

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**.



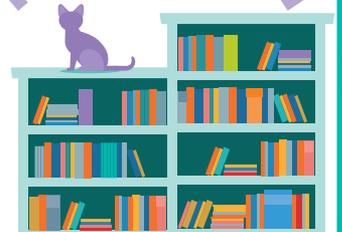
Highlight new journals with faculty-targeted emails and digital signage on the **library homepage**.

Include **distance learning** students in your marketing outreach.

Use **social media** to promote journal and publisher platforms.



Use promotional stands and posters to launch a new subscription or **boost usage**



3. Maximise accessibility

Make collections more discoverable via **library, faculty and departmental sites** as well as Learning Management Systems.

Optimise your website and content platforms for **mobile**.

Ensure students, researchers and faculty can reliably and securely access content **remotely**.



4. Boost discovery

Partner with **discovery services**

Use **Abstract & Indexing Services**

Enable **link resolvers**



Create A-Z listings of resources on your homepage

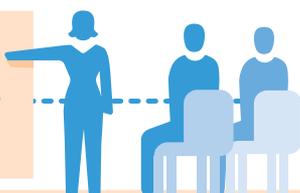


Link to subject collections via online research guides.

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