

# YOUR LIBRARY MESSAGE

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IDAHO COMMISSION FOR LIBRARIES 3.2.18



# Because

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- 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

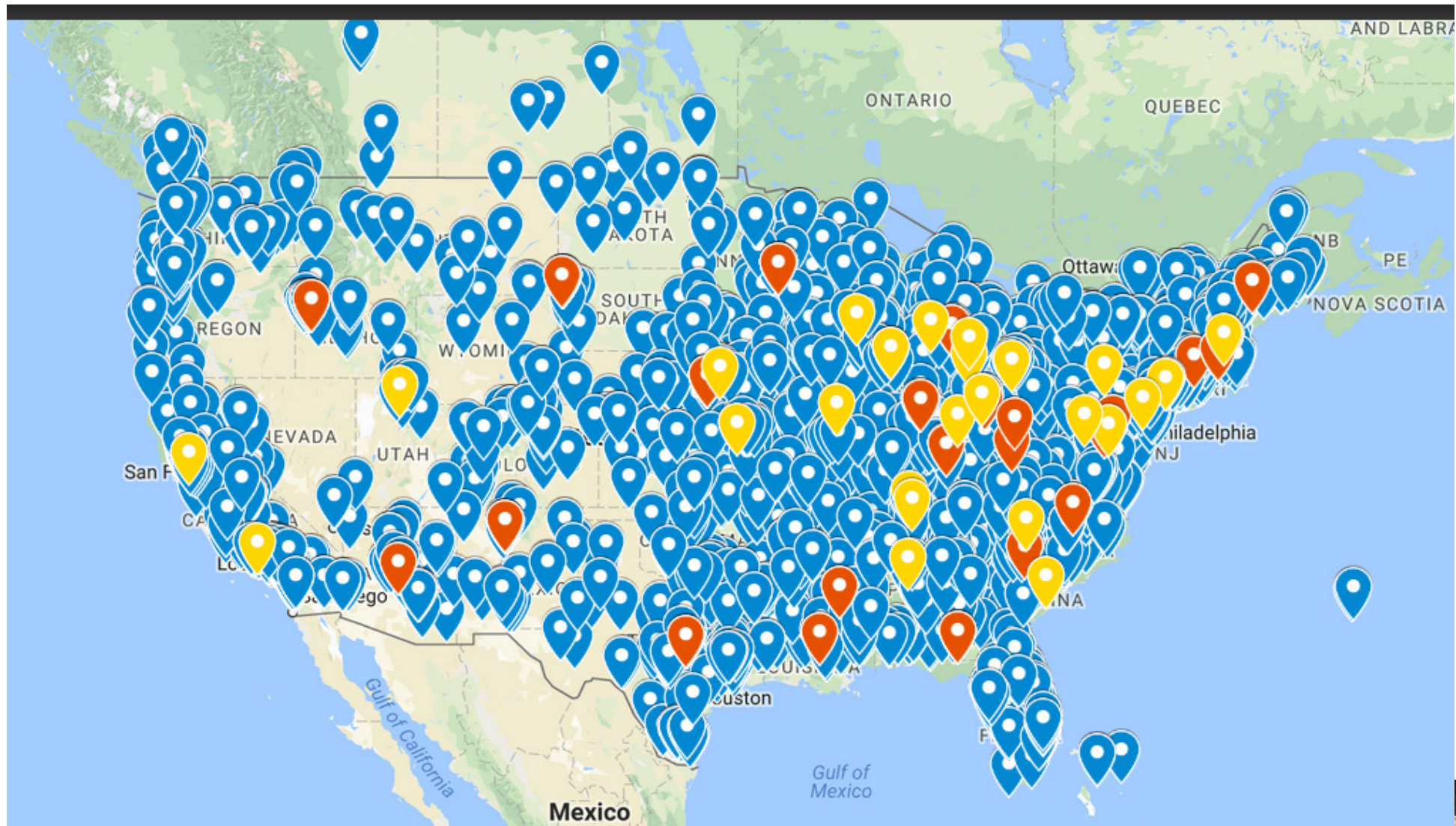
Librarians Are Passionate Advocates for Lifelong Learning

Libraries Are a Smart Investment

BECAUSE ....

