

Best Practices **GUIDE**



Utilize these *ideas and resources* to raise awareness
for Swank Digital Campus at your school!

SWANK
DIGITAL CAMPUS

Tip #1

Announce SWANK DIGITAL CAMPUS

Making sure your professors are aware of this resource is key. Get started by using these promotional materials found in our toolkit.

Press Release: Generate excitement for Swank Digital Campus using our press release template. Just plug in the necessary details specific to your school, then share it with your faculty.

LibGuide: LibGuides are an important way to share information about Swank Digital Campus. Below is an example of how you can highlight your service to faculty using some of the materials in this kit.

YOUR LIBRARY PAGE

UNIVERSITY LIBRARY

SWANK DIGITAL CAMPUS

PRESS RELEASE

[University's name] now offers access to streaming movies for academic use, obtained through Swank Digital Campus. Swank partners with major Hollywood studios, documentary providers, independent filmmakers and international film companies to provide a diverse library of more than 25,000 films and TV shows, including titles like "Dunkirk," "Moonlight," "To Kill a Mockingbird" and "An Inconvenient Truth." The wide range of titles ensures all academic departments can find the movies needed for their classroom to promote active and engaged learning.

LOGOS

MOVIE ART FROM OUR WEBSITE

JACKSON HOLE
LINCOLN
SPIRITED AWAY
SUFFRAGETTE
SCHINDLER'S LIST
AMADEUS

Click on the blue tabs above to access the materials.

Tip #2

Simplify PROFESSOR ACCESS

Use our email templates, presentation slides and email signatures to spotlight Swank Digital Campus to your school's educators.

Presentation Slides: These slides cover important details regarding your educational streaming platform. Share or send them to your school's educators so they know this resource is available and how to use it.

Email Template: Send targeted and personal emails to faculty and staff to guarantee they're knowledgeable about Swank Digital Campus and its many benefits.

Email Signatures: Add these email signatures to your university-related emails to continually promote the service throughout the semester.



Click on the blue tabs above to access the materials.

Tip #3

Facilitate FILM SELECTION

We know selecting films for your content library can be overwhelming. That's why Swank Digital Campus provides a number of different resources to help you choose the best titles for your school and easily gain faculty input.

Classroom Usage Cases: Discover how other schools utilize films for classes, and the titles they find most valuable, with our classroom usage cases. If you would like to request a specific usage case, please contact us.

Website: The Swank Digital Campus portal houses our complete library of available titles, as well as search and filter functions for more focused and efficient browsing.

Our monthly email newsletters highlight new releases as well as the most requested films at schools across the country. Keep faculty informed on title availability by using the "forward" button found on all email editions.

SIGN UP
FOR OUR
NEWSLETTER



Click on the blue tabs above to access the materials.