**Library Signage: Effective Crisis Communications**

**Learner Guide**

<https://www.webjunction.org/events/webjunction/library-signage.html>

Good signage in the library helps to create clarity and build awareness, while bad signage can lead to frustration and confusion. Has your library had to implement COVID-related signage? Has there been a review of other temporary and permanent signage? This session will look at recommended types of library signs and address aspects of library signage within crisis communications. We will also address how to conduct a signage audit, the importance of library branding and using templates, and internal communications as they relate to signage. Online resources will be shared and there will be opportunities for Q&A and discussion.

Presented by: **Dr. Curtis Rogers**, Founder of [Curtis Rogers Consulting](https://curtisrogersconsulting.com/), conducts training and consulting for libraries on marketing and communications topics, and recently retired, after 27 years of service at the South Carolina State Library.

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| **What are your goals for viewing this webinar?** |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Library Signage Audit** |
| Your library’s signage may feel overwhelming or confusing, to staff and patrons alike. And with changing community needs and possible crises arising, there are challenges to keeping messaging clear and up to date. Begin with an assessment of your current signage to understand what is working well and where improvements can be made. An audit begins with a walk around your library, both in the public areas of the building and in the spaces on the exterior of the building. Consider the different audiences that might be reading your signs, all ages, reading abilities, and those with limited English skills. Using the positive and negative factors shared in the presentation for “Library Signage 101,” think critically about each sign, what it means, the positive and negative aspects, and what’s working or could be changed to improve it. (Note: additional details and approaches to a signage audit are included in [*Library Signage and Wayfinding Design: Communicating Effectively with Your Users*](http://www.worldcat.org/oclc/1256593274)) |

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| **Customer Service Through Effective Signage** |
| Diving deeper into assessing your signage, perhaps with a sign or message that raised some flags in your audit, consider these broader and deeper facets:1. How does this sign surface possible systemic issues? Does this sign consider social inclusion of all in our community? Does the message focus on the negative?
2. Does this sign bring up issues that would benefit from staff receiving customer service training, to increase their confidence in communicating the message of the signage?
3. Is there more than a sign needed to address the ways in which this message is shared or received?
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| **Communicating Signage Updates** |
| Regardless of your library or community’s size or type, communicating updates or new signage is key. Whether you’re sharing the outcomes of your signage audit with staff or updating community partners about a new sign, be frequent and thorough in your communication. Consider:1. Does this signage need to be reviewed with staff or other community stakeholders?
2. Are there new processes or policies associated with this signage that need to be updated?
3. Consider the best channels to share your updates, via email, in staff meetings, or perhaps in conjunction with other messaging, in newsletters or on your library’s social media.
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| **Review and Refresh Signage Frequently** |
| Updates to signage in the library can be frequently needed. Consider adding a signage audit to your quarterly tasks, or forming a working group to manage regular reviews of signage, to ensure clear and effective signage become a part of your overall strategy for a positive customer experience. Remember that simply removing old or confusing signs can have a huge impact! |
| **Action Plan: (include next steps, who, when, etc.)** |
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