**LIBRARIES  
TRANSFORM<sup>®</sup>**

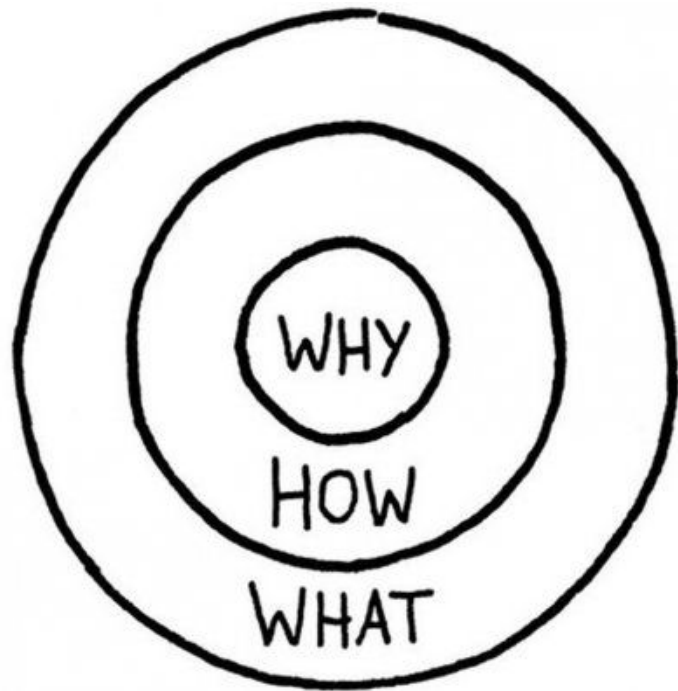




# The Golden Circle

By Simon Sinek <https://www.youtube.com/watch?v=IPYeClTXpxw>

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- **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>

