Leabharlann Náisiúnta na hÉireann
National Library of Ireland

MEDIA RELEASE

National Library shows how on YouTube

17 October 2012: Hot on the heels of two major egovernment social media award wins for its work on Twitter, Facebook and Flickr, as well as for its blog content, the National Library of Ireland (NLI) is now using YouTube to promote its services.

The first five in a series of "how to" videos are now online at http://www.youtube.com/user/NationalLibraryNLI?feature=watch

These short and simple videos are specifically designed to help users who are accessing the NLI from home to carry out a range of functions, including how to locate some of the 487,683 searchable items quickly; how to register for a reader's ticket, place online orders for material, search the Library's photographic collections, and find newspapers.

The videos give clear, concise easy to follow instructions with visual demonstrations accompanied by step-by-step narration and notes. "Having a voice explain how to do something as it happens on the screen has a more personal quality, which we hope will make it easier for online visitors to navigate their way through the NLI's collections and quickly find what they need", notes Caroline Montgomery, who produced and narrated all five videos.

Since 2009 – when it first began using social media to engage with its users at home and abroad, to raise its profile, and to crowdsource user knowledge so as to enhance its national photographic collection – the NLI has welcomed seven times more online visitors than in-person visitors.

The NLI now has a 21st century digital infrastructure in place and its collections and services are being promoted through multiple communications channels including Flickr, Twitter, Facebook, video-sharing site Vimeo and YouTube. All National Library event videos are available on Vimeo at http://vimeo.com/nlieventarchive.

The NLI uses these channels to:

- actively engage online with individuals, organisations and other cultural, tourist and educational institutions around Ireland and around the world;
- to raise the profile of the National Library of Ireland nationally and internationally;

- to harness user knowledge to enhance its collections
- to reach previously untapped audiences, and to make them aware of the National Library's mission, collection and services

In June, the NLI received a **Public Service Excellence Award** for its social media programme. In April, it was the outright winner of the Ireland **eGovernment Social Media Award** for its work on Twitter, Facebook, Flickr Commons and mixed content Flickr stream, as well as for its blog content.

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For further information call Caroline Montgomery, National Library of Ireland on 087 356 8972 cmontgomery@nli.ie or Brenda O'Hanlon on 087 258 3292