

Using the KnowUK User Resources

This document is designed to help you make the most of the downloadable promotional material in *KnowUK*. If you have any comments or suggestions about this material please do not hesitate to contact us through our [webmaster](#).

Customisable A5 4-page Flyer

These flyers can be printed out on A4 paper and folded in half to make a small booklet. Make sure you select landscape and print double sided (flip over on short edge) on your printer settings. The back page has a text box for you to add information that is specific to your library or area. Additional information you might think to include could be remote access information, technical support information or information about special events you are hosting, or even opening hours.

On the front page of the flyer you can insert a logo to make the flyer specific to your library. Simply click in the top right hand corner of the front page and select the JPEG of your logo from the relevant folder in your documents or from your desktop. You can then print the flyer with your text and logo. Please note it is not possible to save a PDF version.



Customisable A5 Title List Flyer

The title list flyer has been created to help you promote the different topics your users can find information on in *KnowUK*. As with the A5 4-page flyer, these title list flyers enable you to insert your logo into the top right hand corner to make the flyer specific to your library.

To save on paper, two flyers can be printed to each A4 page. After inserting your logo onto both flyers and printing single-sided, cut the page in half along the green line to make two separate flyers.

Customisable Postcards

This handy sized promotional item can be left out for your users to pick up at their leisure. The reverse of the postcard has been left blank should you wish to add information that is specific to your library or community.

You can insert your text anywhere on the reverse of the postcard apart from the bottom right hand corner which is where you can insert your logo to make the postcards specific to your library. Once you have inserted your text and logo onto all 4 postcards, print landscape and double-sided (flip over on short edge) and cut along the pink lines to make four separate postcards.



Customisable Advert

To help you promote all the different ways *KnowUK* can serve users, the customisable advert has been designed for use in the library, the local area, or in local publications such as newsletters, leaflets or newspapers.

Once you have inserted your logo into the top right hand corner and added your text to the box at the bottom, simply print single-sided and post the advert.

Customisable Letterhead and Email Template

These templates are very versatile and can be used in instances where you would like to deliver news about *KnowUK* or the library. You might consider printing or emailing the regular newsletters ProQuest sends out about products. The footer of the Microsoft Word document can be edited to include your library's details or a JPEG of your logo can be inserted.

Simply double click the footer in the word doc and amend the contact details as required. To insert your logo, click on 'Insert' on the toolbar at the top and select 'Picture'. Then choose the JPEG of your logo from the relevant folder in your documents or from your desk top.



User Guide with Poster on Reverse

The user guide offers step by step instructions for conducting simple searches on *KnowUK*. They can be printed landscape on A4 paper and folded to stand up next to the computer. Fold along the green lines and add a strip of glue to make a prism shape that can be placed on desks or near computers. The guide also doubles up as a larger poster should you have extra space in your library. Print either A4 or A3 landscape.

KnowUK Logo



The *KnowUK* logo can be a great way to promote the resource. These low and high resolution logos can easily be downloaded and added to your library website or other promotional pages. Recommended uses for the low resolution logo are on websites that are not going to be printed. The high resolution logo would work best on pages that will require printing.

Screensaver and Banner advert

The screensaver and banner ad can be used on the computers in your library or the screensaver could be run through a TV monitor if your library has one installed in the entrance for example.

To download the screensaver right click on the executable file in the User Resources section. Save target out to your desktop and 'Run' the application.

To download the web banner right click on the shockwave flash file and save target to your desktop. Apply the banner to your intranet, web or other pages as required.

Fake Reference Books (DVD and VHS Sleeves)

These fake books can look great on the reference shelf of your library. You simply need to:

- 1) Find an empty plastic DVD or VHS case
- 2) Print either the *KnowUK* DVD or VHS sleeve landscape
- 3) Cut along the pink lines and fold on the green lines
- 4) Attach or insert the sleeve into or onto the case
- 5) Close the case and place it on the reference shelf with the other books

Tip: You could even place a few title list flyers into the empty box





KnowIT Certificate and Stickers

The KnowIT section of *KnowUK* contains 10 quizzes compiled using the books in *KnowUK*. The quizzes are designed specifically for homework clubs but can also be used more generally for staff training and development.

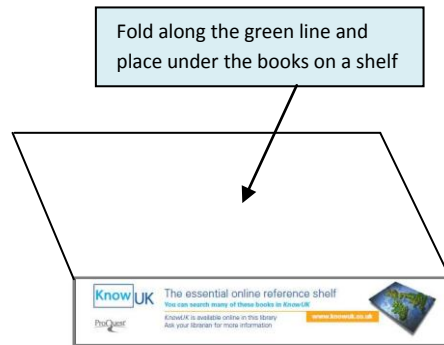
The KnowIT certificate can be downloaded from the User Resources page and awarded to people achieving the Bronze to Gold levels. We are also happy to provide stickers for use on the certificates or to give to individuals. Please contact us through our [webmaster](#) to request stickers.

Shelf Talkers and Shelf Wobblers

The *KnowUK* shelf talkers and shelf wobblers are designed to hang from or near the book shelves to serve as a reminder of the availability of *KnowUK*.

The shelf talker can be downloaded from the User Resources page. Print on A4 paper and cut along the pink lines to make two separate paper shelf talkers. Fold along the green line and place under the books on a shelf.

The shelf wobblers hang from the bookshelves on a wobbling plastic strip. These can be requested through our [webmaster](#).



Request shaped shelf wobblers through our webmaster



Monitor Hats

Sat on top of a computer monitor the *KnowUK* monitor hats can really help encourage library users to access the resource. To make one of the monitor hats:

- 1) Print the monitor hat on A4 paper
- 2) Cut on the pink lines and fold on the green lines
- 3) Add a glue strip and assemble to make a prism shape with the orange triangle pointing downwards
- 4) Place on top of a computer monitor

Tip: If your library has flat screen monitors you may need a small amount of blu-tak to hold it in place

Case Studies

We are always very keen to hear how you are promoting your electronic resources and endeavour to share these experiences with others in the library community where possible. We currently have case studies for three libraries who subscribe to *KnowUK*. Take a look at the challenges they face and how they are seeking to increase usage in their electronic resource offering.

How-to-Guide on Marketing your Library's Online Resources

Available [here](#), this guide is full of ideas for promoting your library's electronic resources. Don't forget to look at the User Resource page devoted to promoting *KnowUK* [here](#).

SIGN UP TO RECEIVE OUR EMAIL UPDATE. SIMPLY VISIT:

www.proquest.co.uk/en-UK/site/forms/publiclib.shtml

AND FILL OUT THE FORM WITH YOUR EMAIL ADDRESS AND DETAILS.