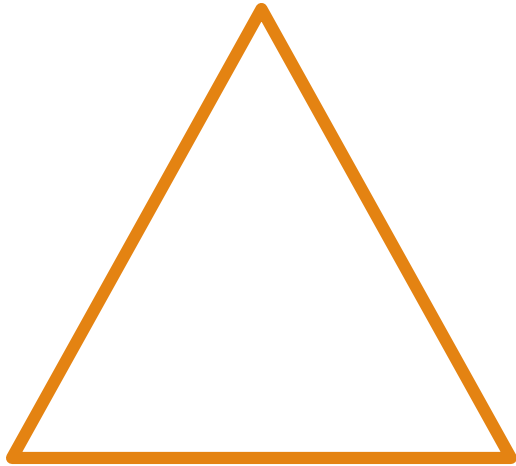


# CREATING THE MESSAGE

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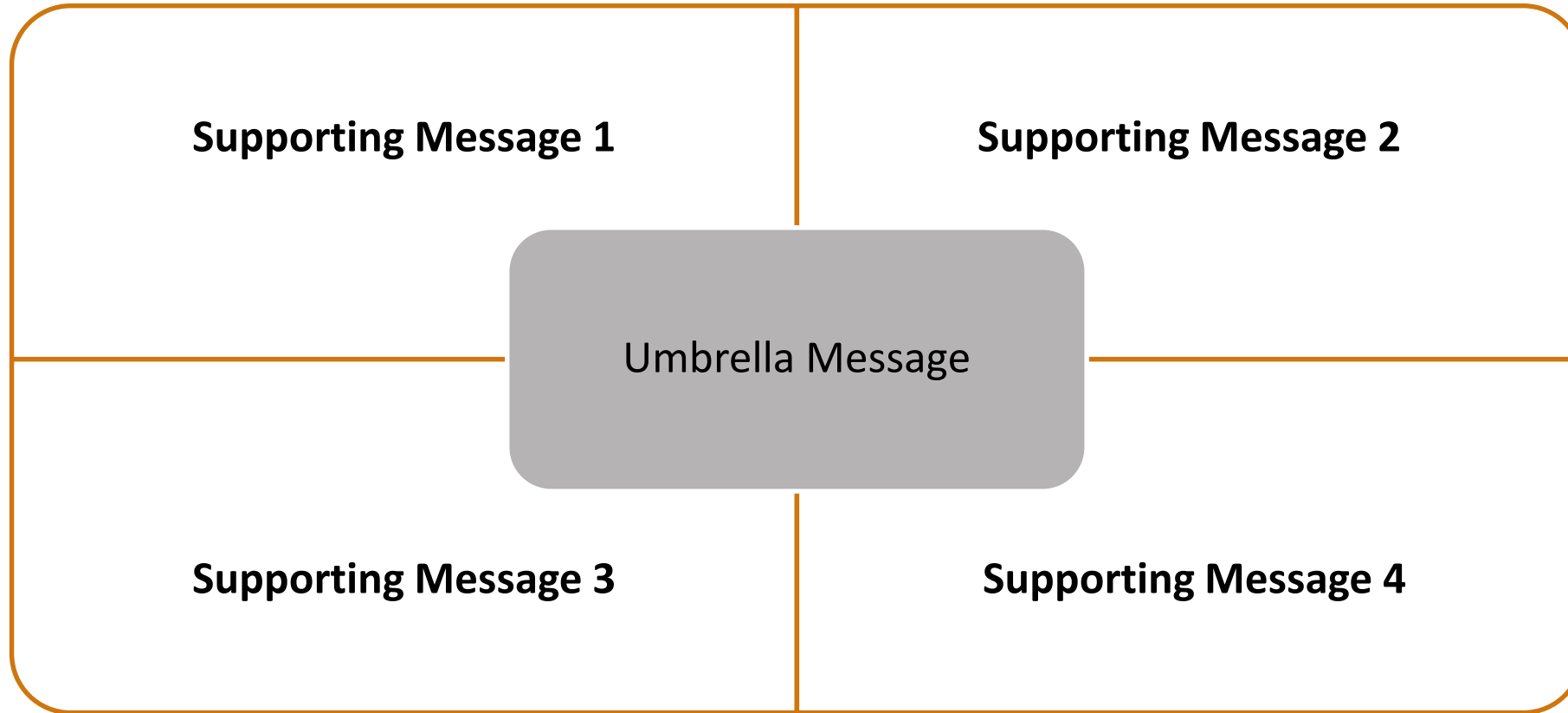
