

EFFECTIVE MESSAGING FOR LIBRARY SUPPORT

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WHY LEARN FROM POLITICS?



the
data

VOTER ATTITUDES

**The positive image of the library has increased.
The willingness to vote for it has decreased.**

Tier/Segment	% of total population		% of segment that would vote "yes" for libraries		Number of annual library visits		% who rate libraries positively		% who rate librarians positively	
	2008	2018	2008	2018	2008	2018	2008	2018	2008	2018
Super Supporters	7.1%	6.5%	80%	64%	15.9	15.9	71%	80%	72%	73%
Probable Supporters	32.3%	25.6%	47%	36%	19.9	13.6	73%	73%	72%	65%

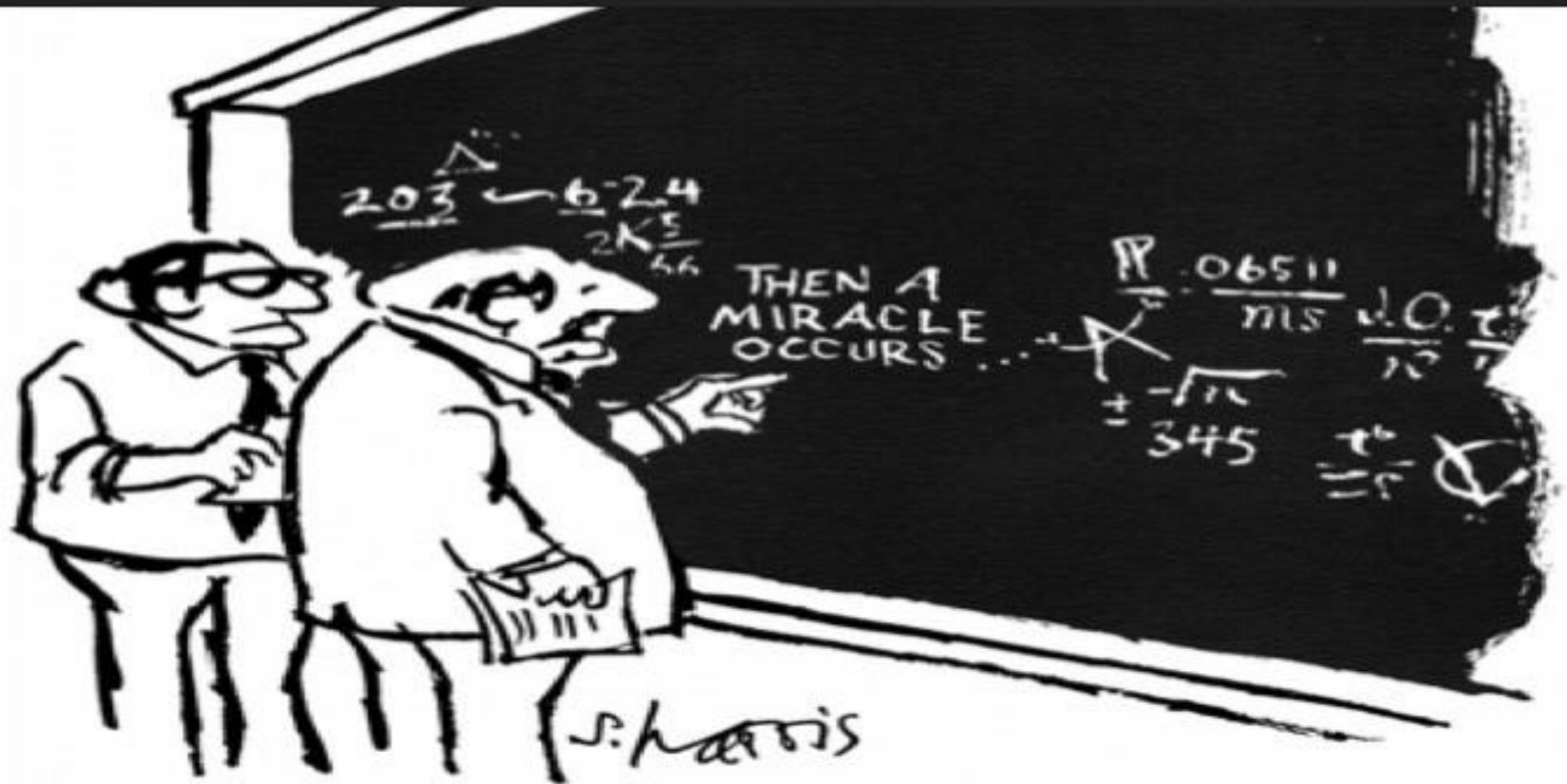
WHAT IS POLITICAL POWER



CURRENT MESSAGING MODEL



PROBLEM WITH MODEL



"I THINK YOU SHOULD BE MORE EXPLICIT HERE IN STEP TWO."

