

PERPUSTAKAAN HAMZAH SENDUT  
HAMZAH SENDUT LIBRARY

# PHS & U

| Connecting Library with  
APEX community

| Issue 7@Jan - Mar 2013

# Zoom in:

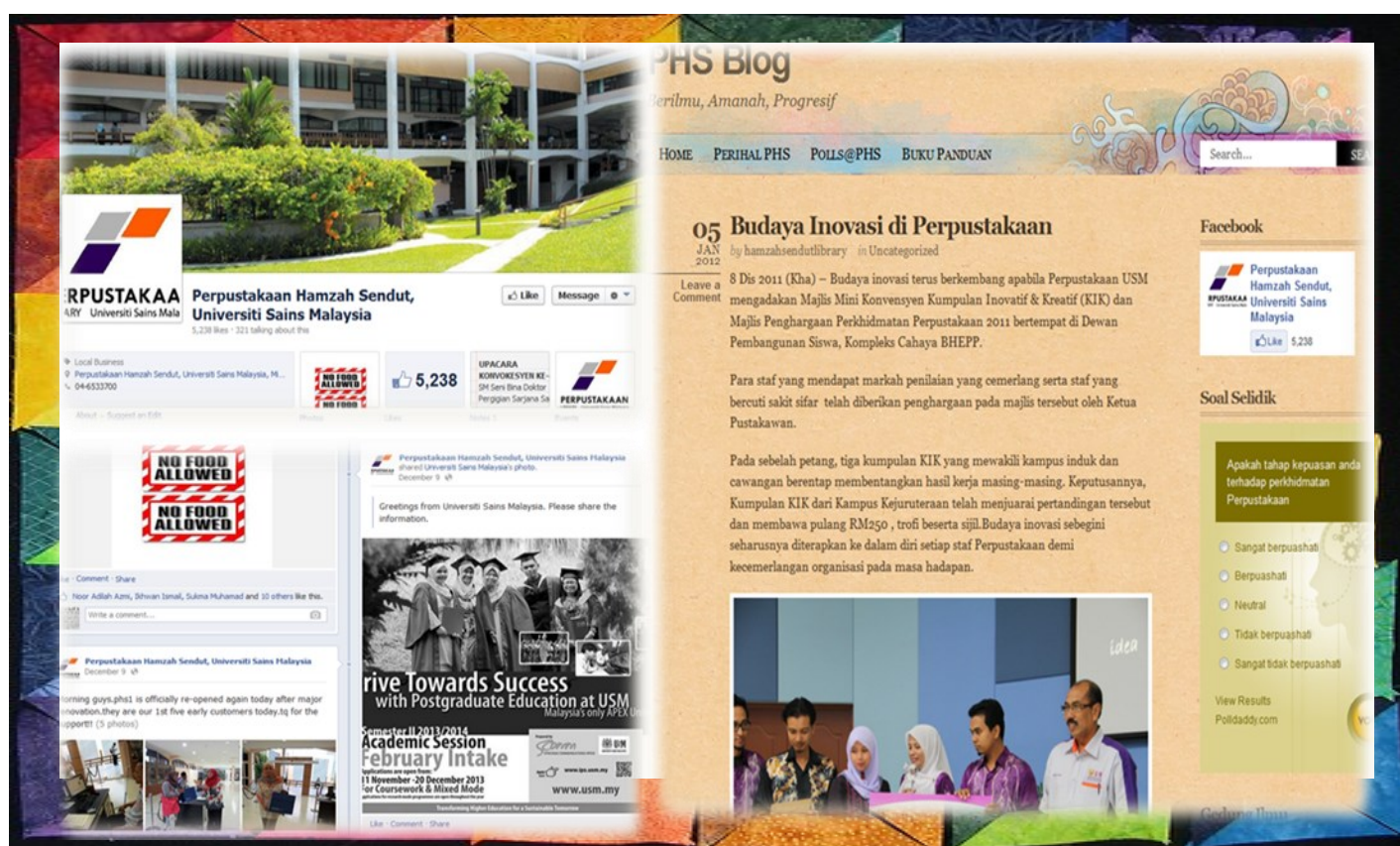
## Virtual Marketing @PHS



The rapid growth of technology has been harnessed by PHS to gain more interactions with the customers. In the past, interaction occurs physically, but now the interaction is expanded into a virtual form. Among the advantages of virtual interaction is that it is quick and easy which allows question being answered without customers being present at the library. Facebook, blog, Twitter, and

and since then started to get the attention of customers. Handling an official library Facebook is not as easy as handling personal accounts. Each post or statement in the Facebook must be answerable to because it represents organizational standpoint indirectly.

Most of the time Facebook administrators need to be aware between the unofficial nature of



Tumblr are now trending and also attracted the attention of the library to be used as marketing tools.

Recognizing the rising importance of the virtual marketing strategies and wide use of social media, PHS joined the league by creating Facebook account, blog, Tumblr, and e-newsletters. PHS has its own Facebook account starting March 16, 2010,

Facebook and the official nature of every organizational statement or posts. Thus, the administrator must know how to post an official statement leisurely to ensure good acceptance from customers.

Obviously Facebook brings a lot of benefits to the library. Facebook enable the library to receive numerous complaints, suggestions and inquiries directly from the customers as well as giving feedback in a timely manner.

Indirectly, this virtual medium serves as an alternative interaction besides e-mail and traditional complaint box. In addition, it also becomes an effective channel for disseminating information to customers promptly. Library Facebook can be accessed through this official name: **Perpustakaan Hamzah Sendut, Universiti Sains Malaysia**.