# Choose Your Shape

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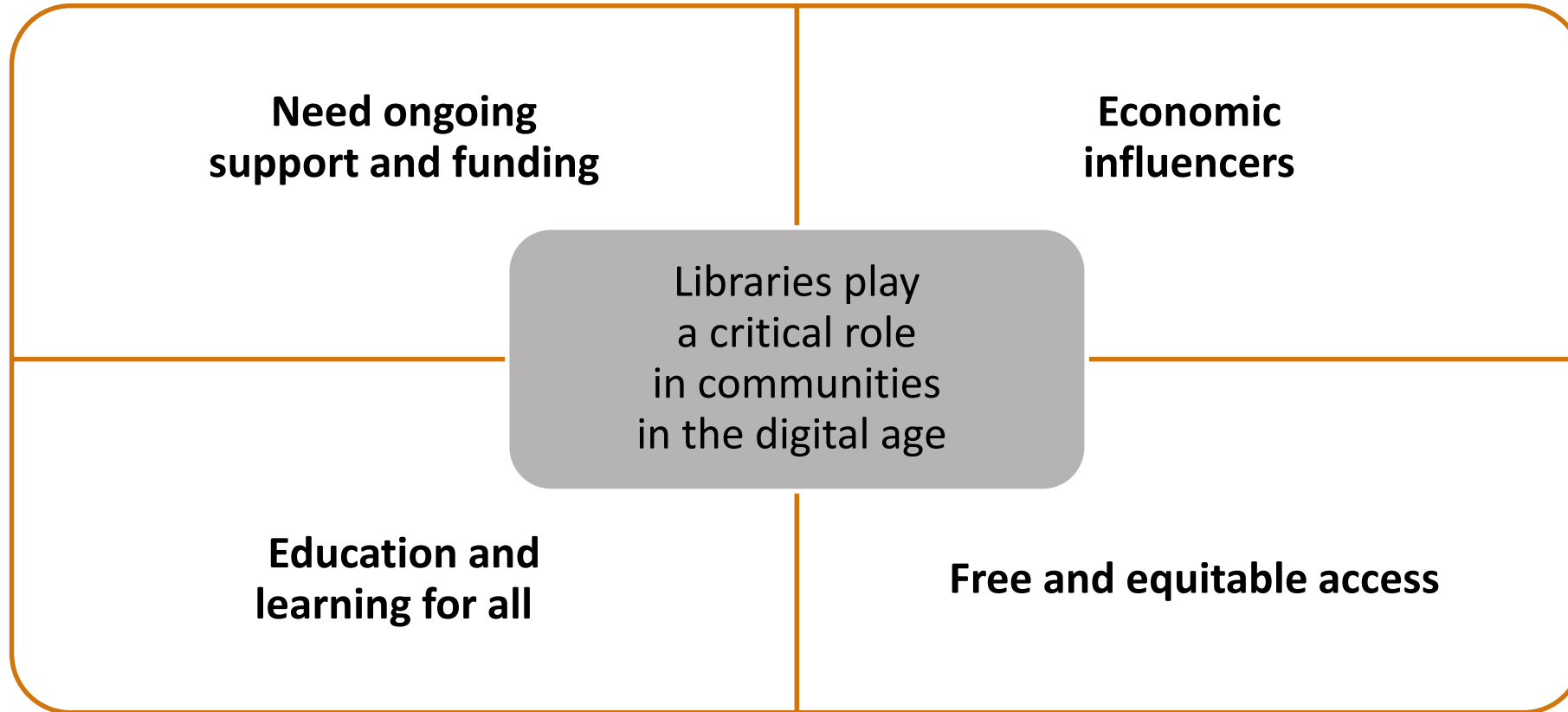




