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New campaign for public libraries - make it yours!

A new marketing campaign will highlight the incredible range of resources available at public libraries across the province in a way that's personal and accessible for a broad range of people.

The campaign, which features the tagline '*Make it yours*', will begin to roll out in October.

"Our goal is to get people talking about their local public library," says Julia Reinhart, Director of the Alberta Public Library Electronic Network. "We're offering libraries a variety of tools they can use to open up a dialogue with library users, non-users and community leaders about what their library has to offer."

The campaign features radio, print and online ads, trade show displays and posters that can be customized with the name of individual libraries. There is also an online poster application that can be used to feature local library users and community leaders.

"Our message is that you can walk into the smallest library in the province and still have access to millions of resources," says Julia. "We're going to do that by showing how people connect to the music, magazines, books and websites they love and how that is part of their life."

Although the campaign is province-wide, it's also designed to work at the local level.

"Feedback indicated that libraries wanted the ability to customize tools by adding their library's name," says Julia. "For this campaign we were able to provide each library with a set of professionally-printed posters with their library's name and as much as possible each newspaper ad will be customized."

A wiki is being developed to support Alberta public library staff in implementing *Make it yours*. The wiki describes the tools available for libraries to use, explains how to get the tools, and provides resources to help library staff implement the campaign. As

the campaign proceeds it will also showcase examples of how libraries are using the tools and share best practices about campaign implementation to spark ideas.

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