If you Pin it, Make it, Bake it, or Caffeinate it, They Will Come

Marketing & Outreach @ Your Library
Marshall University Librarians

Lynne Edington – Director of the South Charleston Campus Library & Research Commons
edinston@marshall.edu

Christine Lewis – Collection Development Librarian & Tech Services Leader
lewis47@marshall.edu

Kat Phillips – Graduate & Government Documents Librarian
phillipsk@marshall.edu
Think outside of the ‘Library’ Box

Blur the lines between ‘types’ of libraries
Library Card Sign Up Month

MU Libraries hosted the Cabell County Public Library in Drinko Library

More than 50 people including faculty, staff, and students signed up for library cards

Event also promoted an awareness of what both library systems offer
Edible Book Festival & Guest Judges – WV Authors & Storytellers
Think outside of the ‘Library’ Box

Plan events, displays, etc. that wouldn’t necessarily fit into your library’s box
Read Aloud Training & Scholastic Book Fair
Celebrate Valentine’s Day with the Community

Hosted by MU Reads at Drinko Library

Parents and children attended the Valentine’s Day celebration which offered stories, crafts, and snacks.

Event was open to the public.
Marketing

Understand what patrons want
Organization so that you give to patrons profitably

Always ask, “How will the library benefit?”
Tell everyone!
Marketing

Use technology wisely

Digital signage
Technology Brown Bags
BOYDevice Event
April 12th
Deadline for writing contest

Inspiration Through Imagination

Write a poem celebrating Black & Women’s history months

April 18th
Poem in your Pocket Day

Show the Librarian your Pocket Poem & get a little something

At Kanawha Valley Community and Technical College

“Do a loony-goony dance
Cross the kitchen floor,
Put something silly in the world
That ain’t been there before.”

-Shel Silverstein » A Light in the Attic

To sleep, perchance to Dream;
Ay, there’s the rub,
For in that sleep of death,
What dreams may come.

-William Shakespeare » Hamlet
In honor of Women’s History Month
the library recognizes
awesome authors, fierce fighters, and sassy singers

Jane Austen
Author of “Emma” who wrote at a time when female writers were very rare, helping pave the way for future writers.

Emily Dickinson
One of America’s greatest poets. Her poetic style left a significant legacy on 20th Century poetry and writers.

Joan of Arc
The patron saint of France who inspired a French revolt against the occupation of the English at the age of just 17, and led them to victory.

Rosa Parks
Her refusal to give up her bus seat to a white man indirectly led to some of the most significant civil rights legislation of American history.

Billie Holiday
“First Lady of the Blues” She is widely considered to be the greatest and most expressive jazz singer of all time.

Aretha Franklin
“The Queen of Soul” She is one of the best selling female artists of all time with hits like “Respect” and “Chain of Fools.”
Marketing

Think “Boomerang Patrons” and “Tweetable Takeaways”
Ideas & Outreach

Newsletters

Overseas: Society News – National Library of New Zealand

What’s ON – National Library of Ireland

USA: NLM Newsline and NLM Focus

WV: WPWVC-ACRL, WVLRA
Ideas & Outreach

List-serves and Associations
WVLA, WPWVC-ACRL, ALA, SLA, PLA
Ideas & Outreach
Promote local events and/or local artists
To do what you’ve never done before

Larger Libraries: Form a committee
Can be informal, but have a chair or someone who will be in charge of keeping the committee focused

Smaller Libraries: Have each person, or groups of two, plan one new thing a year
Suggestions

Have a beer or coffee with a librarian

Guest speakers associated with a different type of library

Invite students or community members to do a “TED”-esque Talk (‘Lib’ Talks)
Suggestions

Host a pre-event reception
Poetry Slams
Create a Book Club or Book Group
Brown Bag Sessions – Resource Refreshers, Community Speakers
Suggestions

Join forces for Library Card Sign Up Month

Intercultural, Popular Movie Showings

The Book and the Movie Showings – Pairs well with Book Clubs
Suggestions

Host a story time with a craft and a snack at an academic library for employees & students

Take advantage of your space: Tours of the Haunted Stacks on Halloween
Thank you!

Questions, Comments, Compliments, Complaints?