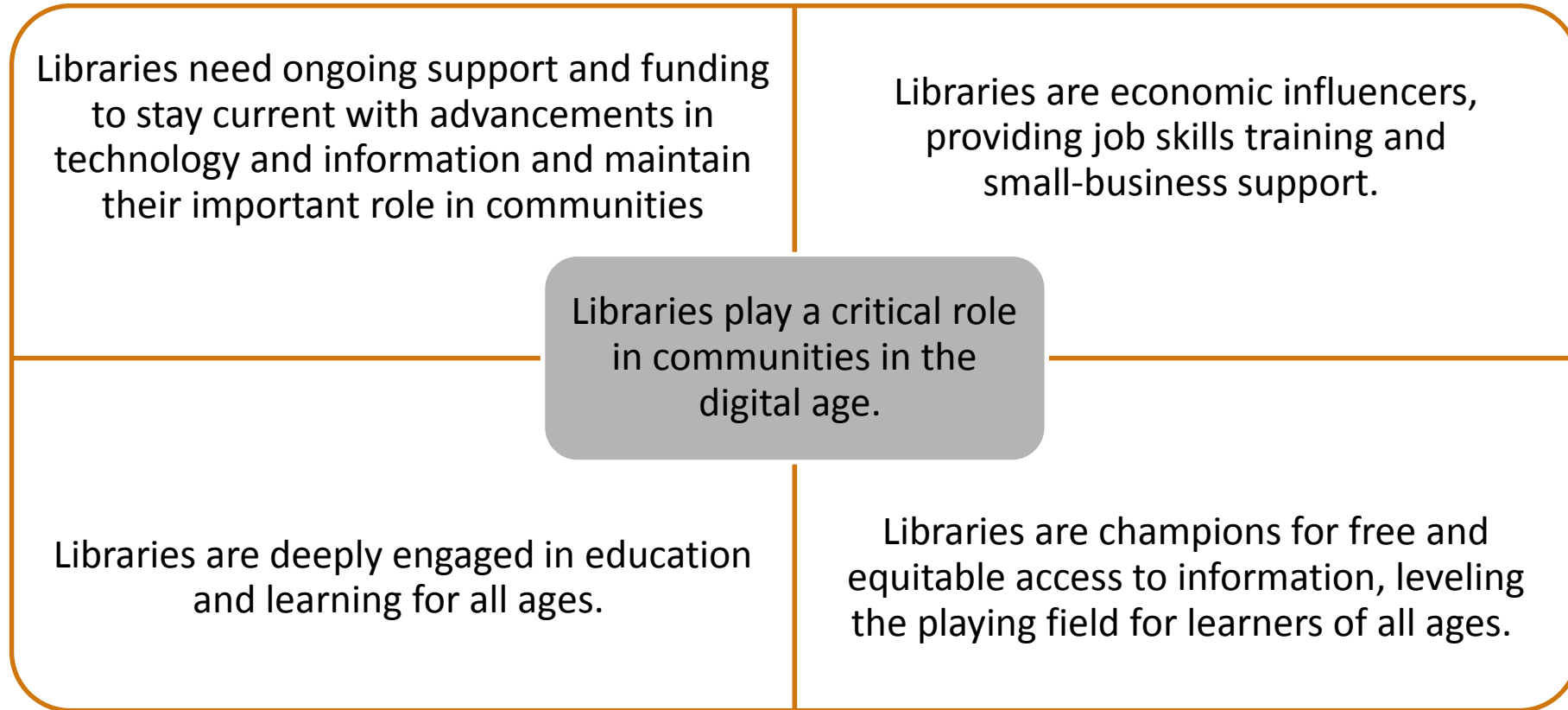
# Rectangle Method



# Libraries Transform Communities...

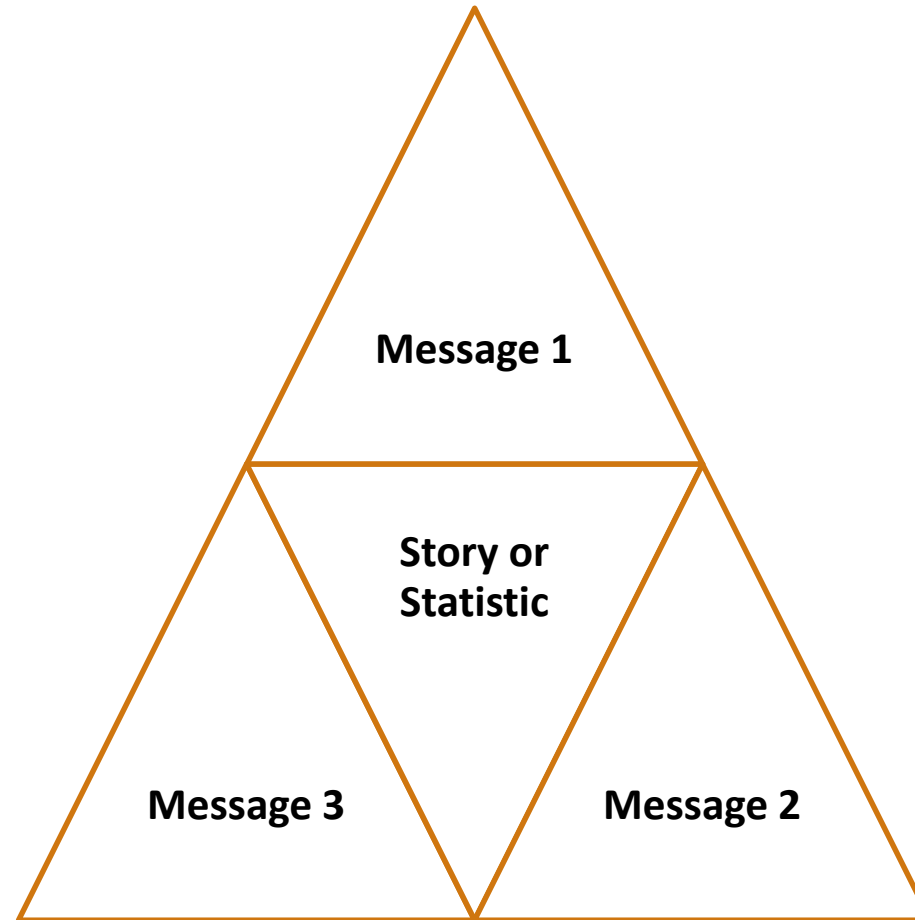


# Libraries Transform Communities ...



# Triangle Method

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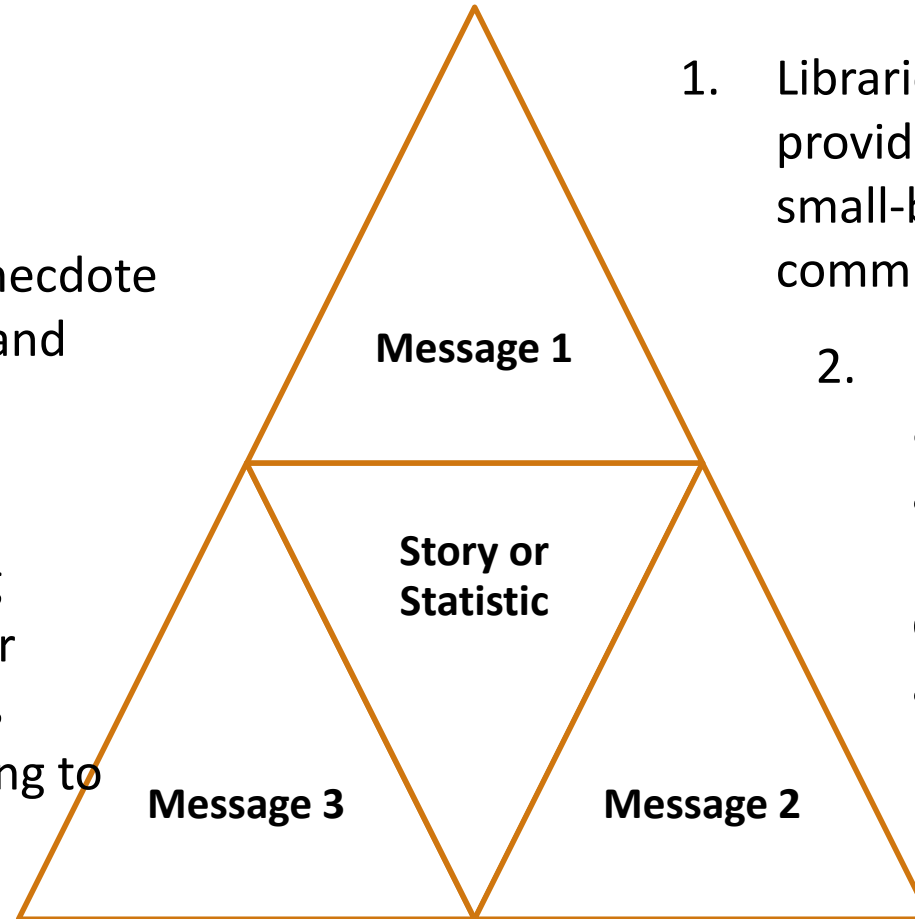


# Triangle Method

S/S:

- ed for all ages anecdote
- skills training success anecdote
- stat about slow broadband

