

Access to Research Good Practice Checklist

With thanks to Irene Campbell
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Three main areas that promote good take up of the A2R service:

STAFF AWARENESS

- Communications – regular emails and newsletters
- Constant reminders – drip feeding
- Having a champion (like Andrew in Hants)
- Monthly PLS emails with stats, top ten search terms. User profiles added to this would be helpful
- Prompts for staff on the desk/counter e.g. business card
- Quiz – for both new staff and also refresher

PUBLIC AWARENESS

- Staff telling public about the service
- In newsletters, leaflets, cards to take away
- Large icon on PN screen
- Social media – blogs, tweets, Facebook, A2R twitter feed (are the right influencers following?)
- Website
- Good stories – case studies for Press Releases (newspaper and radio)
- Good stories locally (using local press template) to support national big stories which spike use (especially when Minister involved)

TRAINING

- Add to Universal Info Offer
- Within a good regular training infrastructure:
 - Bite size training
 - Online resources
- Webinars
- Quiz
- Crib sheet handily available
- Content is vital ie understanding the product and its potential:
 - Breadth – it covers the whole of knowledge
 - Depth – more technical than almost any other source
 - Play up academic side
 - Where to go if there is a problem or it doesn't work – local & national numbers as “safety net”
 - Don't give up

Good MARKETING would also greatly improve take up

- Use monthly stats and top uses from PLS to inform local strategy
- Consider promoting at a local level to relevant audiences, including:
 - Farmers
 - Further education
 - Older users
 - U3A, WEA, any learning organisation
 - Partners eg NHS
 - Hobbyists – target forums, Local societies , hashtag trending on twitter
 - Health Sections and Travel sections – in both sections put leaflets, signpost to the A2R resource
 - Other Local Authority Staff