Advancing Digital Empowerment
of Libraries in Europe

Case study

San Giorgio di Piano

Library presenting the case study (Name, city, website and contact details)	Luigi Arbizzani Library San Giorgio di Piano Website: https://bibest.it/it General email: biblioteca.sg@renogalliera.it Contact email: s.chiessi@renogalliera.it
Title of the case study	Digital Marketing for libraries
Area of ADELE tool illustrated by the case study *Please underline the selected area*	☐ Management ☐ Infrastructure, Equipment and Support x Continuing Professional Development ☐ Self-reflection on digital competences ☐ Learning opportunities on digital competences for users ☐ Collaboration, Networking, and Community
Description of the experience: aim, methods and outcomes	The library staff of the local library network felt it was lacking proper training in online/social media marketing of the library: everyone was doing it according to her/his individual talent or inclination. An online training was organised with a social media expert. It was a 2 days webinar on Google meet, with the active participation of the librarians involved. One general outcome was that all the libraries that still hadn't an Instagram profile, opened a new one.
Resources needed to implement the idea Please, provide any link and/or send them in attachment	Teacher: a social media marketing expert Google meet platform PC or other device with camera and microphone Final slides of the webinar
Target groups	Library staff involved in library marketing
Elements of innovation	Most of the library staff knew very little of Instagram (because of the generation gap), so most of the webinar topics were perceived as innovative as well as fundamental. Not only because of the technical tips, but also because of marketing basics.
Tips to other library staff using this idea	As in all training experiences, the key for a successful experience is to put into practice as soon as possible what has been taught. It is also very useful to "learn by doing", using video tutorials, sharing and imitating best practices, using the main free marketing tools available online, such as Canva or Mailchimp.
Keywords	#socialmedia #digitalmarketing #librarianskills #digitalskills
References	Unfortunately, being a internal staff training, there is no public reference