Your #LibraryStory:

Engage Your Community by Communicating Your Impact
A library story...
Overview

What’s your library story?

Target audiences

How to sell your story

- Resources and tools; effective methods
Overview

Why tell a story?
- Make a problem relatable/humanize an issue
- Studies show that donors tend to give twice as much when presented with a story about an affected individual as opposed to reading statistics about the scope of a problem. (Source: Network for Good)
What’s Your #LibraryStory?

Goals in telling your story
◆ Increase recognition of the impact your library has on the community
◆ Increase awareness and use of programs, services, etc.
◆ Advocate for libraries among elected officials
◆ Attract funding

Story Elements
◆ Character
◆ Desire
◆ Conflict/Barrier/What’s at stake?
What’s Your #LibraryStory?

When crafting your story, ask:

◆ What makes my library/program/service/event special?

◆ How does my library/program/service/event make patrons’ lives easier or better? Include specific examples.
What’s Your #LibraryStory?

Be sure you understand your own story.

◆ Can you write an elevator pitch (30-60 seconds; 75-150 words)? ~ Your pitch.

◆ Can you expand this into a longer story for the web, media, etc.?

Image: http://www.slj.com/2016/10/diversity/a-path-forward-how-libraries-support-refugee-children/#_
What’s Your #LibraryStory?

The power of patrons

◆ Ask your patrons! They are your biggest advocates.

◆ #LibraryStory (on Twitter)

◆ Video

Image: http://www.slj.com/2016/10/diversity/a-path-forward-how-libraries-support-refugee-children/
What’s Your #LibraryStory?

CalgaryPublicLibrary 🌍 @calgarylibrary · Sep 20

Hoping to give her community an opportunity to bridge gaps between Canadians and Indigenous people, @ward10yyc worked with @twelvecsi to start a book club that focuses on reconciliation. Discover this month’s #LibraryStory here: bit.ly/2QEV2bq yyreads yycindigenous

Chapters & Chat
What’s Your #LibraryStory?
What’s Your #LibraryStory?

Discussion: What are some examples of good library stories? (Think “who, what, where, when, why?”)

[Image of English Class]

English Class

Wednesdays at 6:30 PM
Have fun while practicing English. For all Levels.
No registration required.

San Marcos Public Library 625 E. Hopkins 512.393.8200

[Image of Banned Books ReadOut]

Banned Books ReadOut!
Observing 30 Years of Banned Books Week and the Freedom to Read!

Schenectady: Sunday September 23rd 2PM Schenectady Public Library
Albany: Friday September 28th 8PM The University Club
Troy: Saturday September 29th, 6PM Market Block Books

[Image of Genealogy: Beginning]

Genealogy: Beginning
MONDAY, APRIL 17
FROM 12:00-11:00 AM
MONDAY, MAY 15
FROM 7:00-8:00 PM
MEETING ROOM 2

ww.ci.san-marcos.tx.us/index.aspx?page=196
http://www.poplarcreek.lib.il.us/
Target Audiences

With whom do you want to communicate?
◆ Customize your stories; avoid “spray & pray”

How (and how effectively) are you already reaching that group?

Are there new audiences with which you’d like to connect?

Image: https://gaylorllc.wordpress.com/tag/prezi/
Think Like A Journalist

Will the audience care? Why?

Does the story create an emotional connection or drive conversation?

Are there news hooks?

Are there visual, audio, or data elements to the story? (Show, don’t tell.)

Think outside the box

I'm so glad that your emails and my delete button have become such good friends.
Sell Your Story and Break through the Clutter

Use images and video

Right Image: [https://www.nyc-arts.org/organizations/72161/nolen-library](https://www.nyc-arts.org/organizations/72161/nolen-library)
Sell Your Story and Break through the Clutter
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Sell Your Story and Break through the Clutter
The internet makes doing research easier—easier to dwell and easier to abandon poverty.

Increasing amount of information demands students acquire the skills to select, evaluate, and use information appropriately and effectively.

