

1. Record Nr.	UNINA9910797700403321
Titolo	Creative library marketing and publicity : best practices // edited by Robert J. Lackie and M. Sandra Wood
Pubbl/distr/stampa	Lanham : , : Rowman & Littlefield, , [2015] ©2015
ISBN	1-4422-5422-X
Descrizione fisica	1 online resource (206 p.)
Collana	Best practices in library services
Disciplina	021.7
Soggetti	Libraries - Marketing Libraries - Public relations Libraries - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Building a foundation for marketing success / Jeannie Allen -- Conversations : building relationships and using constituent voice in outreach / Letha Kay Goger -- Plano Public Library System : building a social media presence / Brent Bloechle -- Creating campus buzz with promotional videos / Heather A. Dalal, Paris Hannon, and Robert J. Lackie -- Promotion, publicity, and beyond : using a marketing plan and innovative strategies to reach users in an academic health science center library / Mary E. Edwards, Hannah F. Norton, Michele R. Tennant, Nina C. Stoyan-Rosenzweig, and Matthew Daley -- Branding for relevance : a public library's continuing campaign for access / Jessica Ford and Jim Staley -- People do still read e-mail! : e-mail marketing as an academic library outreach tool / Jamie Hazlitt -- Increasing library use : it's a long story / Erica Thorsen -- If you build it, will they come? : marketing a new library space / Coleen Meyers-Martin and Lynn D. Lampert -- Marketing on a shoestring : publicity and promotion in a small public library / Heather Nicholson -- Library programming : methods for creation, collaboration, delivery, and outreach / Amanda Piekart and Bonnie Lafazan -- "Flipping the switch" for school library advocacy / Sara Kelly Johns.
Sommario/riassunto	Drawing on the best practices, experience, and expertise of library

personnel from public, academic, and school libraries, this volume brings together a variety of marketing plans and creative methods for promoting libraries and their programs and services to a twenty-first century audience.

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