

The Humble Librarian: an extinct species

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Once again librarian positions in our district are threatened with budget cuts that could eliminate the one remaining librarian in the high school – me. So here I am, sitting with a crowd of librarians (is there a collective noun for that?) waiting like an acolyte eagerly anticipating the prophet's wise words. Those words would come from The Daring Librarian, born Gwyneth Anne Bronwynne Jones. She was presenting *10 ways a Librarian Can be a Marketing Genius Like Lady Gaga*. But more than becoming a marketing genius, I was hoping she would present something that would encourage me to remain in the profession despite the usual budgetary bludgeons we endure. While her energetic personality woke us up, it was this phrase that kept needling my conscience: "humble ourselves out of a job."

How do we humble ourselves out of a job? It happens when we don't publicly share amazing activities that happen in the library; it happens when we don't mention that our circulation has tripled in the past two years; it happens when we don't maximize technology's wide reaching arms and use apps like twitter or Instagram or even facebook to share with our community what happens in the library.

Leveraging social media is the means to not humble ourselves out of a job. While she mentions personalize student learning, creating our own professional development, and creating community partnership as essential to making sure we remain relevant to the public, it's leveraging social media that she does best and that she uses to share what she has done with the rest of the world. "Preaching and preaching is not as effective as showing and showing," she exhorts. She admires Lady Gaga as a positive role model who knows how to market herself and one who has a strong web presence and who caters to her audience and they love her in return. We should do the same. Having a strong web presence tells the world that we exist and we matter and our work matters and we are here to serve our patrons, our students. And it (our web presence in whatever form) doesn't have to be fabulous. "It's okay not be fabulous...give yourself that permission." And with her permission, I am energized not to humble myself out of a job.

To get the full effect of her web presence, check out: <http://www.thedaringlibrarian.com/> and <http://www.thedaringlibrarian.com/2018/01/how-to-be-teacher-librarian-rock-star.html> and her electronic portfolio:

[http://www.daringlibrarian.com/daringlibrarian/Gwyneth A. Jones -
_Electronic Portfolio.html](http://www.daringlibrarian.com/daringlibrarian/Gwyneth_A._Jones_-_Electronic_Portfolio.html)