Equate research with Googling
- Lack the ability to judge the quality of online information

Today’s Digital Technologies Teachers Report:

83% information available online is overwhelming for most students

60% digital technology makes it harder for students to find and use credible source of information

71% digital technology discourages students from finding and using a wider range of sources

Teachers:

60% of teachers say technology in the classroom is overwhelming, not understandable (especially for early Career)

66% of teachers say technology in the classroom is overwhelming, not understandable (especially for early Career)

School Libraries:

85% teacher agree there is a shortage of tools

66% agree there is a shortage of digital tools

Schoos: 33% believe they have the tools to create and coordinate digital content

School librarians ensure their students have the best chance to succeed

FFRPL Strategic Plan  2016-2020
What are we saying? Who are we saying it to?
Your #LibraryStory:
Using Content and Conversation to Engage Your Community
Help!
Storytelling

Impact Stories
Proof Of Social Good

Cause Stories
Social Problem & Response Required

Product Stories
Benefit Of Innovation

Personal Stories
Learning & Inspiration

People
Beneficiaries or participants from bottom of the pyramid

Product
Product or service that targets BOP as consumers or employs them as producers

Process
Ways/inputs/workflow/techniques of making a product or service or delivering impact

Place
Physical/geographical location/socio-economic context

Power Of Vision
Big picture of a social problem and response required to address it/goals and aspirations

Person
Entrepreneur/changemaker/personality behind venture
Direct Mail Annual Campaign
Then...

Dear [Name],

As you know, the [Library Name] is dedicated to providing free access to information, resources, and opportunities to support learning and growth for people throughout our community. To meet these needs, we are working with partners across the city to bring in new programs, services, and resources.

[Library Name] is excited to announce the launch of our new [Program Name], which will provide [details of program, such as hours, locations, and services offered]. This initiative is made possible through the generous support of [grants, donor names, sponsorships, etc.].

[Library Name] believes that a strong library system is essential for community development and education. We are committed to offering programs and services that meet the needs of our patrons, from early literacy programs for children to digital literacy classes for adults.

We hope that you will take advantage of these new opportunities, and we welcome your feedback and suggestions as we continue to improve and expand our services.

Sincerely,

[Librarian's Name]
[Library Name]

For more information, please visit [Library Website] or [Program Website].

[Program Name] is generously supported by [grants, donor names, sponsorships, etc.].

P.S. Please take a moment to complete and review the [Program Name] survey – we look forward to hearing from you soon.

[Library Name]
[Date]
Stand out
Dear [First Name],

For some patrons, the Library is truly a lifesaver.

David, age 30, visits the Central Library of Rochester & Monroe County four or five times each week. He is insured through Medicaid but currently has no primary care physician. So when he saw Nurse Barb at Health Central – the Library’s innovative consumer health information center – he stopped in for a blood pressure screening.
For some patrons, the Library is truly a lifesaver.

David, age 30, visits the Central Library of Rochester & Monroe County four or five times each week. He is insured through Medicaid but currently has no primary care physician. So when he saw Nurse Barb at Health Central – the Library’s innovative consumer health information center, funded last year by the Friends & Foundation of the Rochester Public Library through grants and donations – he stopped in for a blood pressure screening.
“I need to make sure my engine is running properly,” he said. “I want to keep healthy for my family.”

The Rochester Public Library is more than you think – and your tax-deductible contribution to the Friends & Foundation of RPL’s 2017-2018 Annual Campaign critically impacts our community by making services, resources and positive connections like these possible. Please give today and give generously. Thank you for your support!

Sincerely,
Now...

Friends & Foundation of the Rochester Public Library
155 South Avenue - Rochester, NY 14604 - 585.428.8325 - info@rpl.org

Mr. Ned Davis
Or Anne Kinds
223 State Street
Rochester, NY 14610

April 2018

Dear Ned & Anne,

For some patrons, the Library is truly a haven.

David, age 32, visits the Central Library of Rochester & Monroe County four or five times each week. He is renewed through Medicaid but currently has no primary care physician. So when he saw Nurse Beth at North Central—the Library’s innovative consumer health information center, funded last year by the Friends & Foundation of the Rochester Public Library through grants and donations—he stopped in for a blood pressure screening.

“Staff at the Library are my friends,” he said.

“I feel comfortable here. I used to be homeless, and now I want to lead the way for other people.”

