time of discovery, and use surveys to determine user needs.'

Australia

'I run a reading club, directly support literacy programs, promote the VPRC, email staff, put items in bulletins, go out into classes, talk to staff, and design resources and posters about our products and services.'

Australia

'I communicate regularly with staff about new resources available and ask for suggestions.

I run competitions for students and create displays to encourage both reading and using the library.

I run an induction for new staff, students and LSAs.

I also put regular updates in the newsletter.'

United Kingdom

'Currently in place: Library blog, Snapchat account, and regular library news items on school learning management system (Compass).

Future: more closely integrated with school departments to promote services we can offer to assist teaching staff, and new library management software to make access to library resources possible.'

Australia

'This year we began a project to "Build a Reading Culture" with a variety of fun activities to engage students and initiate conversations between students and with staff.'

Australia

'We promote through social media (Twitter), open evenings for parents and pupils, Apps on the GLOW platform, the School Bulletin, staff emails, leaflets, and a paragraph in the Staff School Handbook.'

Scotland

'We promote Book Week, International Women's Day, and Library Lovers Week.

We provide a safe space for study, leisure, and socialising whilst promoting a love of reading.'

Australia

'An email is sent to students and staff to promote new furniture and book requests.

There are student art exhibits running for a few weeks at a time, these are followed by a morning tea inviting parents to view their child's work.'

Australia

'The library is promoted on the school website and new titles are advertised on the screens around school.

We also do talks during assemblies.'

United Kingdom

'We make book displays and run book fairs.'

Australia

'Many of our services are provided online and our library page has links to resources. We promote this as we can.'

Australia

‘Every year, when the new S1 pupils arrive they receive 3 dedicated library lessons which introduce them to all the services provided to them, as well as giving them an introduction to research skills, etc.

All pupils are also encouraged to take part in various clubs that run from the library including a movie club and graphic novel club.’ [Scotland](#)

‘We use social media to promote the library.’ [Australia](#)

‘I use whole school competitions to raise the profile of the library and promote literacy. I roll these out using the *Show My Homework App*.

I maintain a presence on Twitter and interact with other faculty Twitter accounts.

Book clubs and the CKG shadowing also help engage students with the library and promote literacy.’

[United Kingdom](#)

‘I regularly promote the library and the teacher librarian role through my website, Facebook page and Instagram, within professional online networks, and our newsletter.’

[Australia](#)

‘We have a screen outside the library to promote events and display student work.’ [Australia](#)

‘For Years 7 to 9 we hold “Orientation Tours” of the library and its resources (space, collections, digital...), then hold “Refresher Tours” in Semester 2.

We also have several reading programs (RRR, DEAR, MAD...).

We have created our own bookmarks to promote and provide login instructions for resources such as World Book Online, Clickview Online, students’ Library Account etc.’

[Australia](#)

‘I speak at assembly every week introducing new books and activities in the HUB.

I run a reading incentive program with a term prize made up of donations from wherever I can source them.

I speak to and engage Whanau in our services at open days and Whanau meetings.

I advertise in the daily notices, term newsletter, and the yearbook.

I speak at staff briefings 3 times a week, and offer book talks and info/digital literacy sessions for classes.’

[New Zealand](#)

‘We have established a mobile library where we visit English classes with a selection of fiction and magazines that is curated to their potential interests.’ [Australia](#)

‘We invite all the staff to come to the library during our student free weeks at the end of each Semester, where we create a pop-up library within our library showcasing all the adult books they might like to borrow over the holidays. The first one is in winter, so we provide soup, and the second one is at the end of the year, so it is Christmas themed.

We publish a series of newsletters: *Get Connected* which highlights one specific online database in each edition, *Book Look* for lovers of Junior Fiction, *Book Pitch* for lovers of Senior Fiction and *Book Ends* for the lovers of Adult Books.

We also have a blog called *Between the pages*.’ [Australia](#)

‘Our feminist book club is a great success and makes the space increasingly ‘dialogic’. We’re also working hard to support study groups and reading groups for students and staff.’ [United Kingdom](#)

‘We are very proactive in our library, promoting our activities and initiatives in morning messages, on the display screens throughout the school, and by email and newsletters.

We provide many experiences for our staff and students including Reading Cafe, Manga Club, virtual reality and Escape Rooms.’ [Australia](#)

4. Ideas for 6th Form/Secondary and 6th Form school libraries

Almost 20 6th form/secondary and 6th form school library professionals from the United Kingdom provided ideas and feedback on how they promote their school library. A sample of these responses is provided below.

'The library is promoted via the school website, the parent newsletter, and daily notices to students.'

United Kingdom

'We do a lot of promotion with the English department through library lessons.'

We have quizzes, book sales and resource lessons at Y7, Y9 and Sixth Form level.

We are also utilising the role of student library volunteers to raise their profile and (by association) that of the library.' United Kingdom

'Every time I hold a special event I publicise it through social media and the local press to raise the profile of the LRC.' United Kingdom

'Our library is promoted online via Twitter and email, and by tying into college, local, and national events. I have done assembly presentations to the whole college about how to use the online catalogue/account and mobile app.' United Kingdom

'We run research lessons in the library for all years and subjects; we have a full induction programme for new Y7s and Y12s, and new teaching staff; we run library lessons for Y7s and Y8s and have a regular programme of book talks for all years in KS3.'

