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# Beckett Books Extra:

Using a student-driven acquisition service to test social media promotion and diversify library stock

**Amy Campbell**, Information Services Librarian  
Leeds Beckett University



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@BeckettLibrary

# Today's session:

- What is Beckett Books Extra?
- Overview of service growth and development
- Create, Innovate, Integrate as a model for continuous improvement
- Measuring the impact of service promotion
- Diversifying the curriculum
- Future steps
- Summary
- Questions



@BeckettLibrary

# What is Beckett Books Extra?

A **student-led acquisition service** enabling Leeds Beckett University students to **recommend books, computer games, CDs and DVDs** to the Library to support their studies or research.

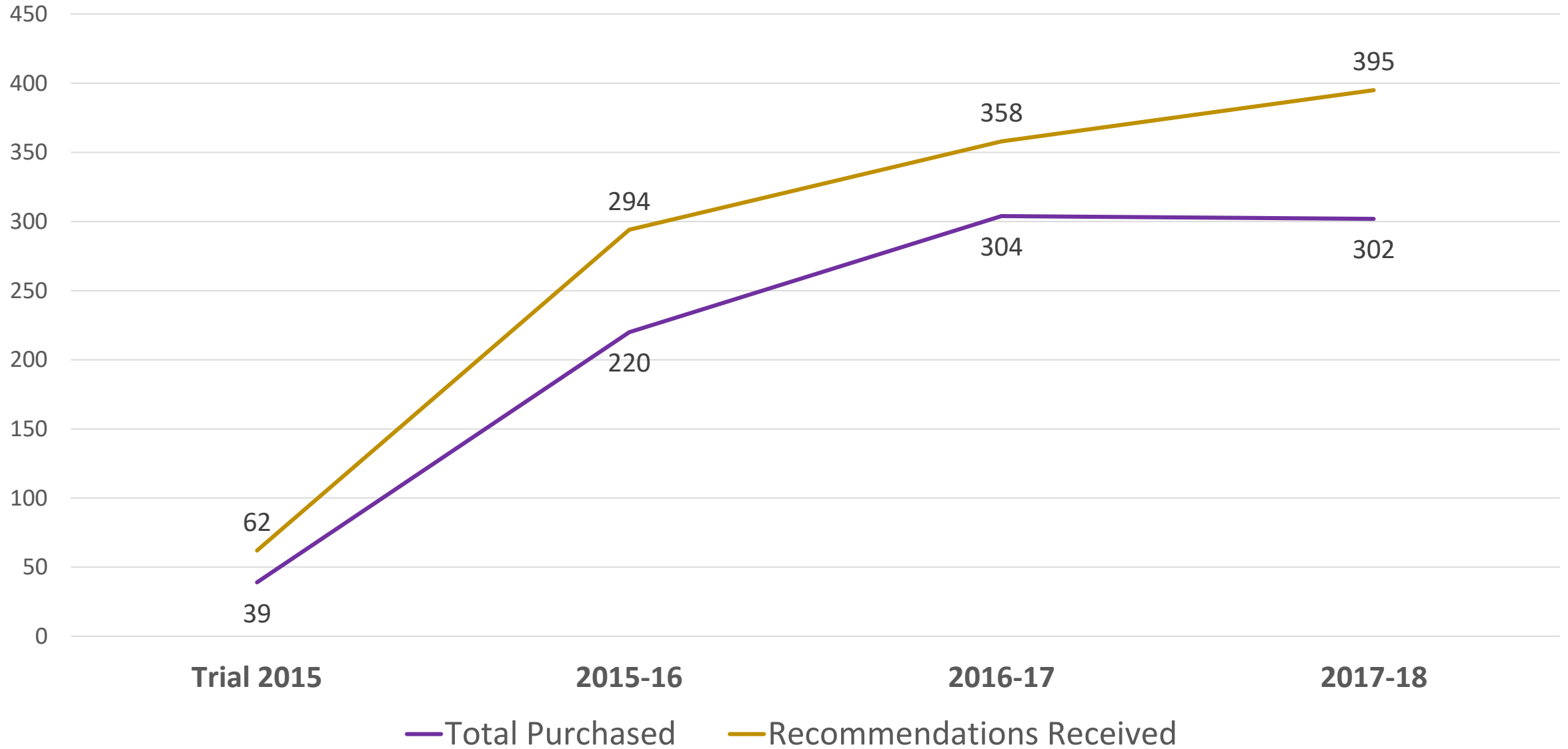
## Key features:

- Only for students
- eBooks are purchased wherever possible
- Accessed via VLE
- Uses Google Form and Sheet
- Students pick a reason for their recommendation

