Rauha Maarno
IFLA Management of Library Associations
Satellite Meeting 23rd August 2018
Kuala Lumpur

# SOCIAL MEDIA - CHEAP AND POWERFUL



#### INFLUENCE PUBLIC OPINION

### REBRAND THE LIBRARY & THE PROFESSION

## ACCELERATE PROFESSIONAL DISCUSSION



#### "IT'S FOOLISH NOT TO USE A LIBRARY"



## TIPS FOR LEADERS

# SUPPORT CREATIVITY IN EVERYBODY: STAFF, VOLUNTEERS, SUPPORTERS



#### MOSTLY JUST ENABLE! STAND OUT OF THE WAY OF CREATIVE FLOW.



#### HIRE TALENT OUTSIDE LIBRARIES. WE HAVE THE LIBRARY ANGLE, NOW WE NEED NEW ONES!



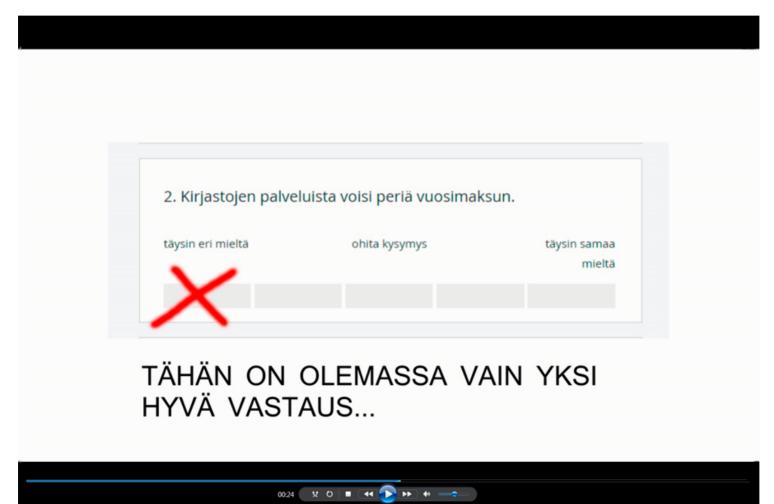
## TOOLS BY VILLE:

HUMOR MEMES CELEBRITIES ' WHATS ON THE NEWS



#### LET'S PROMOTE DEMOCRACY FREEDOM OF SPEECH HUMAN RIGHTS **EDUCATION** READING

#### FEES FOR LIBRARIES? NO THANKS!



## CONNECT PEOPLE AND IDEAS.



## FAVOURITE BOOKS OF PRESIDENT CANDIDATES



Näitä kirjoja osa presidenttiehdokkaista kehuu. (KUVA: HS)

## THANKS!

# ASK ME MORE!