



www.webjunction.org/explore-topics/advocacy.html • LOCAL LIBRARY AWARENESS CAMPAIGNS

ADVOCACY IN ACTION MARKETING PLANNING GUIDE

Challenge: Heighten awareness about the value of public libraries for individuals and your community, and the critical funding issues you face.

Main Goal: Introduce patrons and your community to your local awareness campaign, encourage participation and find ways to maintain interest for the duration of the campaign.

STEP 1: INTRODUCE YOUR CAMPAIGN

- Take time to educate your staff about your campaign, how and why it was developed, discuss your internal goals, and walk them through the PR materials, and www.geekthelibrary.org.
- Send a press release to your local media, and appropriate community partners (e.g., schools, arts institutions, local businesses, community organizations, etc.).
- E-mail, call or meet with local public library support groups and other community organizations using a short PowerPoint presentation for support.

STEP 2: START IN YOUR LIBRARY

- Consider creating and placing large banners outside of your library or use your outdoor message board if you have one. Also, put up posters and/or specific campaign displays and add campaign information to your library computers.
- Tell the campaign story to your patrons verbally or via displays to ensure they spread the word into the community. Encourage patron participation by asking them what they geek (or are passionate about), create a simple passion wall that anyone can add to, or feature patrons who are passionate about interesting things around the library.
- Add a campaign element to current library programs and integrate your awareness campaign whenever appropriate (e.g., use 'geek'/passion terminology within regular signage, advertising, etc.).
- Be sure to mention the campaign to anyone you usually partner with during your normal meetings and inspire patrons to tell their friends about the campaign as well.
- Ask staff to wear custom t-shirts, buttons, lanyards, or stickers in the library and when they are at community events.
- Add a special campaign e-mail signature—and encourage your staff to do the same—so every communication includes mention of your awareness campaign.

- Add campaign messaging on your library web site and incorporate campaign messaging into all of your social networking sites.
- “Like” the Geek the Library page on Facebook and share or comment on posts, follow and retweet @geekthelibrary on Twitter, or watch Geek videos on YouTube. Add photos relating to your campaign to Flickr.

STEP 3: TAKE IT INTO YOUR COMMUNITY

- Inform influential community members and library supporters about your campaign and let them know how they can help you spread the word.
- E-mail, call or visit local community partners (e.g., local businesses, schools, organizations and institutions, etc.) to introduce your campaign. If you adopt the ‘geek’ terminology, be sure to educate them appropriately and explain the concept of ‘geek’ as a verb. Walk them through or send them a link to www.geekthelibrary.org. Ask if they can put up posters, give out material, add information to their web sites, etc. Also, inspire participation by creating local ‘I geek’ images.
- Once you establish partnerships, ask to piggy-back with them on advertising or in literature. For example, if a local art gallery is promoting a new exhibit, ask that they use the headline ‘I geek/ am passionate about modern art’ and include a mention of the partnership.
- Work with local human resource departments to see if you can distribute material via employee mailings or on employee intranets.
- Add a campaign component to any events you have in the library and out in the community.
- Find out what events are going on in your community that you could take part in and include a campaign element. This is your chance to try something different.
- Ask community organizations—or any of your community partners—if you could speak and introduce your local awareness campaign at a regular meeting.
- Hold an event or meeting at the library inviting the public to come in.
- Ask your city or county if you can work together to promote your campaign (e.g., newsletters, banners on buildings, info at events, etc.).
- Use this opportunity to build a strong relationship with local media. Invite them to visit the library to discuss its value in the community and the critical funding issues you face, and the importance of this campaign.

STEP 4: ENCOURAGE PUBLIC INTERACTION

- Encourage the public to discuss how the public library brings value to individuals and communities, as well as the critical funding challenges they face, with other members of the community.
- If you choose to adopt ‘Geek terminology, encourage the public to use ‘geek’ as a verb and talk about Geek the Library with others whenever appropriate, and point people to www.geekthelibrary.org.