Communication strategies in Spanish academic libraries

Ana Albertos, Javier Culebras, Isabel del Olje & Rosario Sánchez-Salinas
Library and Archive, Universidad Autónoma de Madrid, Spain
Erasmus Staff Development Programme, Cardiff (March-April 2014)
Communication strategies in Spanish academic libraries

Ana Albertos, Javier Culebras, Isabel del Ordóñez & Rosario Sánchez-Salinas
Library and Archive, Universidad Autónoma de Madrid, Spain
Erasmus Staff Development Programme, Cardiff (March-April 2014)
Communication strategies in Spanish academic libraries

Ana Albertos, Javier Culebras, Isabel del Ordí & Rosario Sánchez-Salinas
Library and Archive, Universidad Autónoma de Madrid, Spain
Erasmus Staff Development Programme, Cardiff (March-April 2014)
A truth universally acknowledged...
Self-centered libraries

- building and facilities
- collections
- loan
- e-access
- information literacy
Evolution of Spanish academic libraries

Once automation was achieved...

- collection development
- electronic environment
- quality management

Patron oriented services
Impact of economic crisis

Communication!
On the library agenda
... and on the university agenda
Partners at web 2.0

facebook, twitter, youtube, blog
Margalix-Arnal (2013)
Future

- within the institution
- customized services

For the libraries

- fashion victims
- social media guidelines
- indicators
For the libraries

- fashion victims
- social media guidelines
- indicators
Communication strategies in Spanish academic libraries

Ana Albertos, Javier Culebras, Isabel del Ordí & Rosario Sánchez-Salinas
Library and Archive, Universidad Autónoma de Madrid. Spain
Erasmus Staff Development Programme, Cardiff (March-April 2014)