Communicating with medical library users during COVID-19
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APPENDIX A
Harvey Cushing/John Hay Whitney Medical Library communication plan

| Audience | Goal | Format | Frequency | Owner |
|----------|------|--------|-----------|-------|
| Yale Medical Center: includes Graduate Medical Education Community, which includes: residents, fellows, attendings, program directors, associate program directors, and program coordinators | • Build awareness of library classes, services, and resources  
• Create desire to visit and utilize library services and tools  
• Cultivate library-patron relationships  
• Create partnerships among departments | Primary: Blog posts, digital signage, flyers, emails, web banners, Yale School of Medicine (YSM) digest, YSM calendar, tabling events, personal/department librarians, annual reports  
Secondary: News coverage, campus presentations, event attendance | Varies (multiple times a month) | Liaison librarians; library staff; library director |
| Yale New Haven Hospital (YNHH) | • Build awareness of library classes, services, and resources  
• Create desire to utilize library services and tools  
• Encourage interaction between hospital and library | Primary: Blog posts, digital signage, flyers, emails, web banners, YNHH bulletin, tabling events, annual reports  
Secondary: News coverage, campus presentations, event attendance | Varies (multiple times a month) | Clinical librarians; Marketing and Communications Committee; library director |
# Secondary audience

| Audience                                      | Goal                                                                 | Format                                                                                     | Frequency       | Owner                                         |
|-----------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-----------------|-----------------------------------------------|
| Yale University Library staff                 | • Build awareness of library classes and services                      | Primary: Website/blog, emails, Yale University Library (YUL) calendar, Cushing/Whitney Medical Library (CWML) calendar, committee work, annual reports  | As needed       | Marketing and Communications Committee        |
|                                               | • Encourage cross-library collaborations                              | Secondary: News coverage, presentations, events, trainings                                |                 |                                               |
| Yale Colleges and Center for Science and Social Science Information (CSSSI) | • Build awareness of library classes, services, and resources         | Primary: Website/blog, Yale calendar, YUL calendar                                       | Monthly         | Marketing and Communications Committee        |
|                                               | • Encourage use of collections                                       | Secondary: News coverage                                                                    |                 |                                               |
|                                               | • Collaborations among campus departments                            |                                                                                            |                 |                                               |
| West Campus Centers                           | • Awareness of library classes, services, and resources                | Primary: Website/blog, newsletter, Yale calendar                                           | Quarterly       | Marketing and Communications Committee        |
|                                               | • Encourage use of collections                                       | Secondary: News coverage                                                                    |                 |                                               |
| Donors and associates                         | • Updates on library goings-on                                       | Primary: Website/blog, targeted emails, annual reports                                     | Few times a year| Library director; Marketing and Communications Committee |
|                                               | • Funding opportunities                                              | Secondary: News coverage                                                                    |                 |                                               |
|                                               | • Special events                                                     |                                                                                            |                 |                                               |
## Tertiary audience

| Audience | Goal                                                                 | Format                                                                 |
|----------|----------------------------------------------------------------------|------------------------------------------------------------------------|
| Outside Yale (New England Public) | • Awareness of special initiatives  
• Promotion of the Cushing Center | Primary: Website/blog, Yale calendar  
Secondary: News coverage; Yale, YSM, YUL social media |
| Peer institutions | • Updates on library goings-on  
• Awareness of special initiatives | Primary: Website/blog, email discussion lists, conference presentations,  
Yale calendar, professional organizations  
Secondary: News coverage; Yale, YSM, YUL social media |
| Medical libraries; historical/archival collections | • Updates on special collections and acquisitions  
• Awareness of research opportunities | Primary: Website/blog, email discussion lists, conference presentations,  
Yale calendar, professional organizations  
Secondary: News coverage; Yale, YSM, YUL social media |
| Potential researchers | • Awareness of research opportunities  
• Updates on special collections and acquisitions | Primary: Website/blog, email discussion lists, conference presentations,  
professional organizations  
Secondary: News coverage; Yale, YSM, YUL social media |
| Hospital patients | • Awareness of library classes, services, and resources | Primary: Blog posts, web banners, YNHH bulletin, tabling events  
Secondary: News coverage |