



## Promoting MIT CogNet on Your Campus

MIT CogNet (<http://cognet.mit.edu>) understands that librarians want to keep their users informed about the resources available to the campus community. The following suggestions and tools will help you educate your patrons about the availability and benefits of your new CogNet subscription.

### **SHARE MIT COGNET NEWS WITH YOUR CAMPUS COMMUNITY**

Distribute a press release to your user community in a library newsletter or campus newspaper to let users know what CogNet is all about. We provide a [press release](#) template to get you started, and welcome sharing of the user-contributed news posted to the MIT CogNet site.

### **REQUEST PROMOTIONAL MATERIALS**

To request materials for your library, including CogNet-branded post-it notes and bookmarks, brochures detailing the resources available, or CogNet stress-relief squeeze ball brains, please email [site-license@cognet.mit.edu](mailto:site-license@cognet.mit.edu).

### **LINK DIRECTLY TO MIT COGNET FROM YOUR LIBRARY WEBSITE**

If you have any questions about how to create a direct link to MIT CogNet from your library's site, email [site-license@cognet.mit.edu](mailto:site-license@cognet.mit.edu).

### **ENCOURAGE MIT COGNET REGISTRATION FOR ADDITIONAL ACCESS PRIVILEGES**

Your library's subscription enables your patrons to create an individual CogNet registration. Registered users receive a 20% discount on MIT Press titles in the brain and cognitive sciences, and have the ability to contribute content to the site – including news items, conference listings and job postings.

### **PROMOTE MIT COGNET DURING INSTRUCTIONAL AND ORIENTATION SESSIONS**

Hosting an orientation session to share news about the e-resources available at your institution? Why not mention MIT CogNet!