

*Greetings*  
**Letter from the Editor**  
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## Greetings!

I am so pleased to present the fall 2024 issue of *Marketing Libraries Journal*. This issue presents a varied collection of articles that focus on library marketing, outreach, public relations, and communications. For this issue, we are thrilled to present five column articles, two scholarly studies, and two book reviews.

In “Humorous Academic Library Messaging on TikTok & Instagram”, Kellie Sparks explores how academic libraries use humor to communicate their value and services to their university community through social media. Sparks categorizes multiple types of humor and analyzes the postings. Her findings suggest that expanding the usage of exaggeration, sarcasm, and comparison in library social media may encourage engagement from audiences.

Sabine Jean Dantus writes about incorporating an empathy-based framework in her article, “Introducing the FIRST Values Framework: Enhancing Library Outreach, Marketing, and Engagement Through Empathic Design”. She introduces this concept by aligning strategies with core values and community needs. Dantus describes how she integrates empathy across different contexts with existing models such as design thinking and human-centered design. She provides practical steps and illustrates how marketing and outreach efforts can be empathetic, user-centered, and impactful.

In “Tips from Sir Cluckerton: Effective and Fun Social Media with a Library Mascot”, Allison Boswell and Laura Pitts describe how their library added a mascot

to enhance social media posts. Their simple, low-cost mascot has consistently stimulated positive interactions between library staff, faculty, students, community members, and administration. The authors conclude by indicating that any library can create their own mascot regardless of budget restrictions and time commitments.

In her article, “Impact-oriented Public Relations – Positioning the ZBW as an Open Science Partner for Economic Research” Doreen Siegfried wrote how the ZBW (*Germany’s National Library of Economics*) is working to strengthen its perception as a competent partner and promoter of Open Science. This article described the path from the challenges and goals to the concrete communication activities and the evaluation of the impact-oriented communication work.

In “Promoting a Research Impact Challenge Through Content Marketing”, Sarah Thompson and Jess Newman McDonald discussed the planning of an asynchronous scholarly communications educational challenge in an academic health sciences library. The campaign used a content marketing strategy and unveiled potential pitfalls and opportunities when marketing to researchers and others interested in scholarly communications.

In “Livestream Your Library: Making Media Literacy Lessons Social”, Robin Bedenbaugh, Sarah Johnson, and Paris Whalon wrote how their library produced a media-literacy focused livestream show in concert with library faculty and staff from other departments. The result brought scholars into conversation with librarians to demonstrate the ways in how finding credible information is critical.

In “Revamping Email Communications: A Review of Five Free Email Design Platforms”, Karen Okamoto reviewed five free online email design platforms that libraries can use to create visually appealing and engaging email newsletters and other email communications. The five platforms reviewed in this article – Beefree, Mosaico, Smore, Stripo, and Tabular – are evaluated based on ease of use, the availability of pre-designed templates, and other features.

Finally, Barbie Keiser reviewed two books for this issue. *The Marketing of Academic, National, and Public Libraries Worldwide: Marketing, Branding, Community Engagement* (Elsevier), edited by Patrick Lo and David Baker. This 732-page tome provided 45 case study interviews that delve into the marketing activities of different libraries across North America and beyond (Germany, Serbia, New Zealand, South Africa, Finland, Sweden, Qatar, The Netherlands, and Latvia). This anthology of case studies provided great “real world” practical examples of global library marketing activities.

Keiser also reviewed *Empathy by Design: Empathy-Driven Marketing for Libraries* (ACRL), by Sabine Jean Dantus. In her book (and the invited article included in this issue), Dantus argued that libraries should adopt an empathetic and compassionate mindset when serving their communities. Additionally, they should incorporate diversity, equity, inclusion, and access (DEIA) in their programming, collection development policies, services, and resources. These intentional decisions help fight discrimination and create a sense of belonging for users.

We are sad that Dr. Priyanki Sinha has left her position of column editor for the “From the Trenches” and “Campaigns” columns. For our next issue, we welcome three new column editors; Tyler Manolovitz will serve as column editor for “From the Trenches”, Jill Tominosky has joined the editorial board as incoming column editor for Campaigns, and Jolanda-Pieta van Arnhem will be the incoming column editor for Technology Tools.

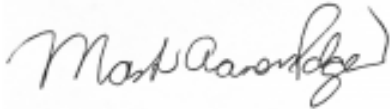
Thanks to the hard work of the peer reviewers who worked on the multiple rounds of read throughs for each article. Additionally, thanks to the column editors and guest editors who served on this issue: Andrew Colgoni, Dr. Naomi Gold, Tyler Manolovitz, Dr. Priyanki Sinha, and Jolanda Pieta van Arnhem.

The final articles would not be completed without the wonderful work of our production team who worked on copy editing and proof reading. Thank you Shira Atkinson, Courtney Eger, Dr. Victoria Elmwood, Nickolas Falk, Holly Flynn, Dr.

Naomi Gold, Jenica Ibarra, Tyler Manolovitz, Dr. Rachel Trnka, and Jolanda-Pieta van Arnhem.

We hope you enjoy reading the articles in this issue.

Best wishes!



Mark Aaron Polger, Founder & Editor-in-Chief

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