BRAND NEW
Marketing 21st Century Librarians

LILLI SCHESTAG

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I AM A LIBRARIAN
TRADITION
SOCIAL RESPONSIBILITY
INTELLECTUAL FREEDOM
ACCESS
PRIVACY

DO NOT DISTURB

NO MOLESTE

PRIÈRE DE NE PAS DÉRANGER

BITTE NICHT STÖREN

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SERVICE

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SKILLS

Administration and Management
Continuing Education and Lifelong Learning
Organization of Knowledge and Information
Technological Knowledge and Skills
Reference and User Services
Research

Via ALA
<table>
<thead>
<tr>
<th>SKILLS</th>
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<tbody>
<tr>
<td>Information Architecture</td>
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<tr>
<td>Usability</td>
</tr>
<tr>
<td>Taxonomy</td>
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<tr>
<td>Metadata Creation</td>
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<tr>
<td>Content Curation</td>
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<tr>
<td>Web Development</td>
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<tr>
<td>Data Visualization</td>
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<td>Social Media</td>
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ALTERNATIVE JOBS

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B I G  D A T A
<table>
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<tr>
<th>Age Demographics</th>
<th>Compared Income</th>
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<tbody>
<tr>
<td>Age 20-24</td>
<td>$15.43</td>
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<td>$11.74</td>
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<tr>
<td>Age 25-54*</td>
<td>$23.22</td>
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<td>$19.76</td>
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<td>Age 55+</td>
<td>$21.80</td>
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<td>$19.59</td>
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USABILITY IS NOT A
JACKSON
POLLOCK
PAINTING
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I ❤️ WIREFRAMES
SOCIAL MEDIA

#NEWLIB
LEADERSHIP
SUPPORT

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ADVOCATE FOR YOURSELF

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IMAGE CREDIT

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