



LEEDS  
LIBRARIES  
for HEALTH



LLfH

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100%

Messages



## 'Get Lost in a Book' campaign

What did you do?

Promoted our health and wellbeing collection, mood boosting books and general fiction titles

When?

Throughout January 2019. (We resisted the urge to call it a 'New Year's resolution' and promoted it as a reminder of the joys of reading instead)

How?

We promoted the campaign webpage, which was viewed over 600 times during the month

Best bit?

The email headed 'Free books! (although we would like them back ...)' got a particularly good reaction

Did you go viral?

We can't claim that, but check out #Getlostinabook #leedslibrariesforhealth to see what we did

What impact did it have?

Reinforced previous promotions and also reached out to a wider audience, especially admin staff

Really?

Yes! We've got the stats to prove it 😊

Tell me more!

The webpage is still live at [www.leedslibraries.nhs.uk/get-lost-in-a-book/](http://www.leedslibraries.nhs.uk/get-lost-in-a-book/) or contact Helen Swales (Leeds Community Healthcare NHS Trust) or Jenny Emmel (Leeds Teaching Hospitals NHS Trust)

