

CALIFORNIA
LIBRARY
ASSOCIATION
**COMMUNICATIONS
TOOLKIT**

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CALIFORNIA LIBRARY ASSOCIATION
COMMUNICATIONS TOOLKIT

A TOOLKIT DESIGNED ESPECIALLY FOR CALIFORNIA'S LIBRARIES

Assembled by the
California Library Association Public Relations and Marketing Committee



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“ It’s kind of
fun to do the
impossible ”

- Walt Disney

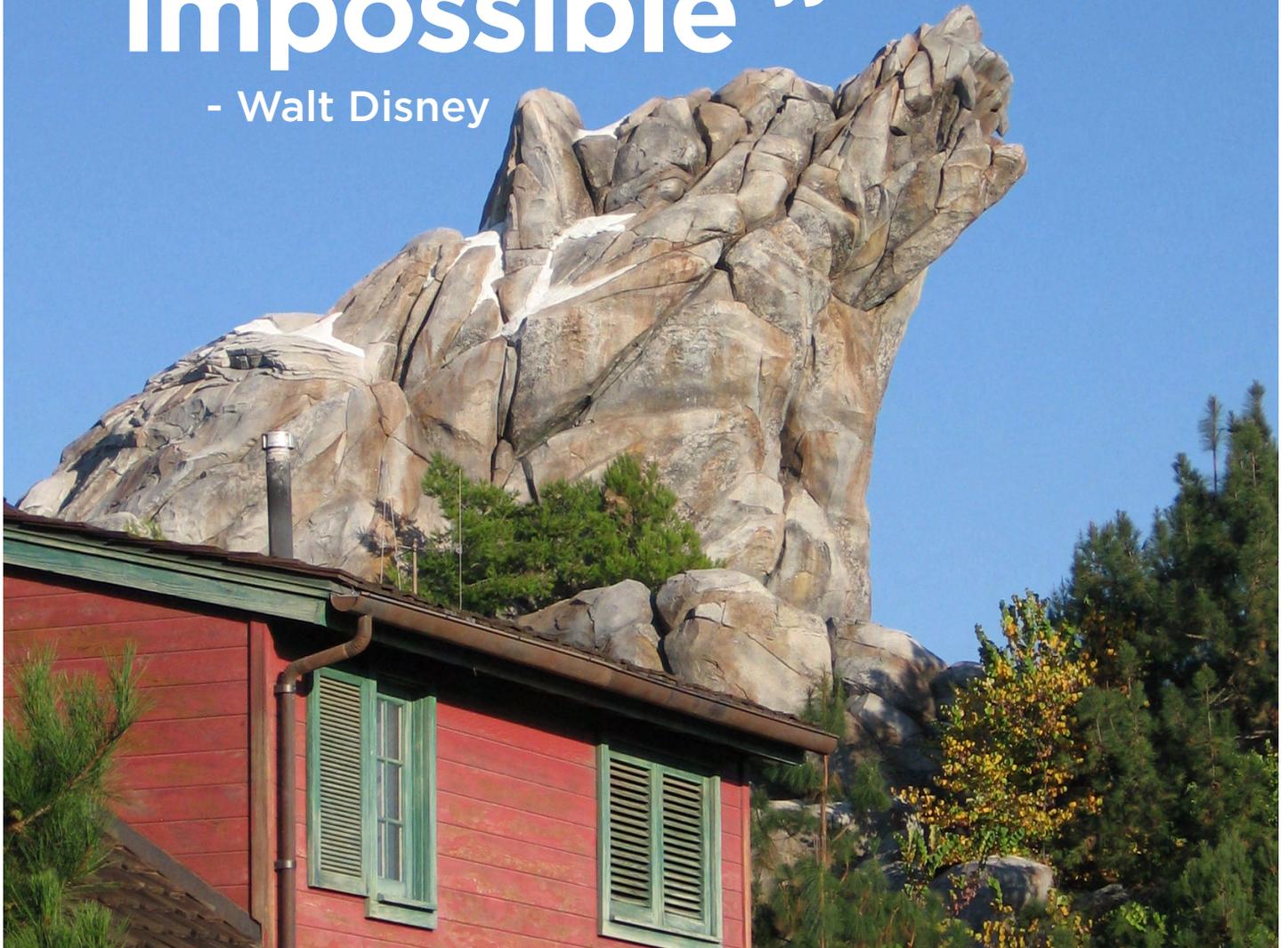


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**It all
starts
with an
idea...**

“If you can dream it, you can do it. Always remember that this whole thing was started with a dream and a mouse,” said Walt Disney when asked about Disneyland. In 2005, Disneyland celebrated its 50th anniversary with a worldwide celebration and over 500 million visitors to the park since its opening on July 17, 1955. Walt Disney designed Disneyland as a place where families could go and have fun together. Disneyland was a completely new concept when it was created and no one quite knew what to expect. But everyone wished for the best and went from there.

TAKING A CHANCE. If there is one thing that we can all learn from Walt Disney and Disneyland, is that it’s okay to take a chance. Because if we don’t take that chance, then we will never know the results. We invite you to take advantage of everything that this toolkit has to offer. We’ve included information for everyone from beginners to pros and everybody in between. This toolkit has been designed to be an on-going project. As new information and ideas come about, we’ll release additional parts of the toolkit.

REMEMBER TO HAVE FUN. Just the mention of “advertising” or “public relations” can be overwhelming for some, but remember that we are all in this together. Starting a marketing campaign for the very first time? Take advantage of every available resource you have – co-workers, other libraries, online blogs, roundtables and the list goes on. Need ideas for your Flickr® account, drop a note to one of the libraries listed in the “Resources” section that have already started a Flickr® page. Remember this, “If at first you don’t succeed...,” well you know the rest. Just a thought... it’s okay to make a mistake, just learn from your mistakes. Pick up the broken pieces, dust yourself off and get back into the game.

ON YOUR MARK, GET SET, GO! Marketing, Design, Communications, yep, it’s in there. Public Relations, Technology and Advertising, yeah, it’s in there too! Welcome to the California Library Association Communications Toolkit, designed especially for California’s libraries. It’s a toolkit that is as unique as the state it serves!