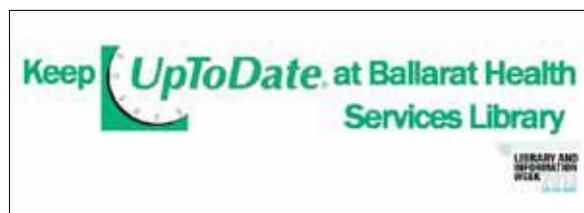


Ballarat Health Services Library POSTER SUCCESS

Gemma Siemensma describes how Ballarat Health Services Library worked with 2013's Library and Information Week theme, "Share your story", and the great reception their simple but effective poster designs produced.

This year the theme for Library and Information Week was "Share Your Story". To capture this we decided to ask our library users to fill in a short form asking for any positive or negative comments, questions or feedback they may have. This was completed during Library and Information Week and users then went into the draw to win a copy of a popular ECG book. The "Share Your Story" theme worked well for us as it allowed us to garner some positive comments to use for later marketing and also highlighted areas where the library could improve. Comments included numerous mentions of "friendly", "helpful", "awesome staff", "invaluable service" and "great collection". Areas for improvement were WiFi (something we've tried to get for years). There were even a few poems thrown in too!



In the lead up to Library and Information Week we also did some marketing. This included making and distributing posters throughout the organisation (posters designs are reproduced on this page).

Individual designs were also released one at a time in our internal staff newsletter and during Library and Information Week the library was the feature article. The posters were a hit! Initially we had

about a dozen to choose from and we narrowed it down to these three. Though I wish I could take all the credit the idea was sparked from a Milwaukee Public Library advertisement and we tweaked it

accordingly. In reality these were very small tasks that we carried out but they had high impact.

The thinking cap is on for next year so I'm hoping other libraries have great ideas we can beg, borrow and steal from to keep this momentum going!

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