EFFECTIVE MODEL





PROFITABLE **=** **SUSTAINABLE**
MESSAGING **MESSAGING**

DESIRED OUTCOMES FOR COMMUNICATION EFFORTS



**Increase
community
awareness of library**



**Increase use
of library
materials**




**Increase
participation in
library events**



**Increase traffic
to library in
person**

Also: Increase funding for library (24%); Increase number of library cards issued (7%); Increase traffic to library's website (5%); Drive adoption of new programs (3%)



strategy

STRATEGY = SUPPORTERS

MESSAGING IS ONLY PART OF THE PUZZLE

Other influencers include

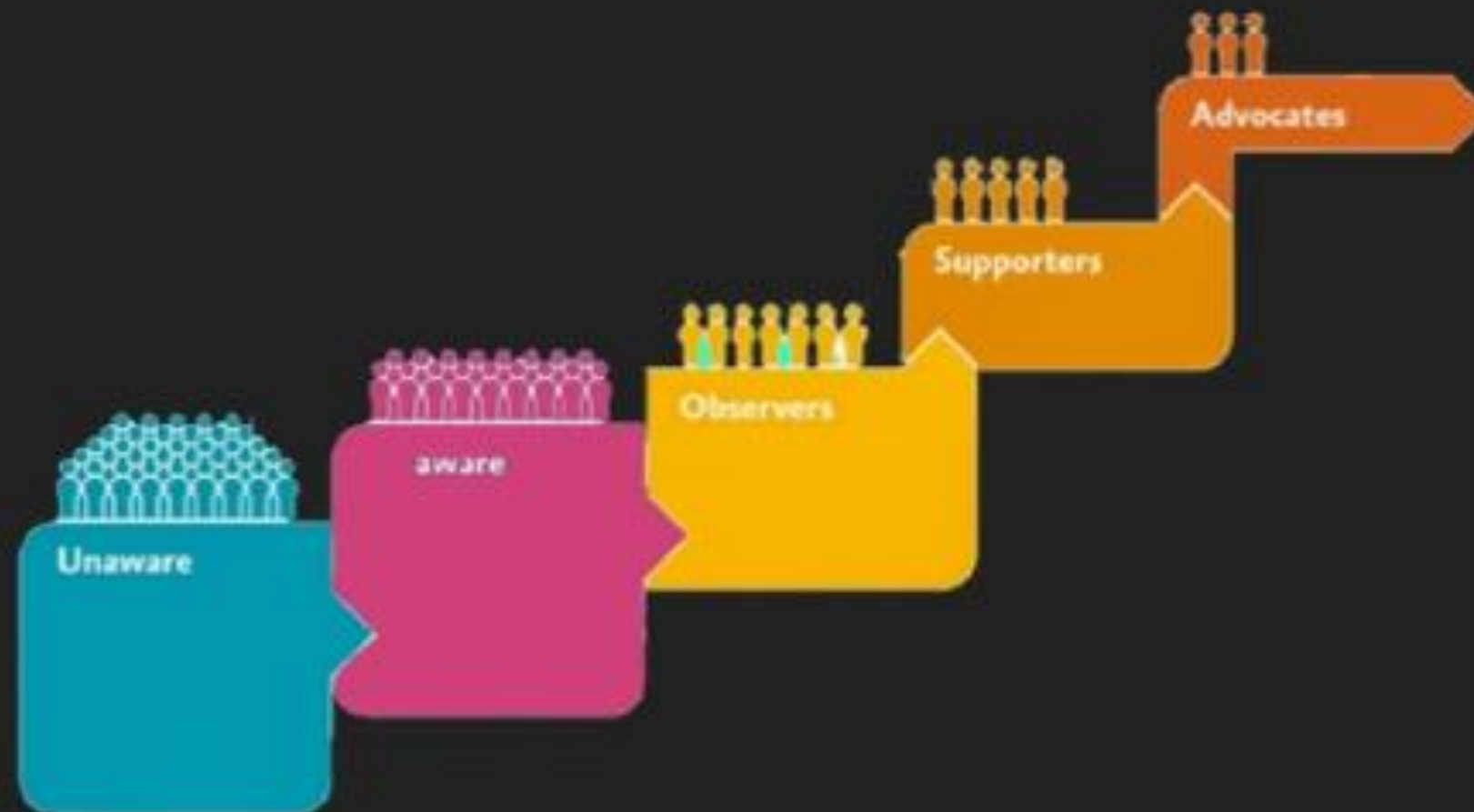
Social Identities– class, race, gender, religion