We have a annual BookFest that runs for a whole week where we have books events and authors in, etc.

We invite primaries in to our school library and share resources with them, we promote our resources with departments, and tailor talks to them about how they can get the most out of the library.

We hold staff CPD materials, we manage and promote all online information resources and offer support to staff using these, we run book groups and AG&T reading challenges, we go into assemblies and talk about reading, books, and information literacy.

We "shout" about books and reading and information literacy across the whole school!' United Kingdom

'We email all departments when relevant material comes in.'

I have a slot at KS3 assembly each week to talk about AR and a slot at the start of the year for KS5 to talk about our online resources.

We celebrate World Book Day each year and I have library lessons with year 7 each week, year 8 once a month, and year 9 fortnightly.'

United Kingdom

'We have articles in the school newsletter and recruit pupil librarians from each year group, including 6th Form, to help raise the profile of the library in the school.' United Kingdom

'The library is a hybrid space promoting learning in a creative way.'

On top of books, we have exhibitions, movie screenings, arts and crafts activities etc.

This allows great collaboration with teachers and encourages curiosity in our students.' United Kingdom

'We "shout" about books and reading and information literacy across the whole school!'

5. Ideas for K-12/All-Through school libraries

Almost 200 K-12/All-through school library professionals from Australia, Germany, Hong Kong, Indonesia, Ireland, Malaysia, Malta, New Zealand, Qatar, Spain, Switzerland, Thailand, The Netherlands, United Arab Emirates, and the United Kingdom provided ideas and feedback on how they promote their school library. Regular themes included: assembly presentations, blogs, clubs, emails, events, newsletters, and social media. A sample of these responses is provided below.

'I email links and resources to relevant staff, make announcements in school assemblies, talk at staff meetings, and run pre-school storytime to meet parents.' **Australia**

'I have started clubs - chess, reading, book clubs, and drawing clubs.'
New Zealand

'Students have a library session scheduled in their timetable. We encourage story telling, visiting authors, and model building.' **Malta**

'We have an active Student Library Volunteer Program from Year 6 to Year 12.'

The library is always a welcoming place to staff, students, and parents, and is open extended hours.'

Hong Kong

'Book week is very important at our school and all students from K-12 are catered for with activities, books, and visiting speakers.' **Australia**

'We take part in reading challenges and promote at assemblies.'

We have displays and noticeboards to advertise events to do with reading.

We send out emails (about new stock, journal articles etc) and have pages on our Intranet to promote library services and resources.'

United Kingdom

'We promote the library through the newsletter, meetings with the deputy every term, and through conversations with staff members about how we can help with the unit they are teaching.' **Australia**

'I send emails to staff and contribute to the parent newsletter.'

United Arab Emirates

'Every Friday we have a book display in the staff room so staff who can't make it to the library can borrow books.' **New Zealand**

'We have a library blog.' **Switzerland**

'We use the daily and weekly bulletins for staff, pop-up sessions at staff meetings, and a parent online newsletter.'

We also promote through the school's Facebook and Instagram accounts, and a stand in the staff room where we place posters and pieces of interest.' **Australia**

'We would like to have our own library website.'

Right now we use info boards, screens, and email to inform students and staff.' **The Netherlands**

'I send regular emails to staff advising of new functionality or online resources and try to stay in their faces - *in a positive way*.'

I regularly offer to support teachers in the classroom, and present at professional development for staff.

I'm involved in e-pedagogy and the team is pushing to start a BYOD program in the school.' **Australia**



'We made an introduction video (Video Profile) about our library. We also offer innovative library programs to all levels in our school.'

Indonesia

'We have an Author of the month, Book Club, and Carnegie Shadowing.'

Spain

'We do school assembly promotions, staff meeting promotions, newsletter promotions, and signs.

Face-to-face promotions are done when Junior School classes visit the library.' **Australia**

'At the start of each academic year, each class is given an induction. This enables the librarian to explain the library facilities and ask students about any requests they might have.

We also create displays showing new resources and have a "new book" trolley.' **United Kingdom**

'Each term I email staff and offer to make support research pages for their students.

We also host year 7 to 10 each week for a reading for pleasure session.'

New Zealand

'We currently use Twitter, email, and informal chats.' **Germany**

'We collaborate with the English faculty to provide the Literature Circles program for Year 5 to Year 8 students. This has been very successful this year.

We facilitate participation in the Victorian Premiers' Reading Challenge and our completion rates were higher this year - the highest since 2013.

We provide resources to support the students and teachers with their Units of Inquiry, as well as providing research guides where appropriate.

We have a well-developed library page, which provides easy access to digital subscriptions, such as eLibrary, Echo newspaper index, Cambridge Companions online, Gale Virtual Reference Library and World Book and Britannica online encyclopaedia, Wheelers ePlatform, amongst others. Our Junior and Middle School students learn how to use these resources as part of their scheduled library lessons.

