ALEXANDER STREET
a ProQuest Company

For optimal usage ensure you have completed the following steps:			
Library Website: *You can track your library access through our admin portal!	**Databases and Guides**	Collection is listed in A-Z databases	
		Collection is listed within individual subject and research guides. *Academic Video Online* is a multi-subject database and should be listed with multiple collections. You can find the specific subject breakdown for the database here: http://search.alexanderstreet.com/avon/browse/discipline Each discipline/subject breakdown has it's own URL that can be linked providing subject specific access for researchers	
		Collection is listed with streaming media, audio, multi-format databases	
		Collection is listed with general research or multisubject databases	
		Collection has applicable tags to designate it as a transcribed, multi-format, and off-campus accessible resource	
		Do you have any additional featured content sections where the database could be highlighted?	
	MARC records	Load the MARC records from our admin portal (http://adminportal.alexanderstreet.com) or for our legacy collections from (http://www.alexanderstreet.com/marc-records)	
		Alternately, enable them with a discovery service. Additional information: http://www.alexanderstreet.com/page/discovery-services	
Connect Remotely: *You can track your referrer URL metrics through our admin portal.	**Proxy**	Send us your proxy prefix and it will be added to your embed and/or permalinks automatically when pulling links from our interface. Find additional information here: http://www.alexanderstreet.com/page/proxy-stanzas	
	Referrer URL	Send us your referrer URL and patrons who log in through your referrer URL will be automatically authenticated into the interface. *You can check your referrer URL metrics through our admin portal!*	
Promote Yourself:	**Branding**	Branding can appear at the bottom of each page. Requirements: 1) Branding Image - no wider than 300px and no taller than 100px. We can accept jpg, gif or png formats. 2) Branding Text (to follow "Brought to you by") - up to 256 characters (including spaces) 3) Outbound Link – if you would like the logo to be a hyperlink to a library or institutional page, please supply that as well	

Additional Resources:	**Training**	Schedule a demo sessions with our Customer Engagement representatives for your library staff, and any interested faculty members. We encourage you to schedule group faculty learning sessions at least twice a year to ensure faculty understand how they can use the platform and content.	
	Admin Portal	Ensure that you have registered in the admin portal to manage your collections, obtain your usage statistics, and check your user engagement metrics to find out how and why your users are engaging with the content. Knowledge is power! http://adminportal.alexanderstreet.com Schedule a brief walkthrough of the admin portal with our customer support team.	
	Resource Center	Find additional resources here to help with marketing, training, and support: http://alexanderstreet.com/page/resource-center	
Spread the Word:	**Social Media**	Create and share playlists of featured content on your social media pages to help expose the collection and increase usage. Facebook, Twitter, Instagram, and Pinterest are all great platforms to promote custom playlists that pertain to your on-campus activities and learning. https://www.youtube.com/watch?v=wtis23w_cxw	
	Viewing Parties	Create a playlist with featured content and then host one or more free viewing parties at your library to watch the playlist. Promote the viewings on campus and through your social media.	
Academic Video Online (AVON) Customers:	**Libguide**	Access our AVON libguide available here: http://proquest.libguides.com/alexanderstreet_sites/AVONoverview	
	Media Hosting Service	Ensure that you are taking advantage of our media hosting option to share your digitized lectures, concerts, football games, and more! Contact support@alexanderstreet.com to enable your access.	
	Build by Choice	If you are an existing customer of more than one year ensure that you are taking advantage of our Perpetual Ownership benefit: http://alexanderstreet.com/page/academic-video-online-access-own	

To submit updates, schedule a demo session, or if you should have any questions, please contact the Alexander Street support team:
support@alexanderstreet.com