Social Circles– workplace, school, civic centers

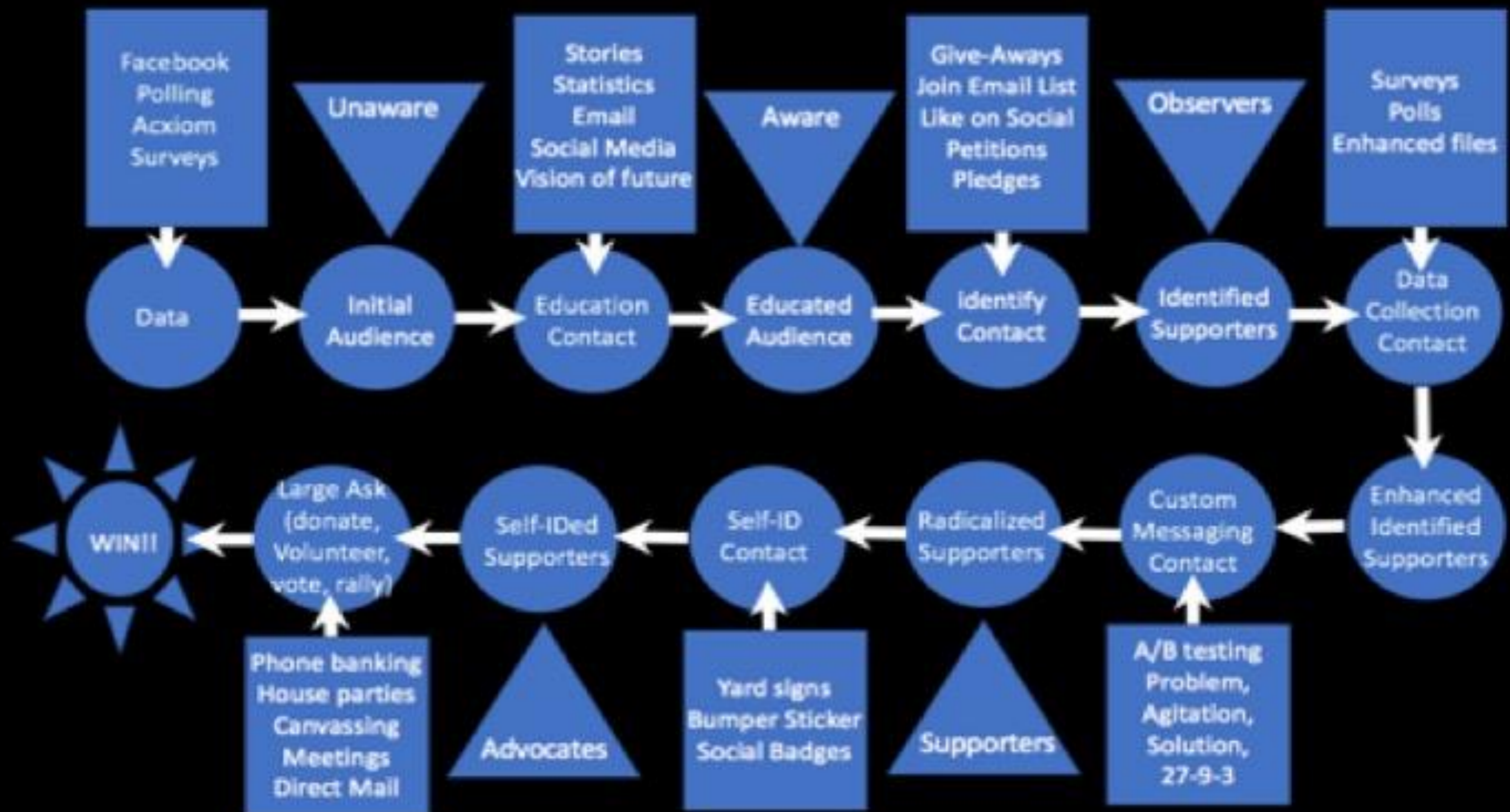
Political Identification– Republican, Democrat,
Libertarian, Tea Party

