WE'VE GOT A GUIDE FOR THAT: BUILDING A COMPREHENSIVE MARKETING AND SUPPORT FRAMEWORK FOR IR SERVICES

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AGENDA

- **Background - IR Services @ Georgia Southern**
- **Georgia Southern's IR Services Portal**
- **Lessons & Best Practices**
- **Questions & Brainstorming**
IR SERVICES @ GEORGIA SOUTHERN

GEORGIA SOUTHERN UNIVERSITY
• 27,000 STUDENTS
• 141 DEGREE PROGRAMS
• 3 CAMPUSES - STATESBORO, SAVANNAH, & HINESVILLE, GA

IR SERVICES
• 25 CONFERENCES & 9 JOURNALS
• 375 SERIES & 230 COMMUNITIES
• 35,000 ARTIFACTS
• 500 SCHOLARLY PROFILES
• 2.25M DOWNLOADS
• 3 FTE IR STAFF
IR SERVICES @ GEORGIA SOUTHERN

- IR services require continuous, multi-channel promotion and support to attract and retain new content.

- Given the relative complexity of the services offered, balancing promotional messaging with a clear representation of repository offerings, policies, and procedures is a challenge.

- Providing a flexible but robust marketing and support framework is especially important for institutions that rely on public services personnel to provide frontline promotion.

https://georgiasouthern.libguides.com/c.php?g=833714
IR SERVICES PORTAL

• The homepage provides a launch pad for core IR services, copyright information, and related services under the Scholarly Communications umbrella.

• Descriptions are brief, promotional, and oriented toward unmediated users and public services personnel.

• Patrons and public services personnel first seeking IR-related information often have a vague awareness of relevant concepts, and available platforms and services. This contributes to significant cognitive load.

• The IR Services LibGuide mediates this by providing redundant high-level description on top-level pages, with increasing detail as the user “drills down” to the appropriate internal pages.
IR SERVICES PORTAL

- **Platform-related menus are subdivided into related services, providing increasingly focused detail and instructions.**

- **Service-related pages include resources for lead development (by public services personnel) and initial consultation (by IR personnel).**

- **Service-related pages support increasing granularity as patrons’ cognitive load decreases while providing a familiar home for IR-related policies and procedures.**
IR SERVICES PORTAL

- **Topical menus and pages provide space to host IR-related information, especially related to copyright, reuse licensing and service-related policy statements.**

- **By placing topical content in context with support platforms and services, and by employing extensive cross-linking between service-oriented content and support materials, the IR Services guide further reduces cognitive load.**
LESSONS & BEST PRACTICES

- Practice intentional redundancy. Describe the same resources and services multiple times at varying levels of granularity. Make sure the patron is able to engage at their level of understanding.

- Think in terms of multiple audiences and multiple modes of delivery. Organize and present information to support the full range of patron support activities in which you and your colleagues engage.

- Encourage your colleagues to adopt your support materials as their own. This supports effective brand management and keeps everyone on the same script.

- Wherever possible, integrate IR services with other related services.
QUESTIONS & BRAINSTORMING

Thank You!

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