# 10 Steps to Promote Information Resources at Your Organization

The key goal for Information Management teams is to provide company staff with the best available content.

Increase visibility

- How will they know they have access to the content you procure?

- Was it your team who provided them the access?

- How do you prove the business value of this content to management during budget reviews?

How to raise awareness of information resources within your organization?
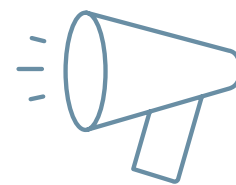
10 Steps

Here are 10 steps to help you create visibility for the provided content and to prove the value of information management at your organization:

1 Meet and learn your audience

- Create personal connections by having face-to-face meetings with departments, researchers, and management.
- Learn about upcoming projects in order to deliver the information resources they need most.
- Use online survey tools to gather feedback and to stay in touch with user groups wherever they are in the world.

2 Target your audience

- Deliver specific pieces of information to staff which are core to their job and area of interest.
- Tailor information and content whenever you can, to increase your value to the organization.

3 Partner with HR

- Provide training and information to new hires about information resources available to them and let them know about the services you provide.

4 Create an intranet or internet page

- Present all content and databases you are providing to staff in one easy accessible place.
- Regularly update information so users can see what is new and be alerted to the new databases you are trialing.

5 Brand databases with your company logo and/or name

- Present your company logo on every page that staff searches, through the admin tool.
- This drives awareness that the content is provided by the company.

6 Sign up for email alerts and follow RSS feeds

- Rely on content providers to send you alerts on new relevant content so that you can collect, combine, and share with the appropriate staff and users.

7 Support internal advocates and users of content databases

- SpringerNature's 10 steps are a key way to raise the profile and visibility of information resources at your organization
- Focus on the individuals who use lots of content, to be your product ambassadors.
- They can endorse the databases and can share their stories with others at the company.
- Have regular meetings with these ambassadors to understand their use of the product and to support them with information and tools.

8 Showcase authors at your company

- Spotlight specific author achievements in Research & Development.
- Connect authors and staff to the research tools you provide them with.

9 Training programs

- Training programs should include a mix of in person and online webinars.
- Be prepared to respond immediately with training when an individual reports a problem or limitation. Most content providers will be happy to assist you with these.
- Make video tutorials available for training. Ask your content providers.
- Make sure trainings are kept short and to the point.

10 Monitor indicators and prepare reports

- Utilize a dashboard for your department to track metrics on usage.
- Prepare reports of these quantitative elements in order to share with management.

SpringerNature's 10 steps are a key way to raise the profile and visibility of information resources at your organization

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