Genre Based Promotions

Jenny Kemp
Leader of Learning (Information & Research Services)

Tara Ball
Operations Coordinator (Information & Research Services)
### Who are we?

<table>
<thead>
<tr>
<th>Jenny’s role</th>
<th>Tara’s Role</th>
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<tbody>
<tr>
<td>Leader of Learning &amp; Teacher</td>
<td>Librarian (Operations Coordinator)</td>
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<tr>
<td>Leadership role</td>
<td>Creator</td>
</tr>
<tr>
<td>Visionary</td>
<td>Manager</td>
</tr>
<tr>
<td>Whole school</td>
<td>Library</td>
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Why did we decide to focus on Genre based promotions?
2015 Promotion: Dystopian Fiction
2015 Promotion : Dystopian Fiction

[GENRE BASED PROMOTIONS AT ST ANDREW'S CATHEDRAL SCHOOL LIBRARY]
2016 Promotion : Detective Fiction
2016: Detective Fiction

[GENRE BASED PROMOTIONS AT ST ANDREW’S CATHEDRAL SCHOOL LIBRARY]
2016: Detective Fiction
2016: Detective Fiction
Have a go at Aurasma

1. Download Aurasma from App store or Google Play

2. Open the app
   - Apple users need to create an account to view and create auras
   - Samsung users do not need to create an account to view Auras, but you will need an account to create them

3. Go to the search screen and search for ‘sacslibrary’

4. Open ‘SACSLibrary’s public Auras’ and select Follow

5. Now you can test out the SACS Library auras
Genre based promotions: what we have learnt
2017: Fantasy

[GENRE BASED PROMOTIONS AT ST ANDREW'S CATHEDRAL SCHOOL LIBRARY]
Thank you! Any Questions?

Please contact or follow us for more

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