



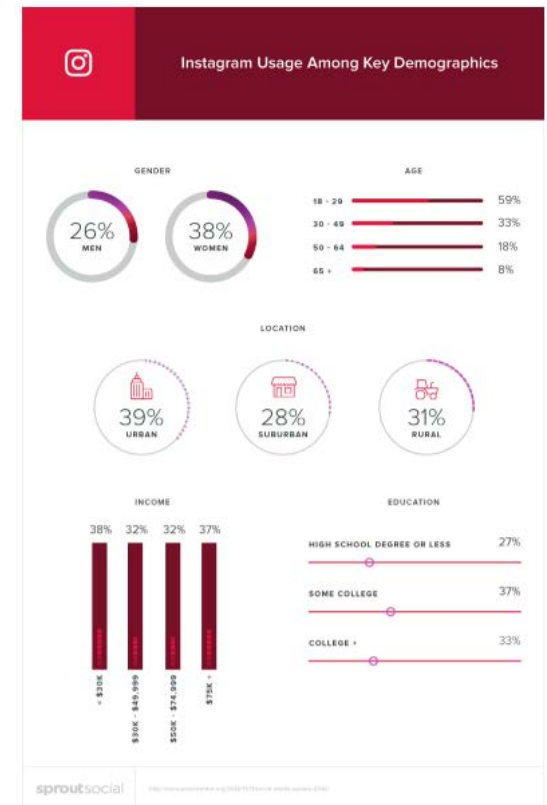
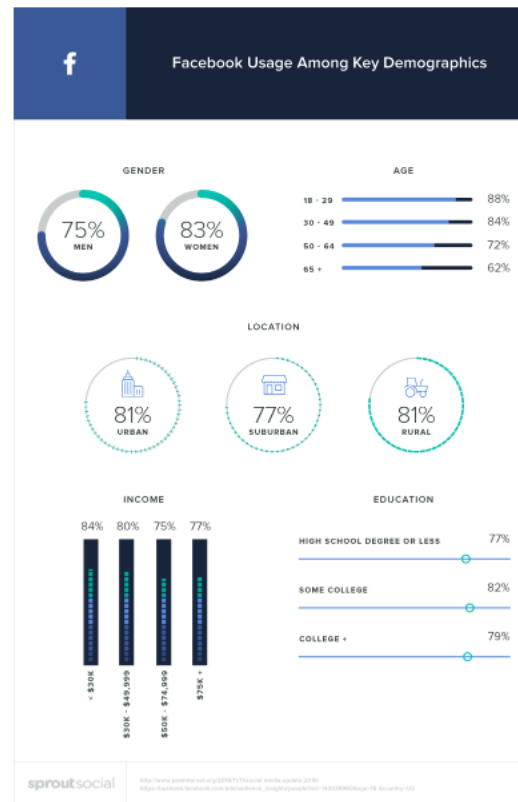
Advocating Virtually:

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/>



Instagram Usage Among Key Demographics

GENDER



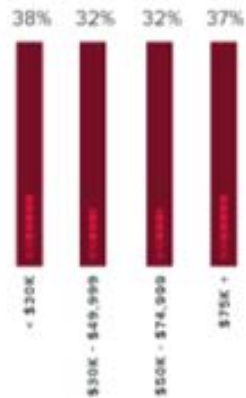
AGE



LOCATION



INCOME

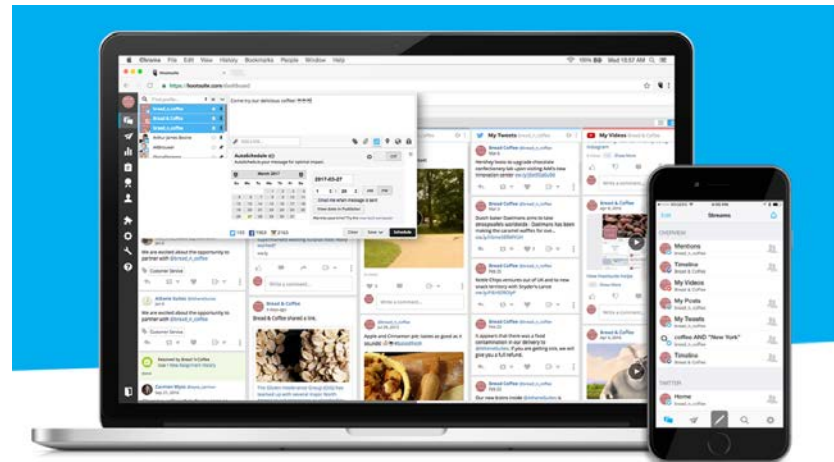


EDUCATION



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.)

