Advocating Virtually: International Showcase of Effective Online Library Advocacy

Susan Haigh, Executive Director, Canadian Association of Research Libraries
IFLA Satellite Event – Advocacy in Action! Success for Library Advocacy Worldwide
August 2018
Target Audience

- Understand your target audience and the types of social media most used by those demographics.

Courtesy of https://sproutsocial.com/insights/new-social-media-demographics/
Social Media Management Platforms

• Prepare content ahead of time and make sure messaging is consistent.
• Develop an editorial calendar and schedule times to monitor feeds and post content (social media management platforms such as Hootsuite and BirdEye can help).
Timing

- Time posts appropriately (be aware of key dates and relevant events).
- Be aware of content lifespan in the mediums you are using.

Infographic courtesy of socialmediaonlineclasses.com
Other Helpful Tips

• Be prepared to respond and don’t forget to check direct messages.
• Anticipate questions and comments you will receive and draft responses ahead of time.
• Pay attention to top posts and trends (give your audience more of what they like).
• Stick to simple bold graphics and include images (infographics).
• Make use of humour, stories/testimonials, etc.
• Focus on evergreen content.
• Review measurable outcomes (subscribers, followers, views, shares, comments, etc.)
Libraries help people learn & retain job skills thus fostering local economy.
#OHLibrariesTransform #ProtectThePLF
#LibrariansWhoDare - African Library and Information Associations and Institutions

Dr. Nkem Osuigwe #TeamAfLIA
@librarian_nkem

Replying to @miriammureithi6 @abapolot and 5 others

#LibrariansWhoDare are African Public Libraries who believe in rendering needed services to their communities with or without resources but working with different levels of stakeholders in the various communities!
I feel you, people! I feel you!
#TeamAfLIA #PublicLibraries

6:30 p.m. · 15 Apr 18

Kenyan and other African #publiclibraries support online learning through @P2PU Learning Circles. #LibrariansWhoDare. Read more about learning circles in our evaluation: tascha.uw.edu/publications/t...

Ramune Petuchovaite @ramupetu

At the 3rd African Public Library Summit in Durban @Puritykr presents results of L...
Because #education happens in #libraries, @IFLA signs the joint letter to ask for better copyright rules for teaching in Europe. Read more: bit.ly/2D1NDfD @Communia_eu #fixcopyright #Copyright4Libraries
SPARC and CARL “Open in Order to…”

VOICI @VivianLewis1, University Librarian @macilibraries et membre du Conseil de l’ABRC et son énoncé “Ouvert à fin de…” pour #OAWeek2017:

OUVERT AFIN DE...
...rendre des comptes aux citoyens canadiens pour la recherche qu’ils aident à financer.

Vivian Lewis, University Librarian, McMaster University et membre du Conseil de l’ABRC

OPEN IN ORDER TO...
...benefit readers outside of academia.

Gwen Bird, Dean of Library Services, Simon Fraser University
Fair Dealing Week - CARL

CARL / ABRC @carlabrc - Feb 21
N'oubliez pas que la Semaine de l'utilisation équitable #fairdealingweek commence le 26 février. En attendons, tentons de démystifier un autre mythe entourant l'utilisation équitable #utilisationequitable #droitdautore Détails additionnels : carl-abrc.ca/wp-content/upl...

Mark Robertson @MarkOl - Feb 26
I support fair dealing because... a healthy information ecology requires a balanced approach to the rights of users and creators. #fairdealingworks #faircopyright #copyrightreview@brock_library

L'utilisation équitable au Canada Mythes et réalités

Mythe : Aux termes de l'utilisation équitable, seule une petite partie d'une œuvre peut être reproduite.
Réalité : La Loi sur le droit d'auteur ne limite pas l'utilisation équitable à une amplitude déterminée.

I support fair dealing because...
CARL / ABRC @carlabrc · Mar 1
Public librarian Clare Badali provided her perspective on the benefits of 
#fairdealing for public library users. More testimonials available at fair-dealing.ca 
#fairdealingworks #fairdealingweek

“As a public librarian, I recognize the value and importance of fair dealing within my library system. [...] By providing these materials to our patrons we are facilitating their access to information, which is at the core of a public library’s mandate. We acknowledge that an informed citizenry is integral to a strong functioning democracy and believe that fair dealing plays a central role in establishing and perpetuating equitable access to information for all Canadians.”