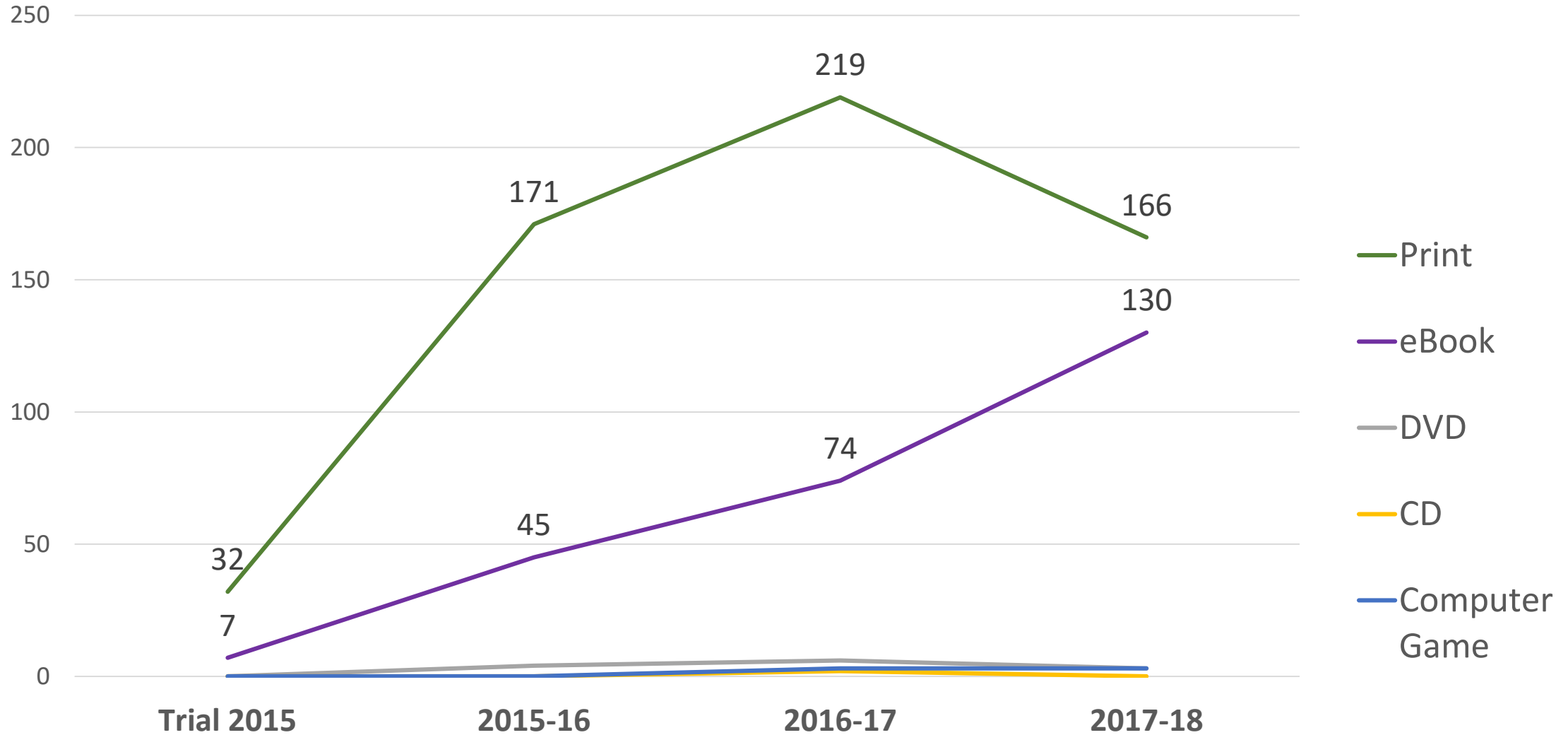
The screenshot shows the 'MyBeckett - Portal and VLE' website. The header includes the Leeds Beckett University logo and navigation links: Course, Staff Home, Modules, Research, Timetables, Library (highlighted), Support, Opportunities, SU, Files, and IT. The main content area is divided into four sections:

- Discover:** A search box with the text 'Search Discover...' and a 'Search' button with a right-pointing arrow.
- The Library:** A vertical menu with a question mark icon, containing links for 'Using the Library', 'Subject Support', and 'Resources'. Below these is a search box with the text 'Search website' and a 'Go' button.
- Tweets:** A section titled 'Tweets by @BeckettLibrary' featuring a tweet from 'Leeds Beckett Library @BeckettLibrary' with the text: 'New carpet in place as part of the Headingley Library #refurb. Looking forward to the new look for the new academic year!'.
- Beckett Books Extra:** A section with an information icon and a question mark icon, featuring a 'Recommend' button with a right-pointing arrow.

