Aim:
To create a range of Current Awareness Alerts that are:
- Able to promote, market and demonstrate the potential of Library Services
- Quick and easy to produce and deliver regularly
- Targeted to appeal to a specific profession / audience
- Concise, user-friendly and easy to use
- Responsive to customer needs through analysis of quantitative data
- Easy to manage, including registering and removal of customers

Solution:
Five Current Awareness Alerts:
- Journal alert 'highlights' concentrate on between ten and fifteen articles selected from specific key journals in a professional field
- Delivered by email on a fortnightly or monthly basis. Promoted on local news bulletin, through King’s Intranet page and at inductions
- Direct links to full-text electronic journal articles and an online request form if electronic access is not readily available
- Users added to distribution list through online google self-registration form or by completing library registration form
- Registration managed using online google spreadsheet. Easy to upload details and delete on request
- Intranet promotion and email template used for alerts promote general awareness of Library services and facilitate access to information
- Articles accessed through Bitly links provide statistical data on distribution uptake

Results:
- Ten Tasters
  Launched 11/2013. Medical coverage including Lancet, BMJ, NEJM and BJHM
  1678 current subscribers. Delivered fortnightly. Averages 148 click throughs per mailing
  Following feedback now includes links to NICE updates and FOAMed highlights (alternate mailings)
- Nursing News
  Launched 09/2014. Nursing coverage including Nursing Times, BJN and JAN
  1100 current subscribers. Delivered fortnightly. Averages 140 click throughs per mailing
- Leadership & Management Update
  Launched 12/2014. Coverage includes HSJ, BMJ, King’s Fund, NICE, Monitor, CQC, DoH and HEE
  372 subscribers. Delivered monthly. Averages 148 click throughs per month
  Now includes more generic / reflective articles on leadership development following usage analysis
- Midwifery Monthly
  Launched 08/2015. Coverage includes BJM, Practising Midwife and Birth
  105 subscribers and additional distribution lists. Delivered monthly. Averages 52 click throughs per month
- Emergency Nursing News
  Launched 08/2015. Distributed to mailing lists on monthly basis. Averages 60 click throughs per month
  1,199 clicks on your Bitlinks since OCT 7, 2015

Bitly links (www.bitly.com) provide data relating to which articles are most popular, whether the end-user has accessed them through the intranet (27%) or a direct mailout (73%) and where the user is located.

Future plans:
Reflection and development
- Impact assessment
  Bitly links count click throughs but do not mean the actual journal article has been read. It is difficult to distinguish whether an increase in OpenAthens registrations is solely due to an alert unless an email is received in direct response to one. The actual impact on usage of individual journal titles will be reviewed.
- Marketing strategy
  Current Awareness alerts can be a useful tool within a broader marketing strategy. The alerts are targeted towards a specific audience and highlight services and resources that may appeal to particular groups. Very few respondents have requested to be removed from the mailing while each alert produces a steady flow of enquiries and article requests.
- External collaboration
  There is scope to work collaboratively with other library colleagues to increase the number of alerts and reduce any local duplication. We hope to explore this within the SLLIB South London Health Libraries Consortium.
- Feedback
  Feedback is currently informal but a more comprehensive review will be conducted in 2016. Ten Tasters has already been adapted following user input while PRUH Library users can now choose to sign up when completing the PRUH Library registration form.
- Cost effectiveness
  The average cost of compiling a mailing will be calculated and evaluated against the number of click throughs. Mailings with a larger user base should be more cost effective.