

Welcome to the Digital Library



LexisNexis®



Summary

Welcome to the LexisNexis Digital Library! As a new customer, we would like to provide high level guidance to help you introduce this new resource to your organization in order to increase users and checkouts over the coming months.

Goal

Inform users of the new platform and drive use of eBooks via the LexisNexis Digital Library.

Plan

Launch the Digital Library by announcing the library and providing access credentials and training to all users.

Market your digital collection and support resources to users and encourage them to checkout and download eBooks using the LexisNexis Digital Library.

Results

Meet or exceed your goal for a % of legal researchers in your organization to checkout/borrow at least one eBook from your Digital Collection 60 days after launch.

Launching Your Digital Library

Use these tips to help you outline your launch strategy:



ANNOUNCE

Announce your Digital Library with an email introduction from the Head of your organization / Library Director.



USER CREDENTIALS

Email the access process to end users. Include

- Digital Library Site link URL
- User credentials (ID / Password)
- General user instructions



LAUNCH & TRAINING

Schedule Launch events and User Training.

Send an email invitation.

Schedule quick demos or games as a follow up to encourage quick adoption.

Prominently display the Digital Library graphic icon on your library portal for easy user access.

Include content links in email and/or newsletters that direct users to specific titles.

BEST PRACTICES

- Publicize the launch date and training sessions in advance.
- Display promotional signage in the library and around the office.
- Use book stickers to highlight physical books that are available as eBooks.
- Create a hands-on experience and encourage users to bring their own device to training.
- Prepare games in order to promote learning both during and outside of training sessions.
- Continue to share reference guides and support resources to users.