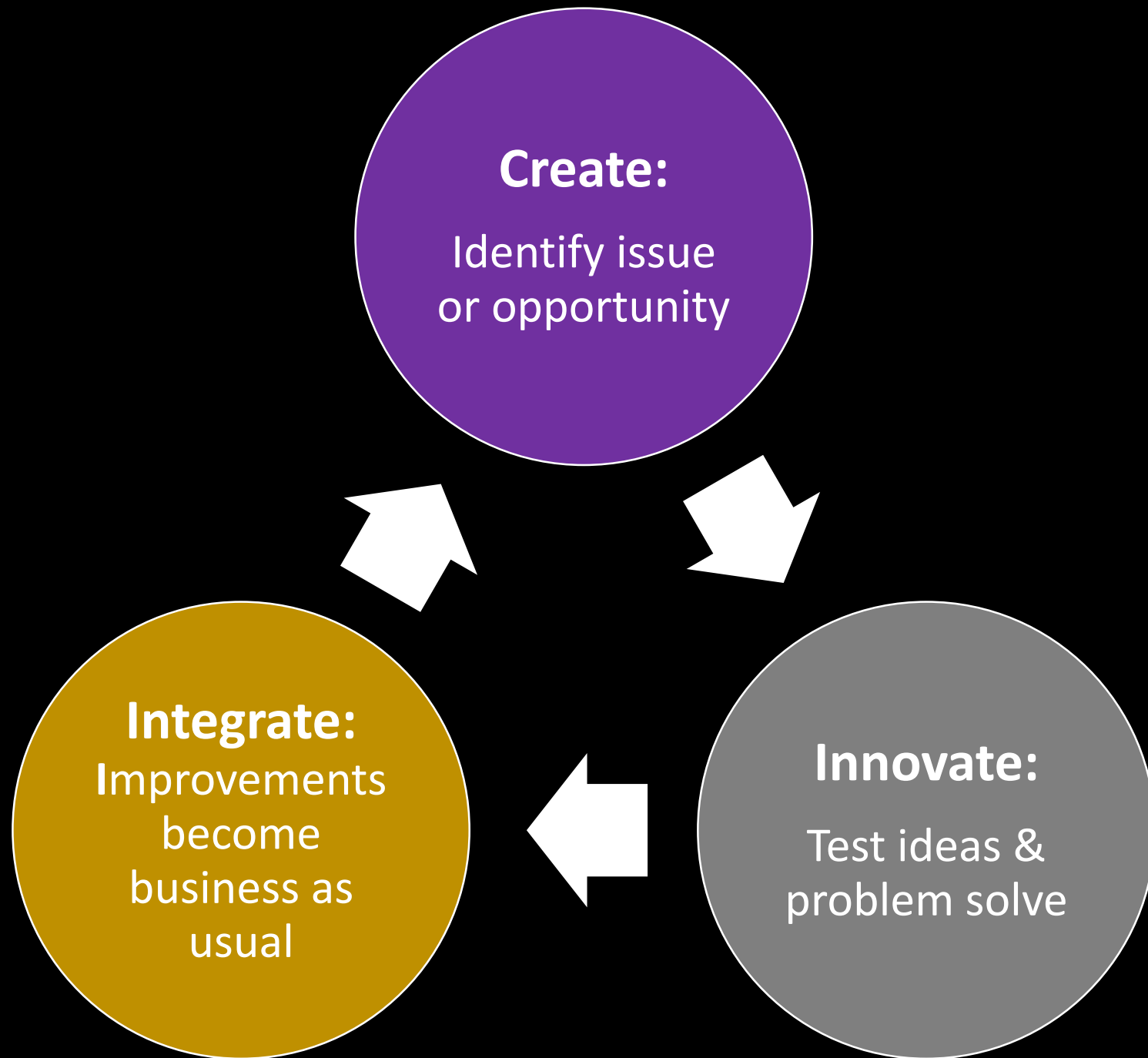
# Beckett Books Extra Service Growth since 2015



