

PROUDLY PROMOTING LIBRARIES

Welcome to 2018. I am very much looking forward to this year as it seems to me that, in general, Australians are feeling positive and upbeat. This bodes well for us all.

To kick off the year we're focusing on a subject that is of critical importance to everyone. Advocating for libraries. We'd like to encourage every Member of ALIA to advocate for their library or information service. This will raise the bar of awareness of all the good that we do, and the natural result of that is sure to be more success in your personal roles and for us as a whole.

In my role as editor of *INCITE*, and also of *Good Reading* magazine, I try to promote libraries wherever I go. I find when I talk to readers that they are sometimes surprised by the wide variety of services that libraries offer. And they are always fascinated when I explain to them how detailed and varied roles can be within the LIS sector. I find LinkedIn a great source of information about libraries, not only in Australia but around the world. Joining focus groups or connecting with you on LinkedIn enables me learn a great deal about the goings on in the industry. And this in turn is an enormous help to me as I can then share that within my own networks, either in the industry or with the wider general public.

If you are yet to join LinkedIn, I would recommend you do so now; send me an invitation, as I'd like to meet you. I encourage you to consider using your networks to advocate, not only on LinkedIn but also on Facebook,

Twitter and Instagram. If we all focused on this for a short time each week, we'd keep our collective profile front of mind for those people who are yet to discover – as well as those who have already discovered – the fabulous benefits and services we provide.

We have another challenge for you for 2018. *INCITE* is your membership magazine and we would very much like to have your ideas and contributions on how we can improve and provide even more relevant information and ideas to assist you in your roles and the projects you work on. If there are any areas in which you would like helpful ideas to inspire you or you would like us to provide more information about, please drop us a line (incite@alia.org.au). We'd be keen to know the bits of *INCITE* you enjoy and get the most out of, and we'd even like to know the bits you don't. This will help us improve and stay relevant. So don't be shy; we'd love to hear from you. 📧

PS. This is my last issue as editor of *INCITE*. It's been a privilege to get to know you and to be a part of your community. I have learnt so much more about what you do and have personally found your passion and enthusiasm for your industry inspiring and quite infectious. I wish you all a very successful 2018 and beyond.

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