Claire Badali
Librarian
Surrey Public Library

Dr. Brenda Austin-Smith @bsmith · Jan 16
I am a creator and I support fair dealing #fairdealingworks #faircopyright #CAUT
Tips for Twitter

• Quick and frequent real-time exchanges, to be kept up to date.
• Maintain a list of handles/hashtags.
• Coordinate hashtags with partners, and be aware of hashtags used by parties with opposing views.
• Encourage re-tweeting.
• Monitor hashtag use and be prepared to respond.
• Include images (consider infographics).
Libraries Change Lives

https://www.youtube.com/watch?v=OgkUZylvsP0
Libraries Unlimited - British Council Bangladesh

https://www.youtube.com/watch?v=Vur1uL5uRV4&feature=youtu.be&t=24

where the possibilities are unlimited!
Google is good. Libraries are better.

https://www.youtube.com/watch?v=IW_ubJJ8SnE
Happy - Texas A&M University Libraries

https://www.youtube.com/watch?v=Bja6bh7G-_g
Burger King - Whopper Neutrality

https://www.youtube.com/watch?v=ltzy5vRmN8Q
Tianjin Binhai Library

https://www.youtube.com/watch?v=Z5_mFd-9y1M
The New York Public Library Has a Human Google

https://www.youtube.com/watch?v=PfqgDG1qrKg
• Include relevant key words in your title, description, and tags, and select interesting thumbnails.

• Select evergreen topics, rather than those that will quickly become dated.

• Beware of the cost to benefit/impact ratio (videos can be expensive to produce).

• Use humour and cultural references to attract more views.
BIBLIOTECILE PUBLICE - SPAȚII COMUNITARE SIGURE UNDE POT ÎNVĂȚĂ LUCRURI NOI, COMUNICA CU CEI DRAGI ȘI ACCESA GRATUIT INTERNETUL

Dotarea bibliotecilor cu calculatoare

- 68 de biblioteci publice incluse în rețeaua-pilot a programului Novateca
- 304 de calculatoare
- 12 raioane
- 14 orașe
- 54 sate

Acces liber la computer și Internet pentru 500 mii cetățeni ai tuturor

Pregătirea profesională a bibliotecarului

- Dotarea bibliotecilor cu calculatoare asigură un nou rol bibliotecarului: cei de consultanță în utilizarea resurselor și informațiilor online
- Utilizatorii ai calculatorului au cerut asistența bibliotecarului în utilizarea calculatorului și accesarea informației online
- 429 de biblioteci
- 9/10

Colaborarea cu Autoritățile Publice

- 2 301 548 MDL (175 400 dolari SUA)
- 10 de proiecte
- Resurse au fost atras de către bibliotecari pentru echipamente noi, renovări și activități

TOP 3 activități la calculatoarele Novateca

- Comunică cu rudele de peste hotare și prieteni
- Vizionează filme și jocuri
- Citesc științi și noulătă

2295 de vizitatori și bibliotecari au beneficiat de instruire în incinta bibliotecilor publice pentru a putea utiliza calculatoarele și accesarea informației online

Programe și Subiecte

- 34% din utilizatorii au participat în procesul de guvernare cu ajutorul tehnologiilor din biblioteca publică pentru a interacționa cu autoritățile publice sau funcționari ai elor
- 47% din utilizatorii au cauzat informații despre autoritățile publice locale sau centrale

