5 WAYS TO GET MORE FROM YOUR JOURNAL SUBSCRIPTIONS

We’ve worked with libraries across the globe to test out the most effective ways you can improve journal discovery and usage at your institution:

1. Measure and benchmark
   - Analyse usage data to increase visibility of underused titles and improve ROI.
   - Benchmark usage statistics against peer institutions.
   - Ask your publisher to perform a discovery audit.

2. Adopt tried and tested marketing activities
   - Check out marketing and training resources from your publisher.
   - Invite publishers to deliver on-campus presentations or webinars to build awareness.
   - Highlight new journals with faculty-targeted emails and digital signage on the library homepage.
   - Include distance learning students in your marketing outreach.
   - Use social media to promote journal and publisher platforms.

3. Maximise accessibility
   - Make collections more discoverable via library, faculty and departmental sites as well as Learning Management Systems.
   - Ensure students, researchers and faculty can reliably and securely access content remotely.
   - Optimise your website and content platforms for mobile.

4. Boost discovery
   - Partner with discovery services.
   - Use Abstract & Indexing Services.
   - Link to subject collections via online research guides.
   - Create A-Z listings of resources on your homepage.
   - Enable link resolvers.
   - Advance discovery with a Metadata Downloader.

5. Optimise training & information
   - Take advantage of training sessions offered by publishers and discovery service providers.
   - Include links to end-user training resources and guides on your library page.
   - Train users on publisher platforms and 3rd party apps like BrowZine and ReadCube.

We’d love to hear about the methods you’ve used to increase exposure and improve the discoverability of journals at your institution.

Get in touch with us on Twitter, @SN_LibraryLink #discoverytips