



Start a Revolution: Stop Acting Like a Library

Ben Bizzle , Maria Flora

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“But this is how we’ve always done it!” Objections to taking a fresh tack are about as common as budget shortfalls, and the two are more closely related than you might think. At the Craighead County Jonesboro Public Library in Arkansas, Bizzle and his colleagues defied common practices by using creative risk-taking in marketing and outreach to transform their library into a dynamic institution that continues to grow and thrive. Here they recount their story, sharing techniques for success alongside a provocative marketing philosophy that will spur libraries to move beyond their comfort zone. Focusing on creative ways to pull patrons in rather than just push the library out, this book

- Steers libraries towards defining their brand, explaining why it is crucial to meeting the needs of their users and potential users
- Offers strategies for getting stakeholders on board and engaged, including how to address budgeting concerns
- Demonstrates the importance of the library’s website as the digital “main branch” of the library, with guidance for creating and promoting it
- Details the systematic marketing campaign undertaken at the Craighead County Jonesboro Public Library, encompassing both traditional and new media channels such as billboards, posters, newspapers, TV and radio, and mobile technology
- Takes the mystery out of how to use social media platforms as public awareness tools, complete with detailed strategies and step-by-step instructions
- Shows how to pull it all together into a manageable campaign through strong leadership and teamwork

By the time readers have finished this book, they’ll have a roadmap for revolution at their own institution.

Start a Revolution: Stop Acting Like a Library Details

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From Reader Review Start a Revolution: Stop Acting Like a Library for online ebook

Tina Panik says

Bitterly disappointing. A more fitting title for this book would be, "stop using social media like a library." Except for a few marketing slogans, this titles proves overly wordy and full of "here's what I did stories." If your library team already works together and thinks creatively, you can skip this title.

Leann says

This was fine. It was published in 2015 and as it discusses all types of marketing strategies, including social media, it is one of those things that is starting to become outdated before it even hits shelves. Some of it felt repetitive. I appreciated that the author gave tips for how to extrapolate the ideas to other systems, but it still felt very much like a long list of details about how and why these strategies worked for his library system alone.

Courtney says

Great info....a must read for my librarian friends.

Lisa says

If you've already started your revolution, this will provide external validation that you're on the right track and give you some pointers. Being a library director, I didn't need the chapters and paragraphs about convincing decision makers; I'm saddened that many front-line librarians must have to make the case to their directors or that library directors have to make the case to their boards. That's precisely why we need a revolution. The parts of most value to me were the chapter about marketing and why a library should have a marketing budget. Good stuff.

Pat Herndon says

Sorry....underwhelmed. This book is kind of..."I made a Facebook page." It is an anecdotal account of one library staff's experience in working with marketing and media. He strikes me as neither a librarian nor a marketing/mass communications professional. His heart is in the right place and I am sure that I picked up a tip or two...but reading Computers in Libraries likely yields more information on the same topics he addresses. I hate to be a hater...but this book was mediocre at best. On the good side, I think I read it in less than two hours.

Adam Di Filippo says

Step One: Have lots of money.

Step Two: Spend lots of money on physical marketing.

Step Three: Spend lots of money on digital marketing.

Step Four: Repeat.

Jennifer says

This had a lot of good information on marketing using social media, as well as other marketing and programming ideas. Not all can be implemented in smaller libraries like mine but I will definitely use some of the information provided, particularly in regards to Facebooking for libraries.

Sandi says

Didn't see anything outstandingly original in this book.

Lisa says

Lots of review, but some good resources as well. These seemed like they'll be most useful to me:

<https://color.adobe.com> (color combinations)

www.dafont.com (fonts)

www.tweetstats.com (twitter account stats)

www.tweriod.com (helps determine when your followers are on Twitter)

Always nice to have a refresher course on a topic like marketing since it's not something I intentionally think about regularly. Quick, easy read.

Andrew says

The title is pretty vague, but mostly the revolution is "USE TECHNOLOGY". It takes libraries, some who still need to learn this lesson, that the Internet and Online Resources (many of which are free) can be used to the benefit of the library.

Check it out for the ways to use Facebook, Twitter, Pinterest and more to the library's advantage to further market the library and its resources (whether it be in print, AV, or online), programs, etc.

Stacy Taylor says

Decent introduction to basic library marketing. It was interesting to read about some of his more clever ideas. The sections on website usability and Facebook ads were really simplistic - OK as a general introduction, but there are countless books and resources out there that provide much better information.

Audrey says

Much of this was geared towards bigger libraries with large marketing budgets; however, there were still helpful hints and useful ideas on how to attain some exposure in the community.

Becca says

Some good information about updating your library!

Rebecca says

I had the pleasure of watching Mr. Bizzle speak at the 2016 Pennsylvania Library Association conference. His book is as equally charming as his oral presentation. It is largely based on his experience working on a forward-thinking marketing and creative team at his public library in Arkansas. He shares what worked, what didn't work, and most importantly, his logic behind why. He shares the details of many of the library ad campaigns, everything from roadside billboards to Facebook advertising, since his arrival at the library in 2008. For anyone not familiar with the potential of Facebook to advocate and promote their library services, Bizzle provides an excellent "how-to" overview. Perhaps his most convincing argument lies in the numbers. His penultimate chapter entitled "Convincing the Decision Makers" gives the example of how a simple \$50 Facebook ad can show a reach of thousands of viewers, and that public awareness can increase the value in virtually any service the library may offer. Bizzle at the end acknowledges he is not a writer by trade, just a "tech guy who knows a little bit about people," but his personal, anecdotal style of writing, for me, was effective, inspiring, and heartfelt. I deem this a worthwhile read for any librarian, both decision makers and those, such as myself, who work on the front lines of public service.

Shelley says

A summary of what one library did, marketing-wise, to increase awareness of their programs and, well, existence. I really liked a lot of the ideas: yearly awareness themes that influence marketing looks, using the local movie theater to show an ad, partnering with a local business to use library ad coasters, using humor to catch attention, using postcards to promote events and handing them out at events or on daycare visits, etc. A lot of it is stuff I wish we did, cool looking things that support the work that is being done. It's clearly focused on what what one library (with a good budget and creative admin/board) did, and is probably not

applicable in all locations, but I do believe that libraries need non-librarians bringing knowledge and expertise to marketing and awareness to the field. This is a good place to start.

(The bits about everyone taking personality tests and using them to gauge how to best communicate with them was also interesting, but felt a little odd to me.)