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

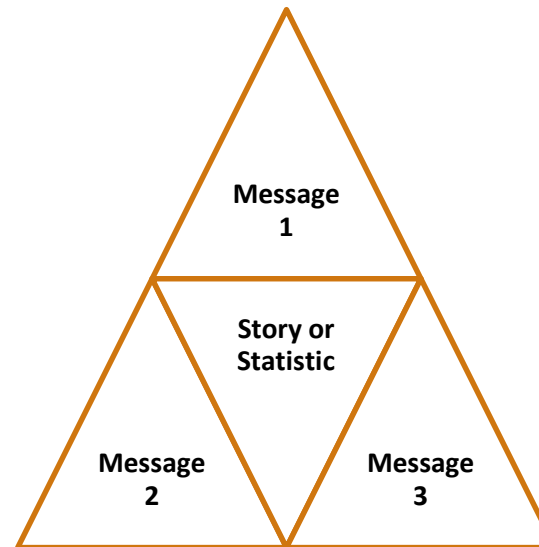
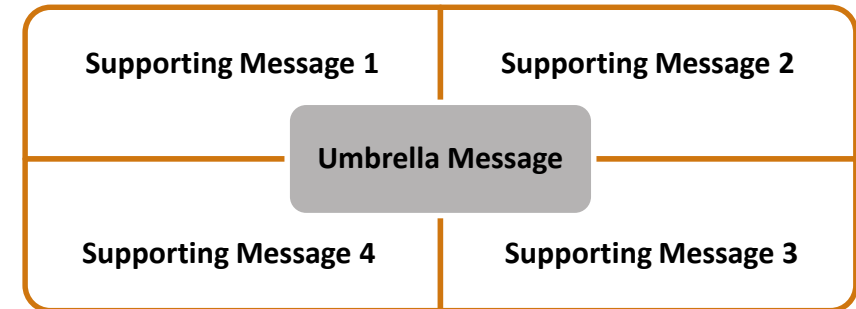


1. Libraries are economic influencers, providing job skills training & small-business supporting health communities.
2. Libraries need ongoing support & funding to stay current with advancements in tech & information, allowing communities to be resilient in all economic environments.



