

Getting *lovey-dovey* in uni libraries

On 14 February, Library Lovers' Day, uni libraries around the country decided to lighten up and spread the love and levity by engaging in some frolics designed to engage and entice library users.

Library staff in numerous university libraries around Australia took the opportunity to use Valentine's Day this year for the noble cause of sharing library love. While Library Lovers' Day has long been celebrated by public libraries, more and more academic libraries are now acknowledging it as they seek new ways to raise awareness of the value of their resources and services throughout their community.

Council of Australian University Librarians (CAUL) shared their efforts and activities via Twitter, Facebook and Instagram to educate, entertain, and make us hungry. Staff used infographics, competitions, cupcakes and chocolates to invite students as well as academic and professional staff to understand the social and relational value of libraries and staff expertise in teaching and learning.

At the University of New England Library, students participated in a scavenger hunt, using clues to search the library catalogue for a book. Correct answers received an entry to a prize draw.

Bond University Library took a fresh approach to celebrations this year. Karen Joc, Senior Manager for Library Academic Services, was pleased with the response: 'We wanted to make Library Lovers' Day fun and a little bit risqué with a blend of the old and the new. We picked retro conversation hearts to give out to the students, as many of them hadn't seen them before and we mixed these with a "swipe right" blind date with a book/chick flick display. We also asked students to write on hearts what they liked about the library and asked them to decorate the Library Lovers' tree. The event was well received and many students had never celebrated Library Lovers' Day before.'

Library staff across the three campuses of the University of Southern Queensland enjoyed celebrating Library Lovers' Day, using the occasion to connect with new staff and old, taking a brief break from preparations for the commencement of Semester One for 2017. They distributed

library lovers' day 14 February 2017



(Left) UNSW Canberra Library (Right) Online at University of Southern Queensland Library



Bond University Library



University of Southern Queensland, Springfield Library

bookmarks with chocolate hearts among staff and shared cupcakes with clients in the library.

Carmel O'Sullivan, Director of Library Services at the University of Southern Queensland, supports the celebrations: 'Students and staff both appreciated the light-hearted nature of the #LibraryLove theme, indulging in chocolates and cupcakes. By celebrating Library Lovers' Day, we aimed to make the academic library a little less remote and a little more accessible to students, as well as acknowledging the more serious message behind the fun: getting to know your library staff has benefits for you – they are there to help.' 🍷

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