YOUR LIBRARY MESSAGE

IDAHO COMMISSION FOR LIBRARIES 3.2.18
Because

- Messages delivered anywhere are received everywhere

- The more that people hear a consistent, cohesive message, the more people will understand and support your library and its impact

- Being on the same page conveys a sense of confidence

- Strong message delivery comes from practice
Libraries Transform Lives
Libraries Transform Communities
Librarians Are Passionate Advocates for Lifelong Learning
Libraries Are a Smart Investment

BECAUSE ....
The Golden Circle

By Simon Sinek  https://www.youtube.com/watch?v=IPYeCltXpxw

- **WHAT:** The products you sell or services you offer.

- **HOW:** The things that make you special or set you apart from others.

- **WHY:** A purpose, cause or belief. The very reason you exist. Why you get out of bed in the morning.
Because Statement Activity

1. Select one of the “Because Statements” and finish it with a Why (5 minutes).
2. Find a partner – someone you don’t know very well. (2 minutes)
3. One person shares their message, the other actively listens. (3 minutes)
4. Change roles and repeat the process. (3 minutes)
5. Post Because statements on the sticky wall. (2 minutes)

http://www.ilovelibraries.org/librariestransform/toolkit
CREATING THE MESSAGE
Choose Your Shape
Rectangle Method

Supporting Message 1

Supporting Message 2

Umbrella Message

Supporting Message 3

Supporting Message 4
Libraries Transform Communities…

- Need ongoing support and funding
- Economic influencers
- Education and learning for all
- Free and equitable access

Libraries play a critical role in communities in the digital age

Educational and learning for all

Free and equitable access
Libraries Transform Communities …

Libraries need ongoing support and funding to stay current with advancements in technology and information and maintain their important role in communities.

Libraries are deeply engaged in education and learning for all ages.

Libraries play a critical role in communities in the digital age.

Libraries are economic influencers, providing job skills training and small-business support.

Libraries are champions for free and equitable access to information, leveling the playing field for learners of all ages.
Triangle Method

Message 1

Story or Statistic

Message 2

Message 3
Triangle Method

1. Libraries are economic influencers, providing job skills training & small-business supporting health communities.

2. Libraries need ongoing support & funding to stay current with advancements in tech & information, allowing communities to be resilient in all economic environments.

3. Libraries level the playing field, & are champions for free and equitable access to information contributing to resilient communities.

S/S:
- ed for all ages anecdote
- skills training success anecdote
- stat about slow broadband
What are your key messages?

- Work to deliver each point in <15 seconds
- Bolster messages with stories or statistics
- Make the messages your own
Exercise: Create Your Key Messages

Supporting Message 1
Supporting Message 2
Supporting Message 3
Supporting Message 4

Umbrella Message

Message 1
Story or Statistic
Message 3
Message 2
EXERCISE: SHARE YOUR MESSAGE

1. Find someone you don’t know very well.
2. One person shares their message, while the partner actively listens.
3. The listener then provide constructive feedback.
4. Switch roles and repeat.
REFRAMING THE MESSAGE
Audience

WHAT  WHO

HOW  WHY
Why of Reframing?

Reframing the issue should maximize your efforts and counteract the efforts of the opposition.

- To gain support
- To influence
- Reply to the opposition's framing

The Three Languages of Politics by Arnold Kling
Practice Reframing
Advocacy Checklist
Resources

American Library Association – Libraries Transform Initiative
http://www.ilovelibraries.org/librariestransform/

Red Sky Marketing – Spokesperson Training, 2017
http://libraries.idaho.gov/communication

University of Kentucky Community Toolbox: https://ctb.ku.edu/en/table-of-contents/advocacy/encouragement-education/reframe-the-debate/main