**Basic Marketing Plan Components for Promoting New Digital Collections, and for Milestones for Existing Collections**

**Write standard announcement with subject specialist liaison/curator**

* Archive announcement in UFDChelp: <http://ufdc.ufl.edu/ufdchelp>
  + <http://ufdc.ufl.edu/AA00009727/>
* Blog announcement
* Update/add Wikipedia entry.
  + UFDC main: <http://en.wikipedia.org/wiki/University_of_Florida_Digital_Collections>
* Email Cataloging to update/add collection level record
* Update/add to LibGuide(s) as appropriate
* Send announcement to subject specialist UF departments and groups
* Send announcement to the Director of Communications for standard wider distribution venues, which may include:
  + UF PR
  + UF Faculty update newsletter
  + Gator Times
  + Alligator
  + Gainesville Sun
  + Chapter One
  + Library News: <http://guides.uflib.ufl.edu/content.php?pid=16457&sid=270977>
  + Library news blog
  + UF Libraries on Facebook

**Additional Lists/Venues to Consider**

* Subject Specialist/Curator lists
* DISC: [SUSDIGIT-L@LISTS.UFL.EDU](mailto:SUSDIGIT-L@LISTS.UFL.EDU)
* SobekCM list: <https://lists.ufl.edu/cgi-bin/wa?A0=SOBEKCM-UPDATES-L>
* SobekCM highlights page: <http://ufdc.ufl.edu/sobekcm/development/highlights>
* Florida Libraries Journal: <http://www.flalib.org/> (see Fall 2011 issue with story on PCM)
* Image collection lists
  + [diglib@infoserv.inist.fr](mailto:diglib@infoserv.inist.fr)
  + [VRA-L@LISTSERV.UARK.EDU](mailto:VRA-L@LISTSERV.UARK.EDU)
  + [IMAGELIB@listserv.arizona.edu](mailto:IMAGELIB@listserv.arizona.edu)
* D-Lib Magazine: <http://www.dlib.org/>
* FACRL newsletter: <http://facrl.fcla.edu/newsletter/newsletter.html>
* Lyrasis member newsletter <http://www.lyrasis.org/News/Member-News.aspx>
* ALA Digital Library of the week: <http://ilovelibraries.org/articles/digitallibrary>
* Scout Report: <http://scout.wisc.edu/Reports/ScoutReport/Current/>
* Archives: SAA and SFA: <http://www.florida-archivists.org/> (check with Archivists to send)
* Technical lists: ASERL ITDIIG and CODE4LIB
* DLOC list and newsletter
* UF LAC newsletter: [LACNEWS-L@lists.ufl.edu](mailto:LACNEWS-L@lists.ufl.edu)
* Humanities/Digital Humanities
  + Center for Humanities and the Public Sphere
  + UF Digital Humanities list
* Exhibits and museum related
  + Check with Exhibits Coordinator for additional promotion, which may include: [mcn-announce@mcn.edu](mailto:mcn-announce@mcn.edu) and Smithsonian list for exhibits
* GovDocs
  + Check with Documents for additional promotion, which may include: [GOVDOC-L@lists.psu.edu](mailto:GOVDOC-L@lists.psu.edu)
* Newspapers
  + Check with Journalism for additional promotion, which may include: [newslib@listserv.unc.edu](mailto:newslib@listserv.unc.edu)
* Maps
  + Check with the Map Library and Special Collections for additional promotion, which may include: [MAPS-L@listserv.uga.edu](mailto:MAPS-L@listserv.uga.edu)
* Rare books/textual studies
  + Check with the Map Library and Special Collections for additional promotion, which may include: [SHARP-L@listserv.indiana.edu](mailto:SHARP-L@listserv.indiana.edu)

**Consider Additional Opportunities**

For instance:

* A PowerPoint of selected items can be shown on the public facing computers in the different libraries
* Webinars on specific digital collections and milestones tend to be popular (NEFLIN, Tampa Bay Library Consortium, and others organize these events)