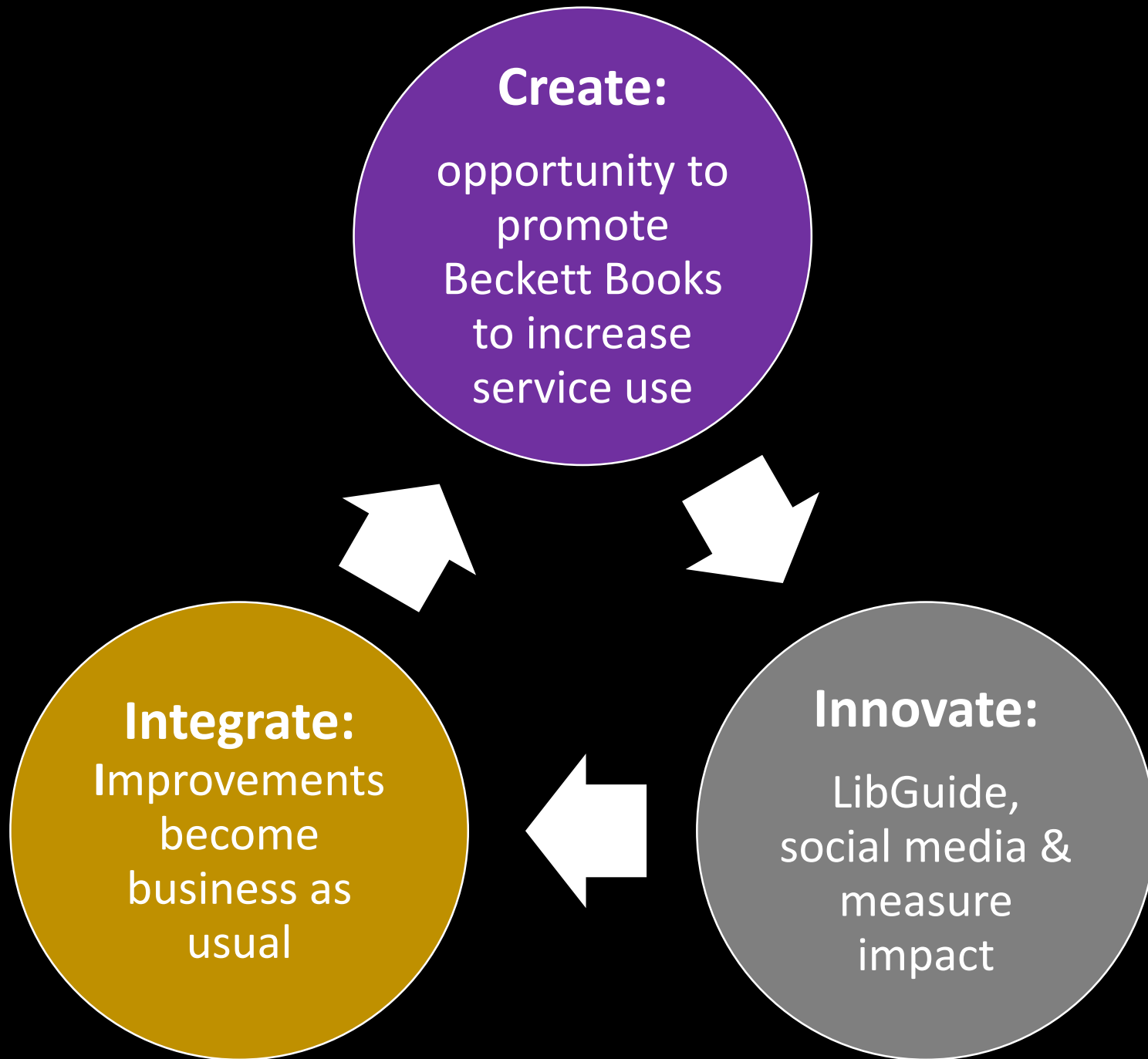
# Beckett Books Extra purchases since 2015 by format



Promoting Beckett Books Extra







A LibGuide (webpage) was created, providing key information about the service which could also be linked to from social media posts

Display recommendations now in stock

Explain how to recommend & what happens next

**Beckett Books Extra**

**Recent purchases through Beckett Books Extra**

**Sexting Panic** by Amy Adele Hasinoff

**Skills in Existential Counselling and Psychotherapy** by Emmy van Deurzen, Martin Adams

**Beka Lamb with CXC Study Notes** by Zee Edgell, Evelyn O'Callaghan (Notes by)

**Chance & Intent** by David L. Bodde, Caron St. John, David L. Bodde

**Handbook of Color Psychology** by Andrew J. Elliot (Editor), Mark D. Fairchild (Editor), Anna Franklin (Editor)

**Beckett Books Extra**

This service allows students to recommend books, DVDs, CDs and computer games for their studies and research which the Library will purchase.

If you have a request for a journal or journal article please contact your [Academic Librarian](#).

**How to submit a recommendation**

**Before recommending:**

- You must be a Leeds Beckett student to use this service, if you are a member of staff please contact your [Academic Librarian](#)
- Please check [Discover](#) or the [Library Catalogue](#) for the item first
- If the item is on loan, place a **Hold** as this is the quickest way to get access

**Please note:**

- Popular fiction will only be purchased if it is for use on a course or for your research
- eBooks will be purchased where available rather than print books
- However, if you require a particular format (print/ eBook) because you are a distance learning student or have a disability, please specify on the form
- Only submit one recommendation per form to avoid confusion

**To submit your recommendation:**

- Click Recommend below and complete the online form

**Recommend**

**After submitting a recommendation**

**What happens next:**

- We aim to purchase all items that meet the criteria above
- If we're unable to purchase your recommendation we'll email you with the reason
- eBooks are purchased wherever possible and are usually available in 1 - 2 weeks
- Print books, DVDs, CDs and computer games are usually available in 2 - 6 weeks

**Using your resource:**

- If your recommendation has been purchased as an eBook we'll email you with a Library Catalogue link to it

**Contact Us**

Chat with Us

0113 812 1000

Email Us

Visit Us

Tweet to @BeckettLibrary

**Opening Hours**

**Tell us what you think**

Compliment? Comment? Concern?