twitter 

#ProtectThePLF - Ohio Library Council



Jessica Hermiller
@reallyjessica

Follow

Libraries help people learn & retain job skills thus fostering local economy.
#OHLibrariesTransform #ProtectthePLF



Travis Bautz @Travisbautz · 5h
Great graphics from @OhioLibraryCncl demonstrating the ROI of Ohio's public libraries like @Midpointe. #LibrariesTransform



Stephanie Howse
@stephaniehowse

Follow

Great to chat with Jessica and Brijin @CuyahogaLib about #ProtectThePLF #WorkforceDevelopment



11:37 AM - 29 Mar 2017 from Columbus, OH

#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

 **TASCHA**
@taschagroup

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 @Puritykvr presents results of L...

5:08 p.m. · 03 Jul 18

Copyright Week - IFLA

CARL / ABRC Retweeted



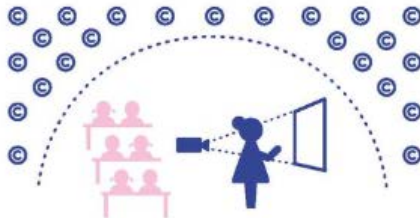
IFLA @IFLA · Jan 16

Because #education happens in #libraries, @IFLA signs the joint letter to ask for better copyright rules for teaching in Europe. Read more: bit.ly/2DfNDfD
@Communia_eu #fixcopyright #Copyright4Libraries



WE ARE:
106 mln students
8.3 mln teachers
40% of adults who continue to learn

KEEP COPYRIGHT OUT OF THE CLASSROOM
A new, mandatory exception for non-commercial educational purposes is needed



Broad range of relevant educational institutions is covered



Permission for diverse uses, both digital and analogue



No override by contracts and licensing schemes

THE PROBLEMS WITH THE PROPOSAL FOR THE DIRECTIVE:



COMPLICATED RULES



UNNECESSARY COPYRIGHT BARRIERS



DIFFICULT TO COLLABORATE ACROSS BORDERS



FINANCIAL BURDEN FOR MANY MEMBER STATES

CARL / ABRC Retweeted



IFLA @IFLA · Jan 15

#Libraries make #PublicDomain possible. @IFLA celebrates #CopyrightWeek 2018: Day 1 bit.ly/2D5Z71g #Copyright4Libraries #fixcopyright @EFF

LIBRARIES: PRESERVING AND MAKING PUBLIC DOMAIN ACCESSIBLE TO ALL

#CopyrightWeek



COPYRIGHT WEEK



DAY 1

SPARC and CARL “Open in Order to...”



CARL / ABRC @carlabrc · 27 Oct 2017

Voici @VivianLewis1, University Librarian @maclibraries et membre du Conseil de l'ABRC et son énoncé "Ouvert à fin de..." pour #OAWWeek2017:

Translate Tweet



**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 ACCESS WEEK 2017
www.openaccessweek.org | October 23 - 29



CARL / ABRC @carlabrc · 25 Oct 2017

Some of our staff and members have completed "Open in order to..." for #OAWWeek2017. Here's CARL Board member and @sfu_library Dean @BirdGwen



OPEN IN ORDER TO...

...benefit readers outside of academia.

- Gwen Bird, Dean of Library Services, Simon Fraser University



OPEN ACCESS WEEK 2017
www.openaccessweek.org | October 23 - 29

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 #utilisationéquitable #droitdauteur Détails additionnels : carl-abrc.ca/wp-content/upl...

Translate Tweet

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 ampleur déterminée.

You Retweeted



Mark Robertson @MarkOi · 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

*I support
fair dealing
because ...*

Fair Dealing Week - CARL



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

You Retweeted



Dr. Brenda Austin-Smith @basmith · Jan 16

I am a creator and I support fair dealing #fairdealingworks #faircopyright #CALIT



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).

