

# ALL ABOARD THE DIGITAL TRAIN

**T**he digital revolution has extended its tendrils into all industries around the world – and the library and information sector is no exception. Many could argue this revolution is more important within the LIS sector than most others. As libraries are the hub of education and information for universities, schools, businesses and communities, it is crucial that we get it right. INCITE gives you some ideas to inspire.

## BRIDGING THE DIGITAL DIVIDE:

- Step out of the box and take a look at your library from a fresh perspective. What resources would most benefit from being digitised? What do you or your library do really well? How can going digital support and improve on this?
- What other digital projects have libraries successfully instituted? How about starting a LinkedIn group to find out and share this information?
- What training can you take on to help you get digitally up to speed? Checking out the ALIA Training courses is a great start!
- Survey your members to determine the needs of your community. And you can also do this digitally!
- Don't think about only digital within the library. Use digital media to promote your library and enthuse your members to visit and use your resources, digital or not. Promote your events, or just stay in touch. It's a great way to advertise yourselves!
- Think about how you can improve on your social media activity. What do other successful Facebook pages do? Ask your colleagues about their favourite pages. What makes them so popular? How can you change those ideas to suit what you do?
- All the best efforts to make your library resources digital will not be successful without educating your members by letting them know that they exist. How can you help them learn to use equipment and take advantage of those valuable resources? The answer could be as simple as a lesson in how to find resources on your website.
- Join the ALIA PD Scheme with a focus on the Public Library Specialisation Digital Literacy or the Research/ Academic Data Specialisation.

- Ask your vendors how they can help you promote their digital products and services you have purchased. After all, you are their customer. You might be surprised at the great ideas they have.
- Our industry has a competitive advantage. That advantage is you. You help students and members to find the information they need. You sort through sources and dig up hard-to-find facts that they can't find on their own. No one else can.
- Make yourself available digitally. Librarians don't necessarily have to be in the library to be able to help. Allowing members to have access to help via email is just as valuable as having the librarian in the library. Just remember, your response needs to be quick. The digital age has no patience! 🌟

## 6 great reasons to go digital!

- 1 Digitising your resources enables your library to extend its reach to a wider audience
- 2 Digital tools make you far more productive
- 3 Making your library digital friendly means your students or members will want to spend more time there
- 4 Marketing your resources digitally provides a platform to reach a different market
- 5 Embracing everything digital puts your library at the forefront of your industry
- 6 Going digital enables positive change and means better services for your members