**Tweets**

Leeds Beckett Library @BeckettLibrary

Happy #BookLoversDay! Did you know students can recommend books for our Library to purchase? Take a look here for details bit.ly/2M7WHb2

Templates of Twitter tweets created to promote the service

# VLE Analytics to measure impact

The screenshot displays the MyBeckett VLE interface. At the top, the navigation bar includes the LBU logo, the text 'MyBeckett - Portal and VLE', and the user name 'Amy Campbell'. Below this, a menu contains links for Course, Staff Home, Modules, Research, Timetables, Library (highlighted), Support, Opportunities, SU, Files, IT, My Account, Tools, and Training.

The main content area is divided into several sections:

- Discover:** A search bar with the text 'Search Discover...' and a 'Search' button with a right-pointing arrow.
- The Library:** A section with a question mark icon and buttons for 'Using the Library', 'Subject Support', and 'Resources'. It also features a 'Search website' input field and a 'Go' button.
- Beckett Books Extra:** A section with an information icon and a question mark icon. A 'Recommend' button with a right-pointing arrow is highlighted with a yellow box. A yellow arrow points from a text box on the right towards this button.
- Library Account:** A section with the heading 'Library Account' and the text 'Please refer to the Library website for information on bo'. It shows 'You have: 2 Bills' and a 'Manage your Library Account' link.

On the left side, there is a 'Tweets' section by @BeckettLibrary. The most recent tweet is from Leeds Beckett Library (@BeckettLibrary) dated 24, which says: 'Happy #BookLoversDay! 📖❤️ Did you know students can recommend books for our Library to purchase? Take a look here for details [bit.ly/2M7WHb2](https://bit.ly/2M7WHb2)'. Below the text is an image of a library interior with a red chair and books on a table. There are 'Embed' and 'View on Twitter' links at the bottom of the tweet.

An Eeysoft campaign was set up, monitoring the number of clicks on the recommend button in MyBeckett (VLE)

# Academic Writing week: 20 - 26 Nov 17

## Twitter



**Leeds Beckett Library** @BeckettLibrary  
We want your recommendations! Beckett Books Extra lets you recommend resources to benefit your studies/ research  
<http://bit.ly/2ipd6H4>  
[pic.twitter.com/y4dryAnSaB](http://pic.twitter.com/y4dryAnSaB)



