

SECTION 9A: Advocacy

POLICY: Library Board Responsibilities

The Sheep River Library Board shall:

- approve the Advocacy Plan of Action to be reviewed annually for effectiveness;
- identify target groups including users, non-users, potential partners, champions, donors, and decision makers;
- develop clear messages relevant to programs, progress, initiatives, events, new information;
- determine best communication strategies including traditional print, social media, personal approach;
- establish volunteer committees and work with staff for effective strategies to implement the above.

SECTION 9B: Advocacy
Policy: Social Media

The Social Media Committee shall work closely with staff and board members to implement a variety of well-managed, monitored, updated strategies to provide current, relevant, interesting information to members and the general public.

- i. Web Page
 - a) The web page shall contain all current Sheep River Library information including current announcements, calendar of events, special projects,
 - b) The web site shall have the Strategic Plan of Action with library goals and objectives
 - c) Shall have archived and current copies of press releases
 - d) Shall have archived and current photos of library events
 - e) Linkages to other web pages (towns, schools, groups)

- ii. Facebook
 - a) Will strive to increase Facebook fans so that information becomes wide spread
 - b) Will contain current library information including activities, events, new materials,

- iii. Email Blasts
 - a) Maintain a cardholder Mail Chimp list for the purpose of distribution of announcements, notices, updates twice a month
 - b) Maintain an updated list of email addresses of board members and staff
 - c) Maintain a list of volunteers to enable them to get specific updates on their duties, responsibilities, and to initiate their engagement in special projects requiring support
 - d) Maintain a list of Library supporters that can be counted on to circulate information to their client groups such as schools, seniors groups, clubs, and organizations
 - e) Maintain a list of donors so that they are kept current of library activities and who may contribute to future endeavours.
 - f) Maintain a list of community influence groups who need to be aware of library activities such as councils, MD, Alberta Library Services, MLA, MP, Ministers office.

- iv. Videos such as YouTube

- a) Develop a professional video for utilization with community groups
- b) Develop YouTube clips of special events and activities to create interest
- v. Explore other emerging social media options – Twitter, Instagram, Pinterest

SECTION 9C: Advocacy
Policy: Traditional Print

Traditional print methods shall be utilized throughout the annual operation year to inform the public of Sheep River Library services.

- i. Newspapers
 - a) Monthly articles to provide information on current happenings
 - b) Semi-annual print-out of seasonal schedule of programs and events – fall, winter/spring, summer in High Country News and Foothills Continuing Education Council Brochure
 - c) Special ads for emergent needs
- ii. Flyers / brochures
 - a) Handout materials for patrons located in library
 - b) Handout materials to be distributed to locations frequented by general public
 - c) Handout materials distributed to select points of interest like schools, seniors groups
- iii. Posters
 - a) To be located for interested general public in locations like grocery stores, supportive businesses, civic organizations, library, town offices, recreation facilities, etc.
 - b) To be sent digitally to other organizations for inclusion in their newsletters including schools, clubs
- iv. Library Newsletter
- v. Letters to the Editor
- vi. Articles regarding special events – submitted or interviews given to reporters
- vii. Postcards
- viii. Notice boards in library and outside

SECTION 9D: Advocacy
Policy: Personal Approach

Library Trustees, with their intimate knowledge of the full range of public library services, must cultivate connections with individuals and the general public with the purpose being to update awareness and provide information of Sheep River Libraries role in the community.

- i. Speakers Bureaus
 - a) SRL trustees will determine community groups to whom they could give a presentation on the goals and services available. Some examples might be:
 - Literacy for Life Meetings
 - Interagency Meeting
 - High Country Lodge presentations
 - Church groups
 - Sports and recreation groups
 - b) SRL Trustees and the manager will give two presentations per year to councils

- ii. Display Booths – and opportunity for one on one communication
 - a) Set-up booth annually at the school open houses or parent teacher events
 - b) Be part of community public events with a display booth in conjunction with community events –Art in the Park, Christmas Market, Parade Day, Family Day. The display may be at the library or the location of the event.
 - c) Set-up booth in business establishments such as the banks

- iii. Radio Announcements
 - a) Present news on upcoming events regularly

- iv. Phone Bank
 - a) Engage a group of volunteers to personally contact select library members especially those not connected to social media or other sources of information

Approved: February 13, 2014