You  **Tube**

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>



Google is good. Libraries are better.

https://www.youtube.com/watch?v=IW_ubJJ8SnE

The Google logo is centered on the page. It consists of the word "Google" in its signature multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

Google

A search input field with a blue border and a light blue background. It contains the text "Can I book a computer to chec".

Can I book a computer to chec

Google Search

I'm Feeling Lucky

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>



Tips for YouTube

- 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.





McGill Library and Archives FUN FACTS

5,385,188

people visited the Library*

5,466,033

Library web pages viewed*

5,897,345

downloads received

178

visits per year
per student

180

downloads per year
per student

194

books per year
per student

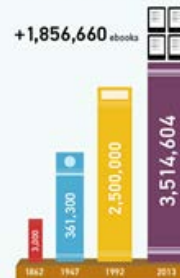
*Statistics are based on 2012-13 figures.

Did you know?

- 1 The Library has more than **139,000 music recordings**.
- 2 In 1945, the first library for the School of Social Work consisted of **books in a bathtub** at 3800 University Street.
- 3 In 2012-13, **791 people** visited **Sir William Osler's urn** that is housed in the Osler Library of the History of Medicine.
- 4 The oldest item in the McGill University Archives is the business journal of the **fur trading firm** of James and Andrew McGill, dated **1797**.
- 5 The most requested items at Rare Books and Special Collections are the **Old McGill yearbooks**. Find them online at <http://yearbooks.mcgill.ca>.
- 6 The **oldest rare book** in the Osler Library of the History of Medicine is actually a **clay tablet from Assyria** dating back to the 8th century BC. It lists medical recipes made out of **plants and animals**, including this treatment for eye problems: "slay a scorpion, pull out its tongue, cut off its head, and with its blood anoint the inflamed eye; [the patient] will live."

The Collection

+1,856,660 ebooks



Most Circulated Book:
Mastering French: Hear it, Speak it, Write it, Read it: level 1 (2003)

Most Watched DVDs:

1. Planet Earth
2. The Complete Dramatic Works of William Shakespeare (BBC & Time-Life Films)
3. Alfred Hitchcock – The Signature Collection
4. Star Wars Trilogy

Budget: E-resources vs. Print

*2013 figures

80%

E-resources

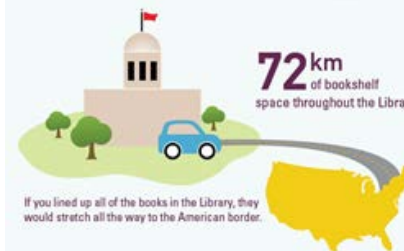
20%

Print



318

languages
are represented in the
Library's collection.



RARE AND QUIRRY TREASURES

SMALLEST RARE ITEM
An Amalton Finlay in a bottle (1995) by Canadian writer Garren Wierphlen-Henry. It consists of one sheet of paper made a glass bottle with cork stopper. It's about the size of a toenail.
Size: 27mm x 20 mm

HEAVIEST RARE ITEM
A pre-1824 Columbian Press invented by George Clymer.
Weight: 2,000 pounds

LARGEST RARE ITEM
A hand-coloured map of Russia (1795) which shows the Russian Empire divided into the newly established governments and districts.
Size: 128 cm x 262 cm

QUIRRIEST RARE ITEM
Stephen Leacock's walking stick

Dotarea bibliotecilor cu calculatoare

68 de biblioteci publice incluse în rețeaua-pilot a programului Novateca



304 calculatoare
12 raioane
14 orașe
54 sate

Acces liber la computere și Internet pentru **500 mii** cetățeni ai țării

TOP 3 activități la calculatoarele Novateca



Comunică cu rudele de peste hotare și prieteni



Vizionează filme și jocuri



Citesc știri și noutăți



1/3 din vizitatorii bibliotecii accesează internetul



Datele au fost agregate din rapoartele lunare realizate de bibliotecile publice din rețeaua Novateca în perioada aprilie-octombrie 2011, în rândul utilizatorilor de calculatoare.