### Reach a bigger audience

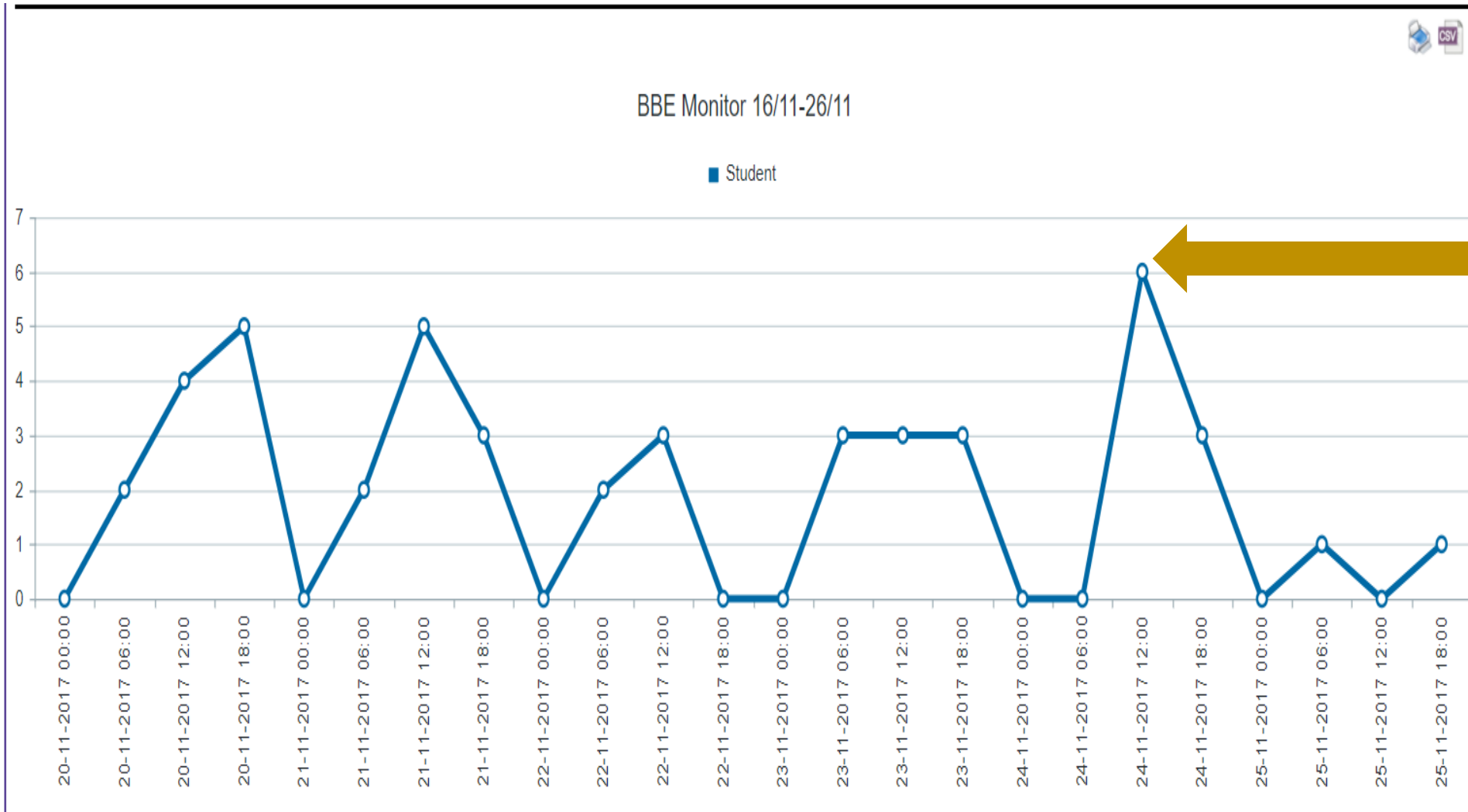
Get more engagements by promoting this Tweet!

[Get started](#)

Impressions	1,318
Total engagements	30
Media engagements	13
Link clicks	8
Likes	4
Retweets	3
Detail expands	2



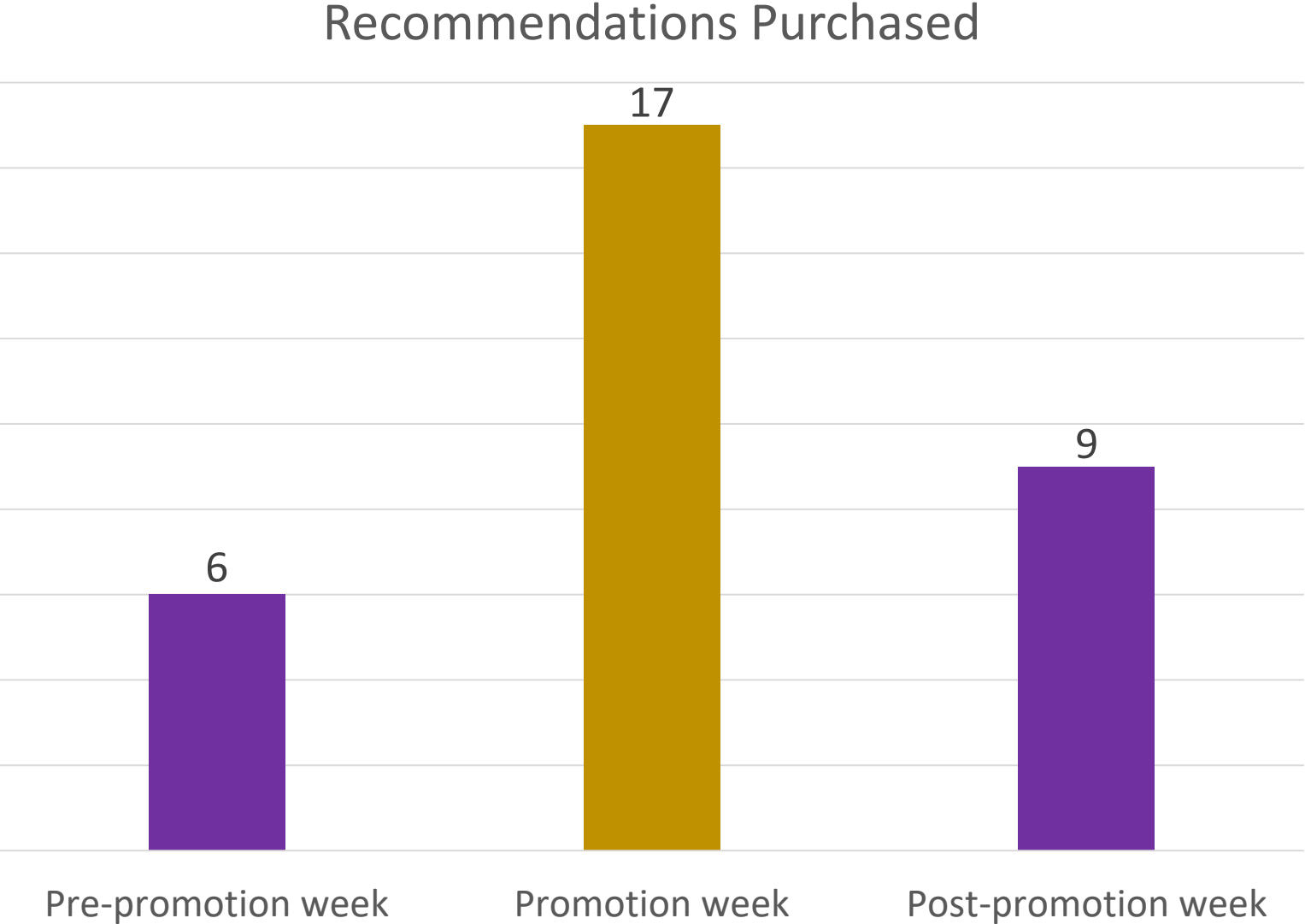
# EyeSoft analytics: 70 student clicks on the recommend button were recorded during the promotion week



