

FRONTLINE SMS AND PUBLIC LIBRARIES

Lugansk regional library
named after M. Gorky
Ukraine

FRONTLINESMS – 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)
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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
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NUMBER OF SMS CAMPAIGNS

For the last year we've:

- Sent 950 messages
 - Received 580 answers
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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?
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WHERE DO WE ALSO USE FRONTLINE SMS?

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*
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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*
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WELCOME TO OUR LIBRARY

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

E-mail: oa@library.lg.ua