Pregătirea profesională a bibliotecarului

Dotarea bibliotecilor cu calculatoare aduce un nou rol bibliotecarului: cel de consultant în utilizarea resurselor și informațiilor online

9/10

utilizatori ai computerelor Novateca au cerut asistența bibliotecarului în utilizarea calculatorului și accesarea informației online



429 bibliotecari



au fost instruiți pentru a putea utiliza calculatorul, accesa Internetul și oferi noi servicii de bibliotecă comunității

2295

de vizitatori și bibliotecari au beneficiat de instruire în incinta bibliotecilor publice pentru a putea utiliza calculatorul și accesa informația online

Programe **Subiecte**

Voci ale bibliotecarilor

"Sunt foarte fericită că biblioteca noastră nu mai este un spațiu liniștit așa cum obișnuia să fie cândva. Astăzi biblioteca publică este un centru comunitar plin de viață și valoros pentru comunitate, care nu distribuie doar cărți ci și oferă acces la tehnologie, informație și oportunități noi pentru toate vârstele. Cu doar un an în urmă, nici nu puteam visa la o asemenea transformare a bibliotecii noastre, dar iată că e posibil!" (bibliotecar, s. Gherman, r. Urziceni)

Colaborarea cu Autoritățile Publice

2 301 548 MDL (175 400 dolari SUA)

10

resurse au fost atrase de către bibliotecari pentru echipamente noi, renovări și activități



Odată cu trecerea serviciilor publice în format online, bibliotecarii pot promova serviciile electronice, pot conecta și instrui populația în utilizarea lor pentru a se implica în activități civice și a interacționa cu funcționarii guvernamentali.

47%

din utilizatori au căutat informații despre autoritățile publice locale sau centrale



din utilizatori au participat în procesul de guvernare cu ajutorul tehnologiilor din biblioteca publică pentru a

34%

interacționează cu autoritățile publice sau funcționari alesi

accesă informație privind drepturile cetățenești și politice

realiză acțiuni de voluntariat

participă la diverse acțiuni și mișcări

știmă și petzi

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

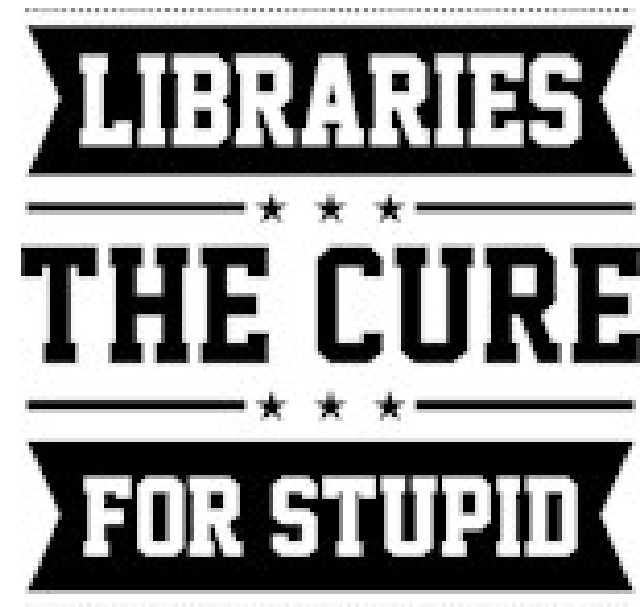
咨询一位图书馆员，或者专注于信息核实事务的网站。

Translation by: IFLA Chinese Language Center

Bold Statements, Boldly Presented.



THE DARK
AGES
BEGAN WITH
CLOSING A
LIBRARY



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.



fair-dealing.ca website

fair dealing
©ANADA
utilisation équitable

FR | EN

[ABOUT FAIR DEALING](#)

[TESTIMONIALS](#)

[EVENTS](#)

[ABOUT THIS SITE](#)

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:*

Campaign Website and Petition

HOME

CHARTER

WAAROM?

WIE?