**Proof of Impact:**  
On an otherwise low-engagement day (Friday), the social media promotion created a spike in engagement with the recommend button

# Results of Academic Writing Week promotion

- 20 recommendations received
- 17 purchased
- 13 individual students
- 9 students hadn't used the service before
- Compared favourably with the week before and after promotion





## Dyslexia Awareness Week 1-7 Oct 2018

- Demonstrate commitment to supporting students with specific needs
- Promote all relevant Library services in one blog post
- Inform students of eBook accessibility features they might not be aware of

# Beckett Books Extra Support Students with Dyslexia

BLOGS HOME / LIBRARY / BECKETT BOOKS EXTRA SUPPORT STUDENTS WITH DYSLEXIA

by  Libraries and Learning Innovation | 27/09/2018 | 0 Comments



**Beckett Books Extra lets you recommend books, computer games, CDs and DVDs to add to Library stock and almost 1,000 new resources are now available as a result of student recommendations over the last 2 years.**

**As part of Dyslexia Awareness Week 2018 Librarian Amy explains how the service is tailored to meet the needs of our students with dyslexia or another disability...**

"If you require a particular format of book (either a print book or an eBook) because of dyslexia or another disability, just let us know when you submit your recommendation. We'll do our best to buy the format of book you need, but if our suppliers can't provide it, we'll let you know.

There have also been big accessibility improvements with eBooks in recent years, for instance you can change the font size and colour or change the background colour on many eBooks. You can even get the eBook to read aloud to you. Take a look at our **Accessible Resources** webpage for more information. We'd recommend experimenting with these settings and you can also contact our **Learning Support Officer** for individual help and advice"



<https://www.leedsbeckett.ac.uk/blogs/library/2018/09/beckett-books-extra-support-students-with-dyslexia/>

## Archive

- 2018
- 2017
- 2016
- 2015

## Categories

- Academic Skills
- Advice and IT Support
- Archive
- Awareness Weeks
- Information Resources
- MyBeckett
- Study Environment
- User Experience

