



Greetings

Letter from the Editor

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Greetings

I am pleased to present the summer 2022 issue of *Marketing Libraries Journal*. This issue presents additional articles on how libraries responded to the COVID-19 pandemic. We present one feature article, three articles from the columns *From the Trenches* and *Technology Tools*, and a book review of Cordelia Anderson's most recent book, *Library marketing and communications: Strategies to increase relevance and results*.

From our column, *From the Trenches*, Stephen Fadel (California State University Monterey Bay) writes about how his library planned Love Data Week in *Introducing and Promoting Love Data Week*. The article describes the efforts involved in introducing and promoting this annual international event from 2018 to 2021. The author writes about developing a Love Data Week web page, a series of Love Data Week workshops, the introduction of a campus wide engagement activity—the Data Challenge—and the impact of COVID-19 restrictions.

In *ABCs of Marketing Virtual Programs*, Kristin Linscott, Rachel Hadidi, and Benjamin Baron write about how Plano Public Library engaged in marketing and planning of 650 virtual programs since March 2020, drawing more than 15,000 participants. The authors discuss issues relating to target audience, branding, and coordination. The authors advocate collaborating with community partners to add credibility and reach new audiences.

In *Zooming Through Crisis: Navigating the Move to Online Programming* (Technology Tools Column), Alissa Droog, Kimberly Shotick, Kate Swope, Wayne Finley, Beth McGowan, and Sarah McHone-Chase write about how Northern Illinois University Libraries transformed its Research and Artistry Series from an in-person event to a virtual event. The article discusses how the Programming and Promotions Committee honed its technology skills by using software for committee meetings, taking advantage of document-sharing technologies, standardizing its creation and dissemination of publicity, and experimenting with multiple platforms for the events, including Adobe Connect, Zoom, and Zoom Webinar. The authors write about the behind-the-scenes planning and decision making involved by documenting the processes, successes, and pitfalls.

In our feature article, “*We’re Still Here: Evaluating Academic Library Instagram Posting During the Covid-19 Pandemic*,” Julie Turley evaluates the Instagram postings for eight libraries in the City University of New York (CUNY) university system. She analyses the images and captions, posting frequency, and the ways in which these accounts have made a “pandemic pivot.”

Lastly, Barbie Keiser reviews *Library marketing and communications: Strategies to increase relevance and results* by Cordelia Anderson (ALA Editions, 2020). This book consists of 11 chapters that was published in 2020. Keiser writes, “this extraordinarily practical volume will help librarians think strategically, understand the importance of marketing and public relations, and create effective marketing and communications plans”. She provides an excellent review by summarizing the key points from each chapter. One of the major themes of Anderson’s book is storytelling and communicating the library’s value through advocacy, strategic messaging, and fundraising.

We hope you enjoy reading the articles in this issue! Our call for articles for Winter 2023 has been posted. Our theme is *Library Marketing Two Years Post-COVID: Adjusting to the New Normal*. Please consider submitting an article about how your library has changed its marketing planning, vision, activities, and mindset.

With best wishes,



Mark Aaron Polger, Founder & Editor-in-Chief
Marketing Libraries Journal
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