



Marketing and Outreach for the Academic Library: New Approaches and Initiatives (Creating the 21st-Century Academic Library)

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Volume 7 of the series *Creating the 21st-Century Academic Library* is focused on new approaches and initiatives in marketing the academic library, as well as the importance of outreach through partnerships and collaborations both internal and external to the library. Implementation of social media strategies, the use of library spaces for collaboration and inspiration, planning events and extravaganzas in the library, librarians as event coordinators and user-centered programming, the delivery of library services through digital engagement, using Instagram to create a library character for the YouTube generation, using workshops to promote digital library services, an examination of the new librarianship paradigm, the process of marketing and constructing a digital collection based on U.S. Highway 89 and the Intermountain West, and how librarians at Loyola University New Orleans have embedded their expertise and practice into their university culture, are the primary topics in this book.

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