## Syndication

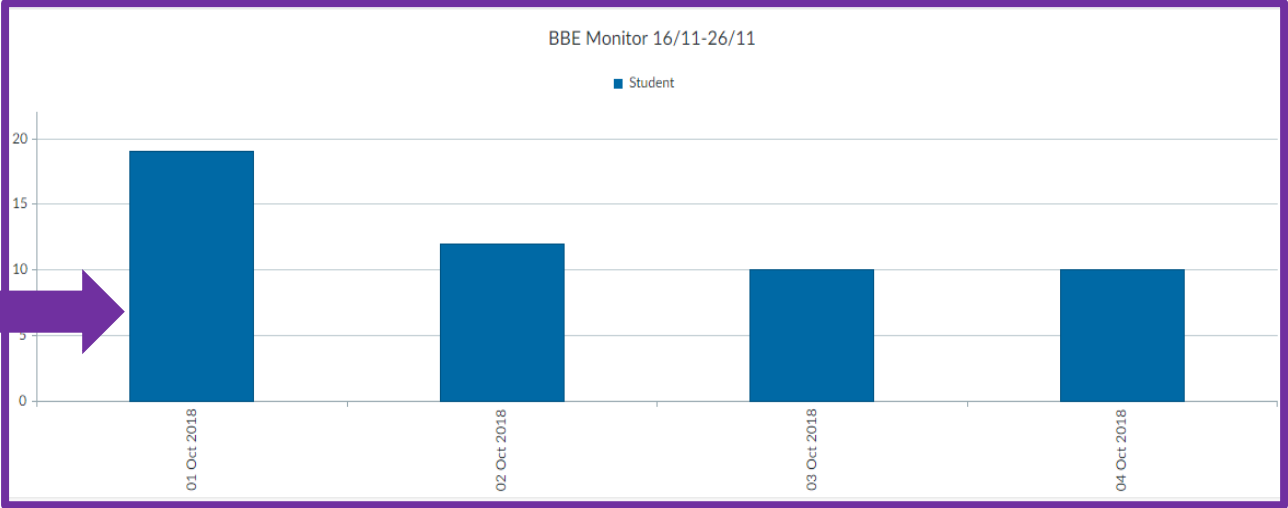
- Blog Entries



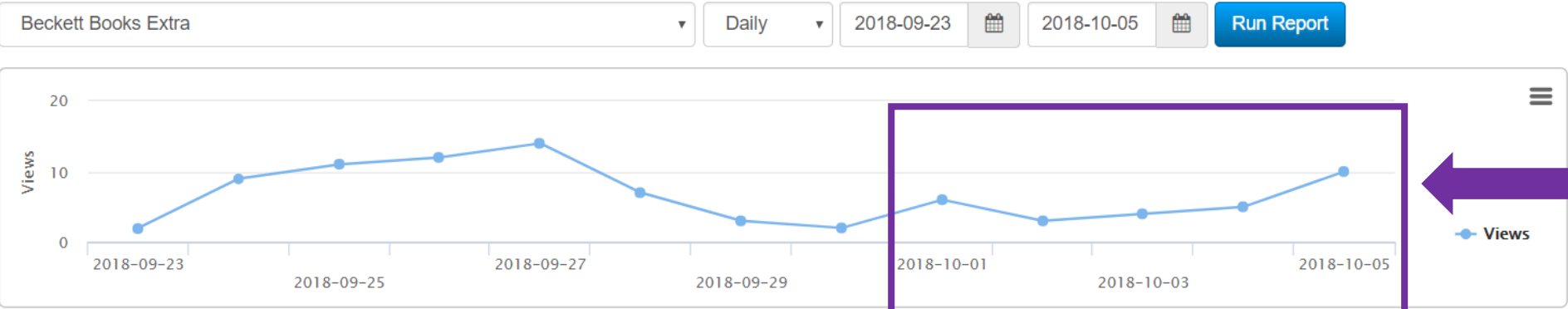
# Results of promotion for Dyslexia Awareness Week

- Social Media Activity:**
- Tweets Mon 01/10 & Fri 05/10
  - Blog post all week
  - 7 recommendations received, 1 person requested specific format

Most VLE engagement recorded after first tweet

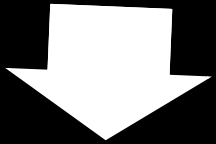


Guide Tracking - Total Views



Less LibGuide engagement than previous week but spikes of interest on Tweet days

**Integrate:**  
Improvements  
become  
business as  
usual



**Create:**  
Identify issue  
or opportunity

- 1000<sup>th</sup> recommendation celebrated March 2018
- Calendar of events to promote through the year e.g. Black History Month



- Diversify the curriculum



<http://www.leedsbeckett.ac.uk/news/0318-beckett-books-extra-1000/>

## Create:

Identify issue  
or opportunity

# New reason for recommendation: 'Diversify the curriculum'

## Benefits:

- Better Library collection – more diverse, interesting, relevant, current...
- Empower students and utilise their knowledge
- Demonstrate commitment to equality and diversity
- Simple change to Google Form

## Challenges:

- Widening/ loosening the service – redefine purpose & service criteria, communicate this to colleagues and students

# What's Next?

- Utilise Patron-Driven Acquisition (PDA)
- Integrate with Interlibrary loans
- Happy to take any suggestions...







## Summary

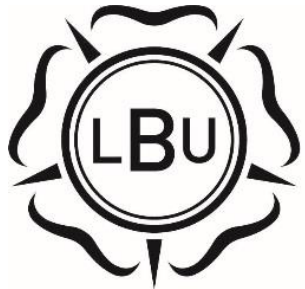
- Beckett Books Extra is a student-led acquisition service
- The service's continuous improvement is described as a framework called Create, Innovate, Integrate
- Using social media has increased recommendations, but most successful during dissertation writing time of year
- Attempting to gain student recommendations that diversify the Library's collection
- Current/future developments include integrating with the Interlibrary loan service and utilising Patron-Driven Acquisition (PDA)

Any Questions?

**For further information please contact me:**

**Amy Campbell**

[a.a.campbell@leedsbeckett.ac.uk](mailto:a.a.campbell@leedsbeckett.ac.uk)



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