IN DE MEDIA

DOE MEE

Een bibliotheek voor IEDEREEN

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

TEKEN HIER

BLIJF OP DE HOOGTE



#BIBVOORIEDEREEN

Een bibliotheek voor iedereen! a library for everyone

<https://www.youtube.com/watch?v=vKt9Uc9gCkk>





Librarian of Congress [Dr Carla Hayden](#) supporting CILIP's Facts Matter campaign

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

Tips for



- 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)

The screenshot shows the website of the German Library Association (dbv). The main navigation bar includes 'dbv', 'Landesverbände', 'Fachgruppen', and 'Mitglieder'. The page title is 'Werkzeugkasten für Lobbyarbeit'. The content is organized into several sections:

- Aktuelles**: Termine, Presse, Newsletter, Positionen, Kampagnen, Auszeichnungen.
- Themen**: Bibliotheksgesetze, Bundestagswahl: Wahlprüfsteine, Digitalisierung und Digitale Agenda, E-Books in Bibliotheken, Ehrenamt in Bibliotheken, Entwicklungspäne, Flüchtlinge Willkommen, Kriegsbedingt verlagertes Kulturgut, Kulturelle Bildung, NS-Raubgutforschung, Open Access, Agenda 2030, Sonntagsöffnung, Urheberrecht, **Werkzeugkasten für Lobbyarbeit**, Projekte, Fachtagungen, Veranstaltungen, Webinare, Publikationen, Vereinbarungen und Verträge, Formulare und Anträge, Über uns, Links, Informationssystem.
- Werkzeugkasten für Lobbyarbeit**:
 - Fallbeispiel**: Was leisten Bibliotheken in Deutschland?
 - Kerndaten zu Angebot und Nutzung
 - Welchen Return on Investment haben Bibliotheken?
 - Strategien zur Zukunftssicherung**
 - Bibliothekskonzept entwickeln
 - Freundeskreis gründen
 - Politiker in die Bibliothek holen
 - Mit anderen Einrichtungen / Vereinen etc. vernetzen
 - Über die kommunalen Diskussionsthemen / Gemeinderat / Ausschuss / laufend informiert sein
 - Kommunikation**
 - Kernbotschaft festlegen
 - Wer ist Ihre Zielgruppe?
 - Eine Kommunikationsstrategie festlegen
 - Sprecherinnen und Sprecher benennen
 - Kontroversen begegnen
 - Fragen und Antworten - überzeugende Botschaften
 - Eine Geschichte erzählen
 - Themen**
 - Integration / Migration
 - Kulturelle Bildung
 - Sonntagsöffnung
 - Digitale Bildung
 - Schulbibliotheken
 - E-Books
 - Bibliotheksgesetze
 - Urheberrecht
 - Digitalisierung
 - Hilfsmittel**
 - Tipps für ein Gespräch mit Politikern
 - Tipps für die Kontaktpflege mit Medien und für Presseinterviews sowie Hinweise für Pressemeldungen
 - Bibliothekskunden in die Lobbyarbeit einbeziehen
 - Ressourcen**
 - Dokumente der Politik
 - Statistiken
 - Studien
 - Positionspapiere der Verbände
 - Bibliothekserfolgsgeschichten
 - Standards
 - Hilfsmittel**
 - Tipps für ein Gespräch mit Politikern
 - Tipps für die Kontaktpflege mit Medien und für Presseinterviews sowie Hinweise für Pressemeldungen
 - Bibliothekskunden in die Lobbyarbeit einbeziehen
 - Ressourcen**
 - Dokumente der Politik
 - Statistiken
 - Studien
 - Positionspapiere der Verbände
 - Bibliothekserfolgsgeschichten
 - Standards
 - Checkliste**

<https://www.bibliotheksverband.de/dbv/themen/werkzeu-werkkasten-fuer-lobbyarbeit.html>

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-A8ISvqXLISrXZROAOTKh2ceQse1HgKO-ad-BzJBgw/edit>

Additional Resources

- [The International Advocacy Programme \(IAP\)\(IFLA\)](#)
- [IFLA Leaders Programme: Library Advocacy Toolkit](#)
- Webinar: [Effective use of social media for associations](#) (Federation for the Humanities and Social Sciences)
- Slides: [Improve Your Social Media Engagement](#) (Toronto Public Library)

Questions?

Thank you

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info@carl-abrc.ca

susan.haigh@carl-abrc.ca

(613) 482-9344