

LibraryCrunch

Service for the Next Generation Library - A Library 2.0 Perspective by Michael Casey

Library PR 2.0

by MICHAEL CASEY on OCTOBER 20, 2008

By Michael Casey & Michael Stephens — Library Journal, 10/15/2008

The rules of marketing have changed. Do libraries know that?

Corporate PR-types used to control the message. Sitting behind a desk, they'd write a carefully crafted press release and then send it off to newspapers and upload it to their web site. The attention the company got might barely justify the salary of the PR professional.

Today's world is fundamentally different. Neither news nor brand identity are controlled through press releases or carefully choreographed newspaper articles. Brands are molded and shaped by the audience—and the audience is everyone. People talk. And people listen.

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Maria 10.20.08 at 1:49 pm 1

"Consider the not entirely positive reviews of the central library in Minneapolis on the popular review site Yelp.com. "The library itself is spectacular," one library user wrote on July 2, 2008. "The librarians are kind of surly. Hate the fact that they're closed Sunday and Monday."

Why hasn't a nonsurly library employee responded? Not only should librarians monitor these conversations, we should respond in such cases with thanks for the positive reviews and "how can we do better" to the negative ones."

I do want to add that the "surly librarians" may want to respond, but feel like they aren't allowed to do so. Libraries sometimes make staff feel like they are not allowed to talk to the press about the library (even if the "press" is talking directly to customers on a review site.) If I saw that about my library, I would maybe respond if I could do so anonymously, but would be concerned about reprisal if I posted my name.

Suresh D Nair 10.22.08 at 12:00 pm 2

This may be the case of a government funded library. A librarian may not have the liberty to air his or her views. But it is a known fact that a person having a negative opinion about a Library would be the person who rarely come to Library. The real user of Library will really get the fruits and will always have only good to speak about.



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