Opinion Leaders– politicians, authors, actors, sports
figures, etc...

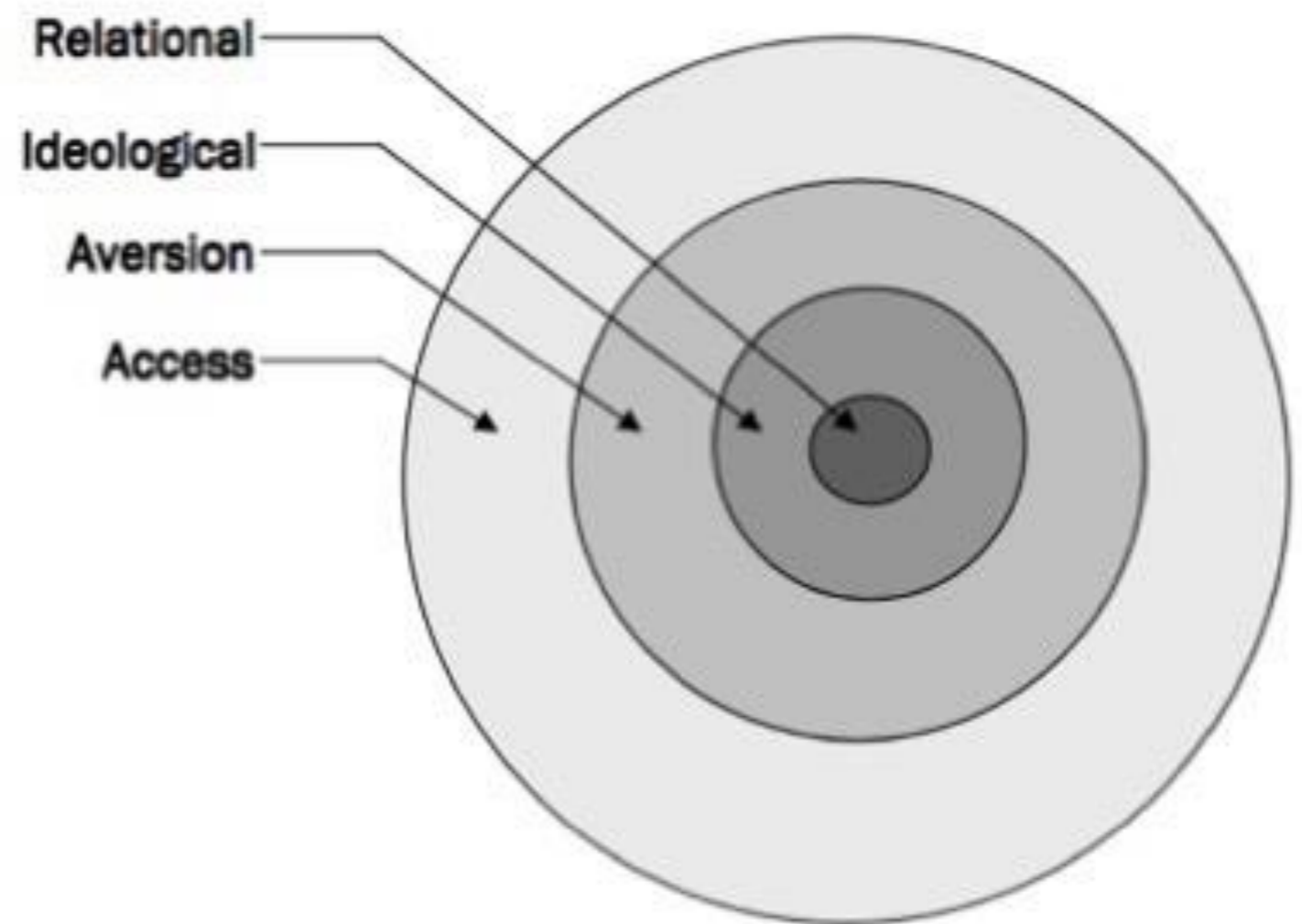
GUIDING PRINCIPLE: LADDER OF ENGAGEMENT



