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| Focus Area 1 |
| Advocacy for the role of Libraries in the society |
| IFLA Strategic Direction |
| 3. Connect and empower the field |
| Key Initiatives |
| 3.3  | Empower the field at the national and regional levels |
| Funding Needed | Projects/Activities | Tasks & Responsibility | Timeframe |
|[x]  Organise a Satellite Meeting before or after the Rotterdam 2021 on the use of social media in Library Associations to promote their own action and the role of libraries in the society  | A Work Group within MLAS SC, reporting to the SC | 2020 - beginning of 2021 |
| How will you communicate your activities and results?  |
| In 2020 MLAS Annual Report, MLAS List ServIn 2021, MLAS Annual Report, MLAS List Serv, MLAS Facebook, MLAS Twitter |
| How will you measure the impact of your activities?  |
| Embodiment of the satellite MeetingNumber of participants |
| Identify other Unit(s) which may be interested in this Focus Area, or with which you could collaborate on projects/activities.  |
| Management and Marketing, New Professionals SIG |

# Action plan 2019-2020

**Name of Professional Unit: Management of Library Associations (MLAS)**