

**„Modernization of academic library services in Moldova”, funded by Norwegian
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**CONFERINŢA FINALĂ
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Project “Modernization of academic library services in Moldova”

Proiectul “Modernizarea serviciilor bibliotecilor universitare din Moldova”



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<https://newinformationservices.wordpress.com/studying-information-needs/>



9 WORKSHOP-uri
3 ȘCOLI DE VARĂ
SONDAJE/CERCETĂRI
DISEMINARE LA CONFERINȚE



CUVINTE CHEIE

CULTURA INFORMAȚIEI

ACCES DESCHIS

MARKETING

BIBLIOMETRIE

DATE DE CERCETARE

SCHIMBAREA



**BIBLIOTECA
DEPOZITARUL ȘI
GARDIANUL
INFORMAȚIILOR**

**BIBLIOTECA –
GHIDUL DE
UTILIZARE AL
INFORMAȚIILOR**

**BIBLIOTECA –
CENTRUL DE
UTILIZARE RESURSE
ȘI SOCIALIZARE**



UTILIZATORII



PROMOVARE



CELE MAI FOLOSITE METODE DE PROMOVARE



61%

SOCIAL MEDIA



40%

SEO



27%

PPC



27%

E-MAIL MARKETING



26%

COMENTARIII FORUMURI,
BLOGURI

European Conference on
Information Literacy (ECIL)
Oulu, Finland
24-27 September 2018



An aerial photograph of a historic town square. The central focus is a large, multi-story stone building with a red-tiled roof and numerous windows. To the left, there are other colorful buildings with red roofs. In the background, a church with a prominent white dome and spire is visible against a backdrop of green hills. The scene is captured from a high angle, showing the layout of the square and the surrounding architecture.

Învată să fii în centru!





Thank you for your attention!

Mulțumesc pentru atenție!