# What are your key messages?

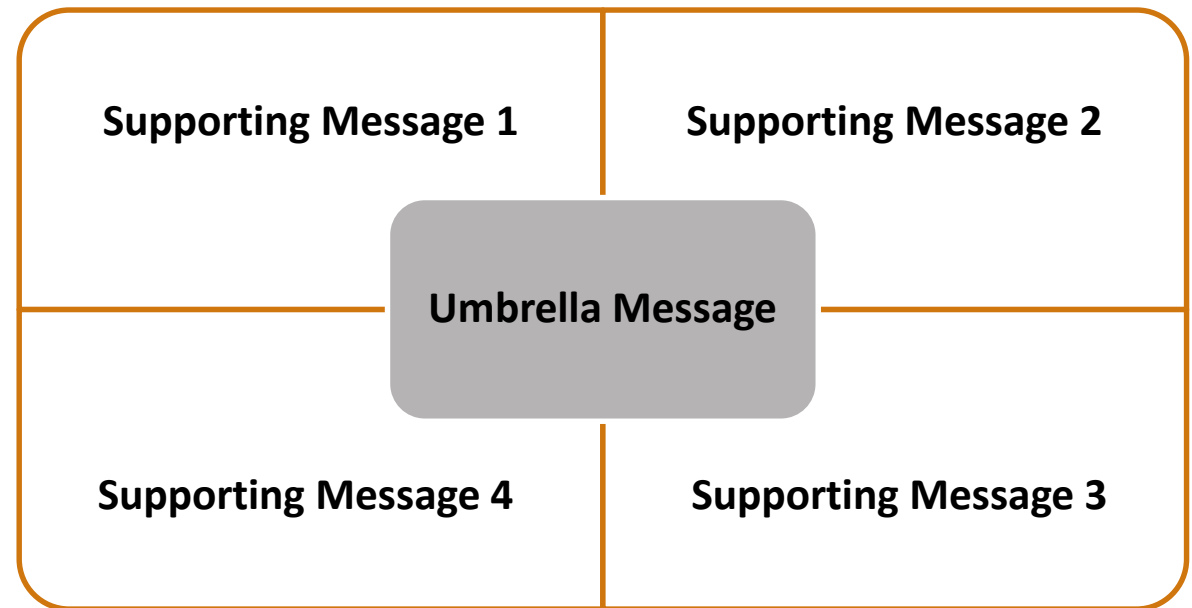
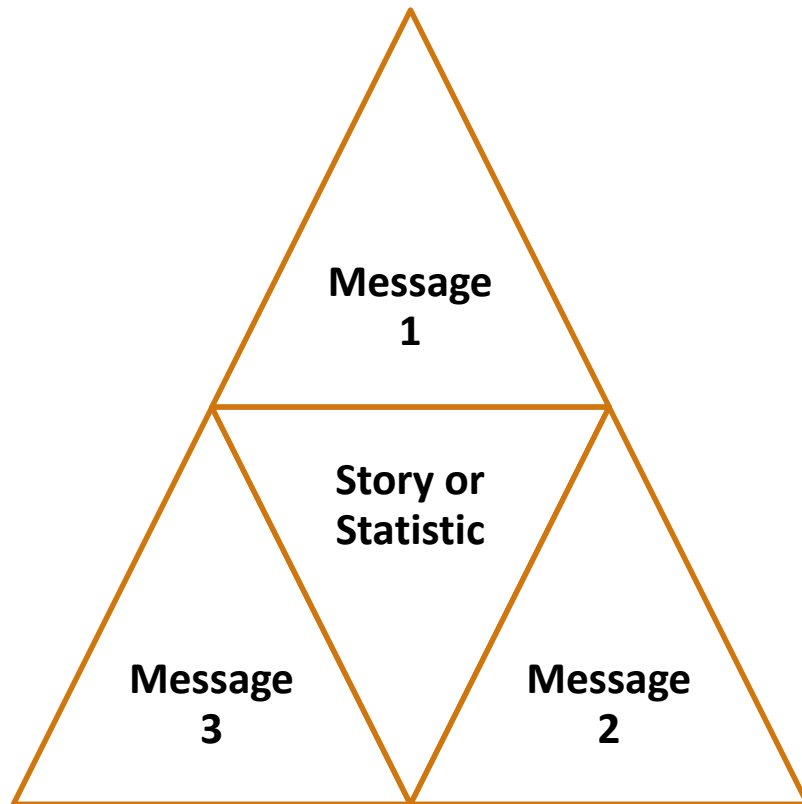
- Work to deliver each point in <15 seconds
- Bolster messages with stories or statistics
- Make the messages your own





