

## Library Instruction 101: What You Didn't Learn in Library School

### "Marketing Your Instruction"

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#### Online:

Ariew, Susan A. (2010) "20 Tips on Networking (or Outreach) and Collaboration" The Selected Works of Susan A. Ariew. Available at: [http://works.bepress.com/susan\\_ariew/5](http://works.bepress.com/susan_ariew/5)

Leeder, Kim. (2011) "Collaborating with Faculty Part 1: A Five-Step Program." In the Library with a Lead Pipe. Available at: <http://inthelibrarywiththeleadpipe.org/2011/collaborating-with-faculty-part-i-a-five-step-program/>

Leeder, Kim. (2011) "Collaborating with Faculty Part 2: What Our Partnerships Look Like." In the Library with a Lead Pipe. Available at: <http://inthelibrarywiththeleadpipe.org/2011/collaborating-with-faculty-part-2-what-our-partnerships-look-like/>

#### Print:

Martin, Coleen M (2012) "One-minute video: marketing your library to faculty." *Reference Services Review*. 40. 4. pp.589 – 600

Gall, Dan. (2012) "Librarian Like a Rock Star: Using Your Personal Brand to Promote Your Services and Reach Distant Users." *Journal of Library Administration*. 52. 6-7. 549-558.

Vucovich, Lee , Valerie S. Gordon, Nicole Mitchell, and Lisa A. Ennis.(2013) "Is the Time and Effort Worth It? One Library's Evaluation of Using Social Networking Tools for Outreach." *Medical Reference Services Quarterly*. 32:1 12-25.

#### Other Resources:

The 'M' Word - Marketing Libraries  
<http://themwordblog.blogspot.com/>

Library Success Wiki: Marketing  
<http://www.libsuccess.org/index.php?title=Marketing>

Librarian Design Share: Inspiration for Librarian Creatives  
<http://librariandesignshare.org/>