Barbara West, retired RN, is one of several medical, legal and social service professionals regularly improving the quality of patrons’ lives at Central Library. Nurse Beth volunteers at North’s Central in the Science & History Division. Two days a week to monitor patients’ blood pressure, glucose, heart rate, body mass index and vision. Working with library staff, she can refer patients like David to others for additional care and also suggests other needed resources.
# Annual Campaign Data

<table>
<thead>
<tr>
<th></th>
<th>Number Mailed</th>
<th>Responses</th>
<th>Response Rate</th>
<th>Amount received</th>
<th>Average Gift</th>
<th>Cost / $ Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spring 2017 Appeal</strong></td>
<td>35,000*</td>
<td>411</td>
<td>1.17%</td>
<td>$27,412</td>
<td>$67</td>
<td>$0.50</td>
</tr>
<tr>
<td><strong>Spring 2018 Appeal</strong></td>
<td>10,528**</td>
<td>394</td>
<td>3.74%</td>
<td>$33,164</td>
<td>$84</td>
<td>$0.19</td>
</tr>
</tbody>
</table>

* Donors + Patrons

** Current & Lapsed Donors
Sell Your Story and Break Through the Clutter

Social Media/Blogs/Website

The Media

Newsletters/Print
Choose the platforms that best meet your needs
Social Media & Blogs

Create conversation, encourage engagement

Different audiences; different platforms

Know your resources

Measurement: Define what you consider success
Social Media & Blogs

Create a social media policy

Develop an overall communications plan
Social Media & Blogs

https://twitter.com/nypl

https://www.facebook.com/bostonpubliclibrary

*Be conversational and invite engagement
2. Newsletters & Print

A great way to tell long-form stories
Newsletters & Print

Less dialogue; long form storytelling; information sharing

Know your resources

What are your priorities?

Measurement: Define what you consider success

Example:

http://us9.campaign-archive1.com/?u=e200138373fa916c3f309138b&id=c13c3369fc&e=[UNIQID]
3.
The Media

*Traditional broadcast and print media reach large audiences*
Today’s Media Landscape

Fewer resources and staff members = journalists have more news to cover in less time

Assignments vs. pitches

Types of stories: hard vs. soft news

Backpack journalists

Image: http://www.huffingtonpost.com/minube/spain-festivals_b_3250791.html
Today’s Media Landscape

Duration/length of stories
◆ TV: 25 - 1:30
◆ Radio (public): 30-3:30
◆ Newspaper: Average is 500-800 words (feature)
◆ Magazine and web platforms have more flexibility

How can you make your #LibraryStory stand out?
Think like a journalist!

Image: http://www.huffingtonpost.com/minube/spain-festivals_b_3250791.html
3a. The Press Release

The best releases are BRIEF and include the who, what, where, when, and why.
The Press Release

Contact information

Headline

Lead paragraph
◆ Interesting statement. Why does your audience care? What’s relatable?
◆ Summary: who, what, where, when, why
The Press Release

Body
◆ The majority of journalists prefer a press release with bullet points or “info snacks.”

◆ Use bullet points as tweets!

Create a quote section instead of burying the quotes.
◆ Quotes should memorable, convey impact, and be tweetable!

Boilerplate (at end)
The Press Release: Headlines

5x as many people read the headline as read the body.
What makes a good headline?

Numbers outperform headlines without numbers
◆ Use “3,” not “three”

Interesting adjectives
◆ Effortless, Fun, Free, Strange, Essential...

Trigger phrases
◆ Why, How, What
The Press Release: Headlines

5x as many people read the headline as read the body. What makes a good headline?

Make a promise
◆ Learn 5 Ways to Save Money This Holiday Season

Headline Formula:
# or trigger phrase + keyword + adjective + promise = headline
How You Can Effortlessly Sell Your Home in Less than 24 Hours
The Press Release: Lead and Body

One page is ideal

Channel your inner reporter when writing your release

Make it accessible to the average reader
The Press Release: Lead and Body

Don’t use cliché words or phrases or library jargon
◆ The space will be “a hub and community for students who want to make an impact on the world through problem-solving, team-building, solutioning, and conceptual thinking.”

Use active, conversational language
◆ The space will be a place where students can meet and network with like-minded people. (add information about tangible resources, etc.)
Avoid these overused words and phrases:

◆ **Synergy.** Throw this one into the outdated buzzword junk pile, please.

◆ **Engage.** It’s hard to avoid overusing this word. Still, it’s everywhere.

The Press Release: Lead and Body

◆ **Stakeholder.** Once used to refer only to people with literal shares of a company. Now, everyone's a stakeholder. It doesn't mean much anymore.

◆ **Problematic.** Better to state, "This has become a huge problem because..." Or, "This is a big issue and here's how we're going to address it."