# Exercise: Create Your Key Messages

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## **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.

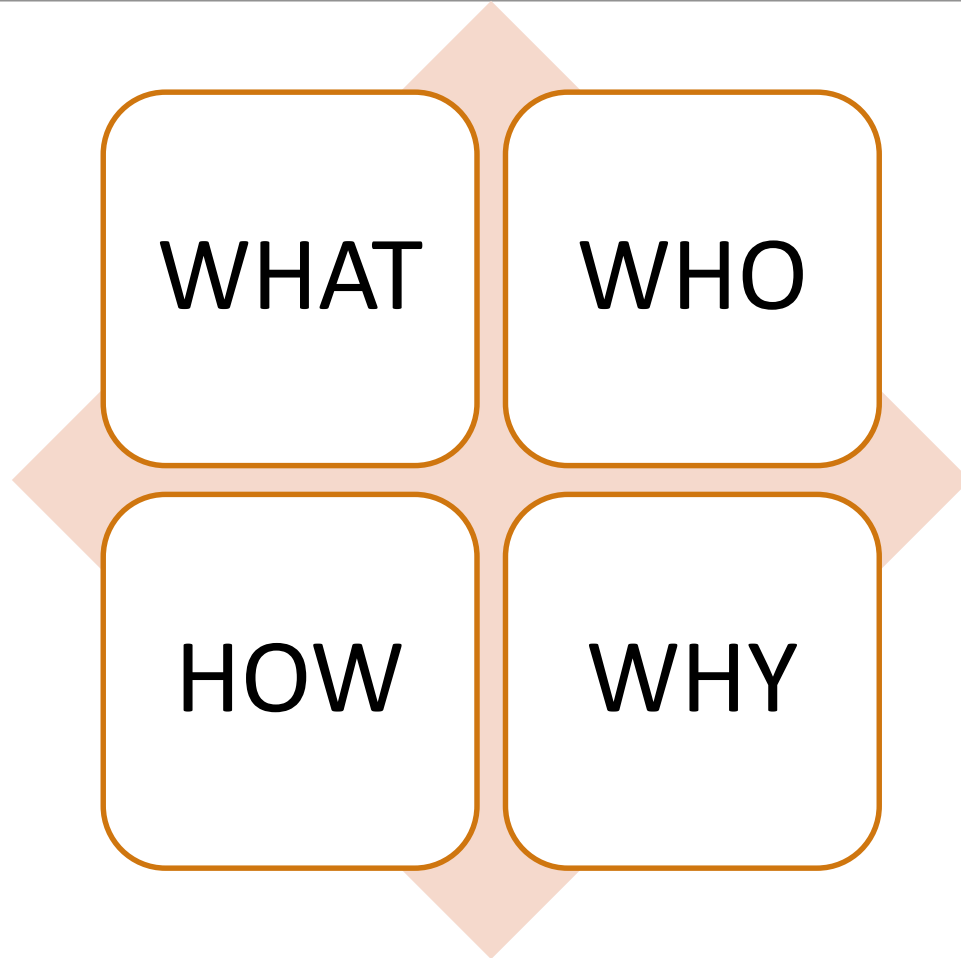


# REFRAMING THE MESSAGE

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# Audience

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# Why of Reframing?

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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

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# Advocacy Checklist

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# Resources

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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>

