**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
* 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
	+ VRA-L@LISTSERV.UARK.EDU
	+ 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
* 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 and Smithsonian list for exhibits
* GovDocs
	+ Check with Documents for additional promotion, which may include: GOVDOC-L@lists.psu.edu
* Newspapers
	+ Check with Journalism for additional promotion, which may include: newslib@listserv.unc.edu
* Maps
	+ Check with the Map Library and Special Collections for additional promotion, which may include: 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

**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)