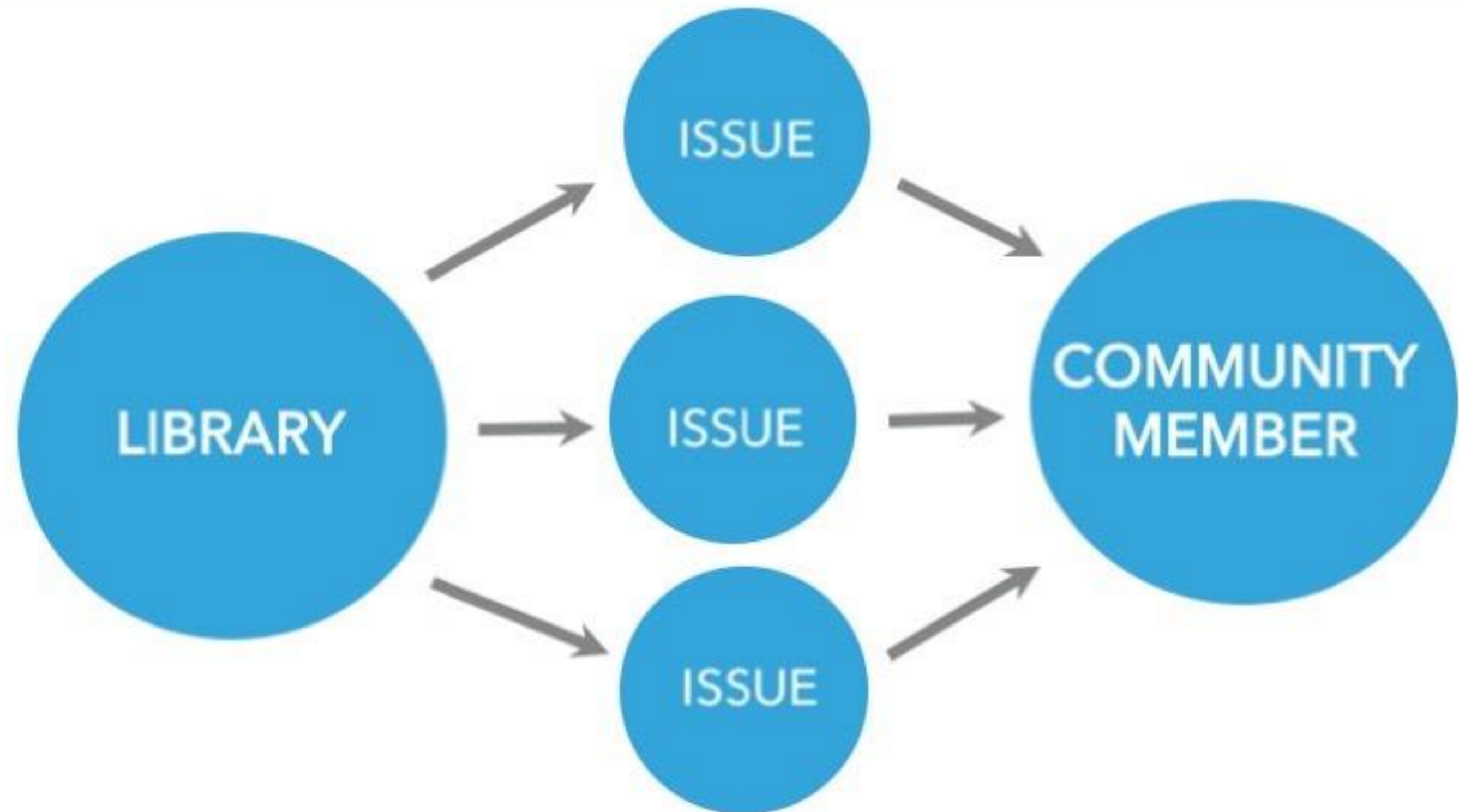
AUDIENCE ENGAGEMENT ROADMAP



4 KINDS OF SUPPORTERS



HOW MESSAGING WORKS



AUDIENCES

people



AUDIENCE SEGMENTATION



WHERE CAN WE GET AUDIENCES?