◆ **Thrilled.** It gets less thrilling to read every time we see a press release for a new product launch make use of it.


<table>
<thead>
<tr>
<th>Interviews</th>
<th>Video/Audio</th>
<th>Additional Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feel free to mention who from your library will be available for interviews.</td>
<td>If there are good opportunities for b-roll, photos, or audio, include the best time to arrive.</td>
<td>Provide links to additional information, including numbers and data.</td>
</tr>
</tbody>
</table>

*Be sure they actually are available.

*Offer to provide those elements.

Text Release
Text Release and Visual Asset = + 92%
Text Release and Multimedia = +552%

The Press Release

Examples

Exercise

Questions?
3b. The Media Advisory

Used as an “FYI” to encourage media outlets to cover your events
The Media Advisory

Contact information

Headline

Time, Date, Place

Description of the event

Admission, RSVP, etc.
The Media Advisory

Example

Questions?
3c. The Pitch

Pitching = Connecting
The Pitch

Email is best. Please no cold calls!

If you are pitching to a specific journalist, make sure they know that you know what they cover.
◆ “I know you cover education.” OR “I read your recent story about early language and literacy development...”
◆ DON’T begin with: “Hi, my name is Jane Doe and I’m the communications director for...”
The Pitch

Be sure your story is timely and/or appropriate; link it with current news, trends, etc.

Use bullet points to summarize why your story matters, and attach the release or paste it in the body

Point to links, images, or video. “Show, don’t tell.”

Be persistent and follow up.
The Pitch: A Real World Example
(that’s excellent)

Dear Megan,

Children’s Book Week is coming up (May 1-7), and we were wondering if you and Evan might be interested in devoting an hour of Connections that week to talking about what’s new and great in children’s books. Our children’s librarians NAME and NAME would love the opportunity to be part of a discussion of that topic, and I know NAME and NAME from the XX Library would be excellent and willing guests as well. I also know a couple literacy specialists who work at local colleges who might be able to round out the show. In our talks here, we were thinking an engaging and useful sub-theme would be to reassure parents that leisure reading behaviors they often worry about (kids who want to read the same books over and over, kids who love series or comics, and so on) are almost always effective literacy building activities. If you’re interested, I’d love to talk more about this.

Incidentally, as a city resident, I want to thank you both for your coverage of the mayoral race. I’ve gotten almost all my information thus far from Connections (which I listen to as a podcast--love that it’s available that way!). Yesterday’s episode was great, a little troubling but also illuminating.
The Pitch: Real World Examples
(that were rejected)

Hi Megan,

The XX Library is hosting NAME as part of our XX speaker series. He wrote the fictional language for XX (TV show). He is available for a 5-minute phone interview. Can we set this up?

Hi Megan,

In this current political climate, facts are more important than ever. Libraries are the keepers of facts. How about a show about the importance of libraries during this time?
The Pitch: How Far in Advance?

Varies by medium, but it never hurts to be early

At least a week in advance is your best bet

Two weeks in advance if you want significant coverage

Please don’t call right after you send the email!
The Pitch: The Follow Up

Email is overwhelmingly preferred

Follow up the day before and/or the day of your event

If your story is accepted:
◆ Don’t ask for questions in advance
◆ Provide homework
3d. Social Media

It’s key to creating social velocity.
Social Media for Creating Social Velocity

Create buzz for your story

Live tweet

Journalists are looking for stories that have already been shared. They want a guaranteed audience. Let them jump on your bandwagon.
Social Media for Connecting with Journalists

Follow journalists on social media
◆ Monitor their beats
◆ Join the conversation and build a relationship
◆ Comment, like, share, retweet, and mention
◆ Ask an informed and substantive question
◆ Offer a third party resource
◆ Mention what you are seeing that’s similar
◆ Propel their piece further with a follow-up idea/lead

Pitch?
# A Quick Review

**Understand:**
- Your story
- Your target audience
- Your resources

**The Power of Patrons**
Their stories have the “EQ” to propel your message.

**Multimedia is Key**
Photos, videos, and audio create social velocity, convey emotion; and tell stories.

Your relationship with the media should be symbiotic.
- Develop relationships
- Be persistent
- Don’t get discouraged; there will be roadblocks out of your control
- A thank you goes a long way
Need Help? Have Questions?

Connect with me...

On Twitter: @mmackmedia

Via email: mack.megan01@gmail.com