

Communications, Marketing, and Outreach

TRLN Staff Enrichment Series (April 8, 2008)

Selected Resources for Learning More

Library Marketing and Communications

Visibility @ your library (new blog from the Public Information Office of the American Library Association)

<http://www.pio.ala.org/visibility/>

Marketing@your library (from the Association of College & Research Libraries)

<http://www.acrl.org/ala/acrl/acrlissues/marketingyourlib/marketingyour.cfm>

Academic PR Forum

<http://www.fearless-future.com/prforum/index.php>

Marketing Library Services (subscription newsletter)

<http://www.infoday.com/MLS/default>

Library Marketing: Thinking Outside the Book (no longer updated, but still has lots of informative posts and a great list of links)

<http://librarymarketing.blogspot.com/>

General Resources for Marketing

www.knowthis.com

www.marketingprofs.com

Professional Organizations

International Association of Business Communicators

www.iabc.com and www.iabctriangle.org

Public Relations Society of America

www.prsa.org and www.ncprsa.org

Council for Advancement and Support of Education (CASE)

www.case.org (go to "Communications and Marketing")

Contact us

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