Facebook, Twitter, and Instagram were all used, with posts being compiled beforehand and published at designated days and times in Hootsuite.

The posts were published at regular intervals, roughly weekly, so they would be in essentially continuous circulation.

Images were used in social media posts to increase their visibility, while shortened URL links were included to provide easy access to the survey itself.

Having our library director write letters to department heads and then delivering them personally established personal communication between them.

The letters from the library director were hand delivered to department heads with a gift, a small 3D-printed lion statuette (in 2016) or a large Toblerone chocolate (in 2017).

Additionally, postcards and small chocolates were widely distributed to all faculty in both 2016 and 2017, albeit without personal contact.

Offering prizes for both students and faculty appeared to increase participation in the survey.

Prizes included a student grand prize (a laptop in 2016 and a tablet in 2017), a faculty grand prize (Bose headphones in 2016 and an Amazon Echo in 2017), and a number of first/second prizes for students.

E-mail messages were sent to two listservs, one for faculty and the other for graduate students.

E-mails were branded, with the campaign logo (in 2016) and with a custom e-mail header derived from our poster design that was created in Canva (in 2017).

E-mails included conspicuous, bold links to the online survey.

Print materials created included posters, flyers, table tents, and ground stickers.

In 2016, print materials were created in Microsoft Publisher, while in 2017 they were created more effectively in Canva.

All materials were printed in-house, either at the campus print shop (in the case of the ground stickers) or in the Library itself (all other materials).

iPads were placed on a table on the high-traffic first floor of the Library and monitored by faculty and staff volunteers to encourage students to take the survey.

Both snack foods (assorted candy and popcorn) and various giveaway items (including Library-branded tote bags, bookmarks, pens, and magnets) were given to those who took the survey at the table.

The table was monitored by volunteers from 10 am to 2 pm, Monday through Thursday, for the duration of the LibQual survey (roughly 5 weeks).