Blog is another virtual medium used by PHS to deliver important information. It can be accessed via the following link: <http://hamzahsendutlibrary.wordpress.com/>. Blog namely 'PHS Blog' was registered on 30th November 2009 and has since been fully utilized to record all the activities that took place in the library throughout the year. The narrative of every post is made more detail in the form of report aims to inform the public about the programmes that were held in the library. This blog provides useful information for customers include PHS facts, questionnaires, guide books and bulletins. Normally, this blog will be updated once a month depending on the frequency of activities that took place.

Library is not far behind in creating their own Tumblr account on August 28, 2012 which can be accessed through <http://hamzahsendutlibrary.tumblr.com/>. Tumblr is a site in the form of mini blog which allows administrators to upload photos, videos and short texts. PHS has uploaded old photos, photos of activities and corporate videos in this site. For promotional purposes, PHS also uploaded photos of new books to attract customers.



In addition, PHS also promotes the services, facilities and collections through a virtual bulletin called '**PHS & U: Connecting library with APEX community**'. This e-bulletin is published mainly to inform customers of news and useful information about the library. To date, a total of 6 issues were produced from January 2011 to December 2012. The bulletin is very helpful in promoting every library departments, particularly how things are done or behind the scenes activities. In each issue, the editor will choose a specific library departments or subject matter to be highlighted through 'zoom in' slot. This bulletin acts as an intermediary between library and campus community in giving them a clear picture of the services or facilities offered.

In short, the diversity of virtual marketing techniques used by PHS has help a lot in promoting the library as well as to reduce the gap with the customers. PHS will continue to empower itself with the latest technology and developments in order to walk hand in hand with our customers who come from a diverse background.



# Zoom in:

## Like myPHS: CONNECTING LIBRARY WITH APEX COMMUNITY

In 2013, customer engagement program has been further strengthened by the 'Skuad Pelanggan' by introducing a program called *Like myPHS: Connecting Library with APEX Community*. This program is not just a day with the clients as commonly held before. It is an outreach program, the first ever held outside the library over 43 years of its establishment. The original idea for the program arose mainly because of the wiring and upgrading of Library 1 building that will last until the end of 2013. During this period, *Like myPHS* will serve as a platform to reach out to the customers around campus. This initiative was taken to ensure that the Library continue to provide the best services to its customers.

Moving into the same direction of other *MyPHS* program, the method has been given a new lease through the concept of mobile library by applying the idea of 'if you don't come to the library, the library will go to you'. This concept helps in giving services directly to the customers. Services given are loans and returns of library materials and fines discount for late return books. *Like myPHS* can be categorized as library mobile services provided in hot spot places of the campus such as administration buildings, public areas, cafeterias and study centres. During the program, the 'Skuad Pelanggan' has brought new materials including books, media items and magazines to be lend out to the customers.

The first program was held on 20th March 2013 at the Foyer of Chancellery Building, USM with overwhelming responses from 200 numbers of visitors. The next program will be organize in April and May 2013 at other locations in USM.



# Services @ PHS:

## User Education Programs

PHS provides several user education program for the APEX community including the lecturers, students, staffs and researcher. The program is aimed to educate and enhanced the skills of searching for information among users and assist users in their research. The class or workshop offered are Information Literacy Skills Workshop, Endnote Workshop and Database of the Month. The program was organized by Reference and Research Division. The facilitator of the workshop are Reference Librarians who are the expert in information searching skills.

For more information, please visit Reference Counter located at Ground Floor, PHS or get the information online via <http://referencephsusm.wordpress.com>. Further enquiries please contact 04-6535350 or email [rujukan@usm.my](mailto:rujukan@usm.my).

### - User Education Programs Schedule -

Day	Time	Program	Topic Covered
Monday	8.30 a.m.— 11.30 a.m.	Information Literacy Skills (ILS) Workshop	⇒ Books and Journal Searching ⇒ Thesis Searching ⇒ Online Resources Searching
Tuesday	8.30 a.m.— 11.30 a.m.	Endnote Workshop	⇒ How to prepare bibliography/ List of Reference using End- note
Wednesday	8.30 a.m.— 11.30 a.m.	Information Literacy Skills (ILS) Workshop	⇒ Books and Journal Searching ⇒ Thesis Searching ⇒ Online Resources Searching
Thursday	2.15 p.m.— 5.00 p.m.	Endnote Workshop	⇒ How to prepare bibliography/ List of Reference using End- note
Venue	Computer Station, Level 1, PHS		
Database of the Month	On request (Minimum 10 persons)		
Road Tour	Every year. On demand. Around the schools/ centers		



# Happening @ PHS



## 10 January 2013

Two officers from Perbadanan Bukit Bendera Pulau Pinang had visited PHS. The main purpose of their visit is to learn on library management aspect in order to help them in establishing a new information center and gallery for Perbadanan Bukit Bendera Pulau Pinang .

## 12 January 2013

PHS welcomes lecturers and postgraduate students from the University of Prince of Songhla, Chulalongkorn University and Thailand Cyber University.



## 29 January 2013

PHS welcomes 25 visitors from Maejo University, Chiang Mai, Thailand.

## 2 February 2013

PHS welcomes 30 pre-university students who will further their studies in USM, fully funded by MARA.



## 25 February 2013

PHS welcomes visitors from West Visayas State University, Philippines.

## 20 March 2013

The first Like myPHS: Connecting Library with APEX Community program held at Foyer of Chancellery Building, USM.



## EDITORIAL BOARD

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