Voci ale bibliotecarilor

"Sunt foarte fericit că biblioteca noastră nu mai este un spațiu închisă, ci un spațiu deschis pentru toată lumea. Astfel, biblioteca publică este un centru comunitar, un spațiu liber de idei și informații pentru toate găriile de sănătate. Cu un an în acest spațiu, nu îmi amintesc de o zi când era ceva mai bună vsă, dar tot ce este posibil!" (bibliotecar, S. Serban, I. Ungureanu)

https://www.flickr.com/photos/110739417@N03/12458664485
何如分辨假新闻

考虑新闻来源
不局限于新闻本身，而是调查其网站、发布机构的使命和联络信息。

读“全”
标题通常是获取点击量的重要方式。整个故事的内容是什么？

查询作者信息
快速检索作者信息。作者值得信赖吗？是真的吗？

论据？
点击文中的链接，确认链接中提供的信息能否支撑新闻中的观点。

核实日期
重复发布旧新闻，不意味着与现在的事件有关联。

是一个玩笑？
如果新闻所提到的事儿太异乎寻常，那可能是讽刺性的。需要研究发布的网站和作者来确认。

核实自己对此新闻有无偏见
确认你现有的认知是否会影响对此新闻的判断。

请教专家
咨询一位图书馆员，或者专注于信息核实事务的网站。

https://www.ifla.org/publications/node/11174
Bold Statements, Boldly Presented.

Having fun is not hard when you have a library card.

The dark ages began with closing a library.

Libraries... the cure for stupid.

http://everylibrary.org/about-everylibrary/
Tips for Pinterest, Instagram, and Flickr

- Primarily used for browsing, inspiration, and entertainment.
- Use images that will stand out in viewers’ feeds.
- Include relevant hashtags in caption.
- Combine images with text.
- Consider boosting a post to increase visibility.
In Canada and in many other countries, fair dealing is a part of copyright that recognizes that certain uses of copyright protected works are beneficial for society and therefore do not require the permission of the copyright holder.

LEARN MORE ABOUT Fair Dealing

What does fair dealing mean to you?
Here are a few recent submissions:
Een bibliothek voor IEDEREEN

Vind je het belangrijk dat jouw nieuwe gemeentebestuur ook na 2018 blijft investeren in de bib? Teken dan voor 30 september het bibliothekcharter.

TEKEN HIER

BLIJF OP DE HOOGTE
Een bibliotheek voor iedereen! a library for everyone

https://www.youtube.com/watch?v=vKt9Uc9gCkk
Advocacy and campaigns

Access to information and knowledge makes a real and lasting difference to people, communities and organisations every day. From developing literacy skills to improving health, opening up the world’s knowledge and providing insight that supports decision-making in
• Be verifiable.
• Check your privacy settings.
• Pin important posts to increase their lifespan.
• Consider boosting a post with an add to increase visibility.
Example Virtual Advocacy Toolkits (American Library Association & German Library Association)

Contents of the Toolkit

Thank you for your participation in National Library Legislative Day! In order to start planning for May 8, 2018, we put together a toolkit to get you thinking about programming in your library.

Social Media Tips
General guidelines on using social media effectively, including how to use graphics, specific platforms, and hashtags, for maximum visibility online.

Sample Tweets
This document contains 20+ Tweets you can copy and paste to your own account.

Social Media Graphics
The graphics are organized into folders by platform:
- Twitter Graphics
- Facebook Graphics
- Instagram Graphics

Facebook Event Template
This document provides you with tips for creating an effective Facebook event, and provides some templates to copy, paste, and fill in the blanks to save you time.

Talking Points
Talking points to use when you visit your member’s district office, host your member at an event in your library, or engage in discussions about why libraries matter to our nation.

Phone Call Guide
A step by step guide to calling your member’s Washington or district office.

Letter Template
You can copy and paste this letter into an email or word document, customize it, and send it to your representative.

https://docs.google.com/document/d/1f-A8ISvXLsSrXZROAOTKh2ceQse1HgKO-ad-BzJBgw/edit

https://www.bibliotheksverband.de/dbv/themen/werkzeugkasten-fuer-lobbyarbeit.html
Additional Resources

• **The International Advocacy Programme (IAP)(IFLA)**

• **IFLA Leaders Programme: Library Advocacy Toolkit**

• Webinar: [Effective use of social media for associations](https://example.com) (Federation for the Humanities and Social Sciences)

• Slides: [Improve Your Social Media Engagement](https://example.com) (Toronto Public Library)
Questions?

Thank you

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