Of course, we always promote the library during Book Week, with guest speakers, competitions, book parades, etc.

Our library team is very good at promoting the collection and students love coming to the library.' **Australia**

'We promote through newsletters, daily messages, and "quick bites" of information or helpful tips.

We also participate in Library Lovers' Day, NSST, Bookweek and the Reading Hour. We make these big events and include staff and our parent/carer community.' **Australia**

'We have now got Oliver installed on every computer in both the senior and prep schools. We send emails to students on their wish list arrivals - as well as overdues!

We also have a regular space in the school magazine promoting the latest library news.' **United Kingdom**

'Our library promotes in the school newsletter but we'd like to increase our reach with students.

Having them visit during lunch and recess would improve literacy, community, and make the library more relevant to students.' **Australia**

'We hold reading challenges once a year and have Junior and Middle School class visits.' **New Zealand**

'I'm thinking about creating a library newsletter to promote the role and capabilities of the library to staff.' **Australia**

‘We promote the library through Teacher Training during Pedagogical Days, the library blog, participating in activity weeks, and author visits.’

Germany

‘Holding events in our library allows us to showcase our space and the available technology for staff.

We have 2 pages in the school magazine, twice a term.

We have a PowerPoint on a large TV screen at the front of our library to showcase events that are happening, or that have happened.

We attend staff meetings and promote skills and practices.

Working with teachers during library classes is the best way that we have to demonstrate our skills and expertise as TLs.’ **Australia**

‘We have an active role in the school and are pushing to make it even more central to what goes on. Encouraging teacher participation is essential for this, especially at the secondary level.’

Malaysia

‘We run lots of literary-based events, book clubs, and competitions.’

United Kingdom

‘We provide PD on the role of the librarian and what the library can offer.’ **Thailand**

‘Our library works with a skeleton staff and I try to give the best customer service possible to promote the amazing service we provide.

I use digital signage to promote new resources. I keep up with new titles and order them in. I create a warm and inviting space where everyone is welcome and valued.’ **Australia**

‘We promote the library through reading challenges, competitions, World Book Day, presentations to assembly, and TeenTech Day.’ **Ireland**

‘We use social media, participate in school PL blogs, post in the school Learning Management System, create displays, and contribute to parent newsletters.’ **New Zealand**

‘We promote through the college weekly email newsletter to parents, send emails to secondary students, post articles on the college blog, post photos on the college Facebook page, send positive and informative emails to staff, occasionally present at parades, write a page for the college yearbook, and occasionally write articles for the local newspaper or library journals.

Book Week is used to create an atmosphere where the whole college community is talking about books and the library.’ **Australia**

‘We promote the library through library orientation days.’ **Qatar**

‘I email students and staff with resources that may be of use to them, especially the seniors doing the HSC.’

Australia

‘We organise author visits and book fairs.

We teach library skills classes and provide academic honesty mentoring.

We have a students book club.

We also do 2 to 3 big book orders a year and communicate the new books available to teachers and students.’

Spain

‘Our parents can request resources online for their children.

Our teachers also promote the library through the resources they send their students on a weekly basis.’ **Australia**

‘We participate in CKG Shadowing, Royal Society Young People’s Book Prize, and National Short Story Student Critics etc.

We also use Twitter to promote the library.’ **United Kingdom**

‘Primary classes have a lesson a week in the library, promoting new books and borrowing/returning.’ **Australia**

Softlink solutions

Softlink has been providing school library software for over 30 years, offering solutions to meet the ongoing needs of schools globally.

Users of **Oliver v5** benefit from regular new feature updates, which are developed in direct response to feedback and insights gained from our active user community.

LearnPath users can create, publish, and share rich learning guides and content. They also have access to over 200 (and growing) ready-made guides produced by teacher librarians.

Contact us

Would you like to find out more about how Softlink and Oliver v5 can support your school library? Visit our website softlinkint.com or contact us via email communications@softlinkint.com.

6. Other available Softlink resources

Softlink has developed posters and bookmarks for your in-school use. Visit softlinkint.com/In-School_Promotional_Resources/ to download the print files.

We also have a number of reports and whitepapers available on our website (softlinkint.com/edu/resources) including:



The 2017 Softlink Australian and NZ School Library Survey



The 2017 Softlink UK School Library Survey



School Libraries Share: Our wish list for the future



School Libraries Share: Innovative ideas



How can the right school library software deliver educational outcomes for your school?



The Ongoing Importance of School Libraries



True Federated Search: Helping School librarians rise to the information literacy challenge



What's Trending #SchoolLibraries



5 Most Important Opportunities For School Librarians



School Libraries Share: Ideas for school-wide collaboration



Softlink Australian School library Survey: A five-year review



7 Challenges for School Libraries

Sources

* 2018 Softlink Australia, New Zealand, and Asia Pacific School Library Survey

* 2018 Softlink UK and Europe School Library Survey

For even more ideas and resources visit our blog (softlinkint.com/blog).