FRONTLINE SMS AND PUBLIC LIBRARIES

Lugansk regional library
named after M. Gorky
Ukraine
FRONTLINE SMS – WHY WE’VE CHOSEN THIS SOFTWARE?

• We’ve learned about it from our partner “Bibliomist” program during one of special trainings
• No expensive hardware needed (just 3G modem)
• Easy to use and has Russian interface
• Its useful to gather information from potential respondents (as almost all citizens of Ukraine have cell phone)
CREATIVE COMMUNITY «INTERSECTION» - UNITES PEOPLE IN PURSUIT OF DIALOGUE, FRESH VIEWS AND IDEAS, CONCEPTIONS AND BELIEVES. SPHERE WHERE INTERESTS INTERSECT
HOW IT WORKS FOR “INTERSECTION” COMMUNITY

• We’ve created database of members’ contacts

• Every session was starting with the proposition to join the discussion and to subscribe to our sms mailing list

• The database of respondents has been continuously growing

• Now we have about 280 people participating in sms campaigns
NUMBER OF SMS CAMPAIGNS

For the last year we’ve:

• Sent 950 messages
• Received 580 answers
EXAMPLES OF QUESTIONS, USED IN SMS CAMPAIGNS

• Will Lugansk region’s culture suffer much without libraries?

• Are you ready to sponsor your public library?

• Which Mass Media do you trust?

• Are school training courses on literature and psychology for junior students must ne changed?
WHERE DO WE ALSO USE FRONTLINESMS?

Besides using it for members of “Intersection” community we’ve imported to FrontlineSMS data base of users of the library.

- We are inviting our users to different events and actions which take place in the library
- Cover new services of the library
- Congratulate our users with holidays and memorable days
HOW DO WE PLAN TO USE FRONTLINESMS IN FUTURE?

- To remind users about their debts
- To gather people for different informal actions, flash-mobs or openairs initialized by the library
- To run surveys, which will monitor quality of our services
WELCOME TO OUR LIBRARY

http://www.library.lg.ua/eng/

E-mail: oa@library.lg.ua