PROMOTING

YOUR TAYLOR & FRANCIS GROUP CONTENT

Taylor & Francis Group provides a range of marketing materials to help support you in promoting the digital content your library patrons have access to. Here are a few ideas on how you could use these materials...

DID YOU KNOW? – Many of our flyers and posters have editable elements, therefore you can personalise them to your institution.

FLYERS

Share flyer electronically on library website

Share flyer electronically with students, and ask faculty to add it to relevant course learning management systems
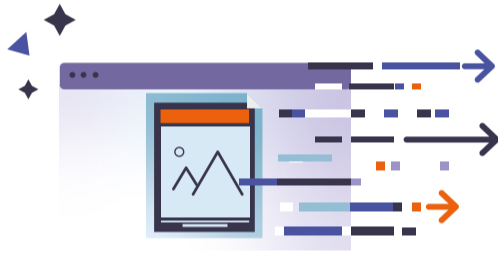
Print copies to share with library users

Share printed copies with faculty/academic colleagues to pass on to students

POSTERS

Share poster electronically on library website

Share poster electronically with students, and ask faculty to add it to relevant course learning management systems

Print posters to put up in your library

Share printed posters with faculty/academic colleagues to put up on noticeboards in departments

BANNERS (EMAIL SIGNATURE/WEB)

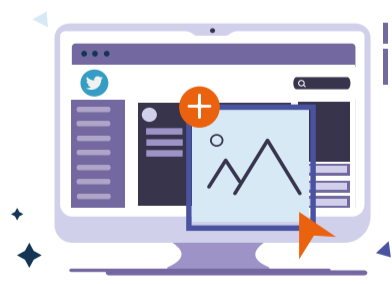Add the banner to your library website
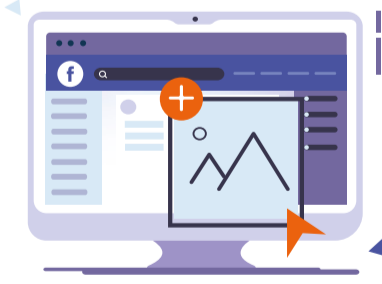
Add the banner to your email signature

Include the banner in relevant library email newsletters

SOCIAL MEDIA IMAGES

Post the Twitter image, with a link to the resource, on your library's Twitter account

Add the Facebook image on your library's Facebook account

DID YOU KNOW?
Using subject or product hashtags will help library users identify quickly if the resource would be relevant for them.

IS YOUR LIBRARY TRIALLING A TAYLOR & FRANCIS DIGITAL PRODUCT OR PLATFORM?

A selection of promotional resources specifically for free trials are available on our Promote Your Content webpage, along with resources which have editable elements and can be customised to promote free trials.

To download promotional materials for you to use to promote your library's Taylor & Francis Group digital products or resources, visit our Promote Your Content webpage:
librarianresources.taylorandfrancis.com/services-support/promote-your-content/

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