- **AtoZ Databases/ReferenceUSA**
- **Facebook and/or social media**
- **Social Hacking**
- **OrangeBoy, Analytics on Demand**
- **Build them**

POLLING AND BIG DATA



**WHAT'S WRONG
WITH OUR DATA?**



Cambridge
Analytica

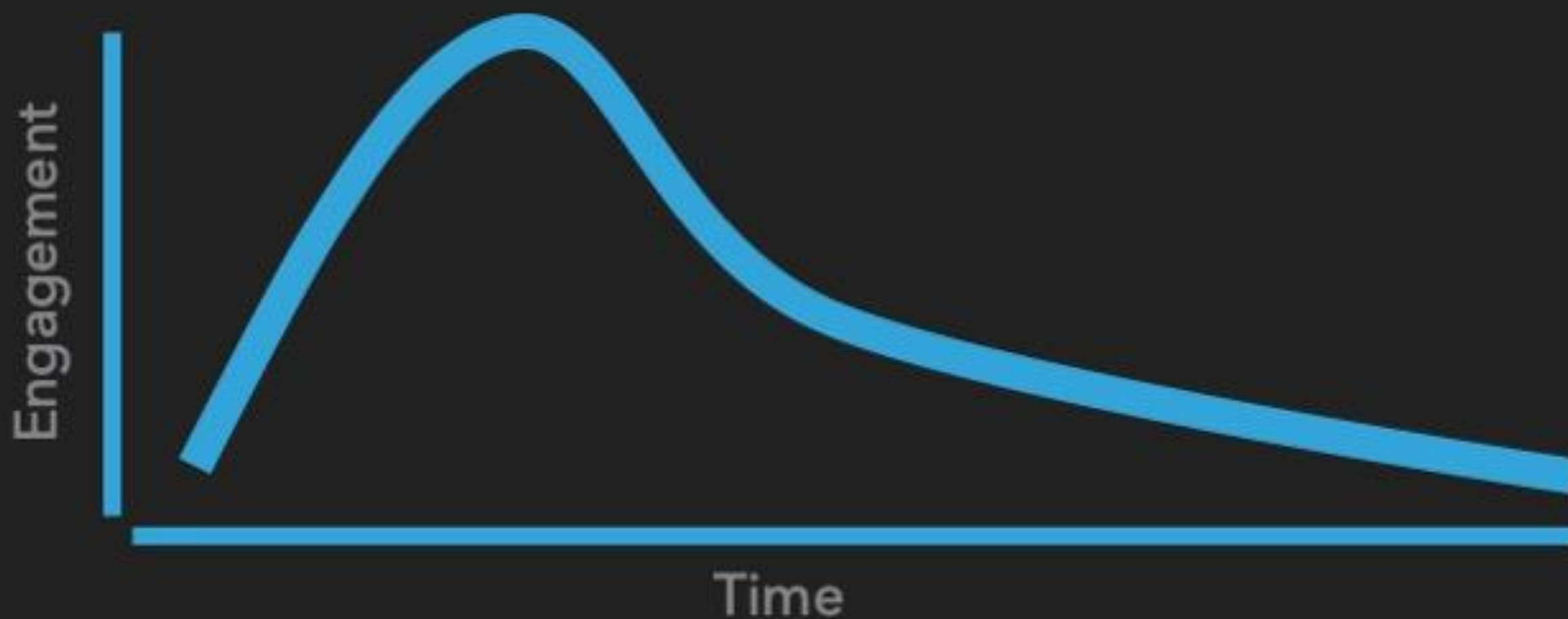
PRIVACY



URGENCY



TIMING MATTERS



SURFACING



**JUST AS NATURE ABHORS A VACUUM,
HUMANS RESIST CHANGE. CHANGE WILL
OCCUR; VACUUMS WILL BE FILLED.**

- NIKKI GIOVANNI -

CASE STUDY



THEME

VS

MESSAGE



LANGUAGE



THREE LANGUAGES OF POLITICS

- Progressive
- Conservative
- Libertarian

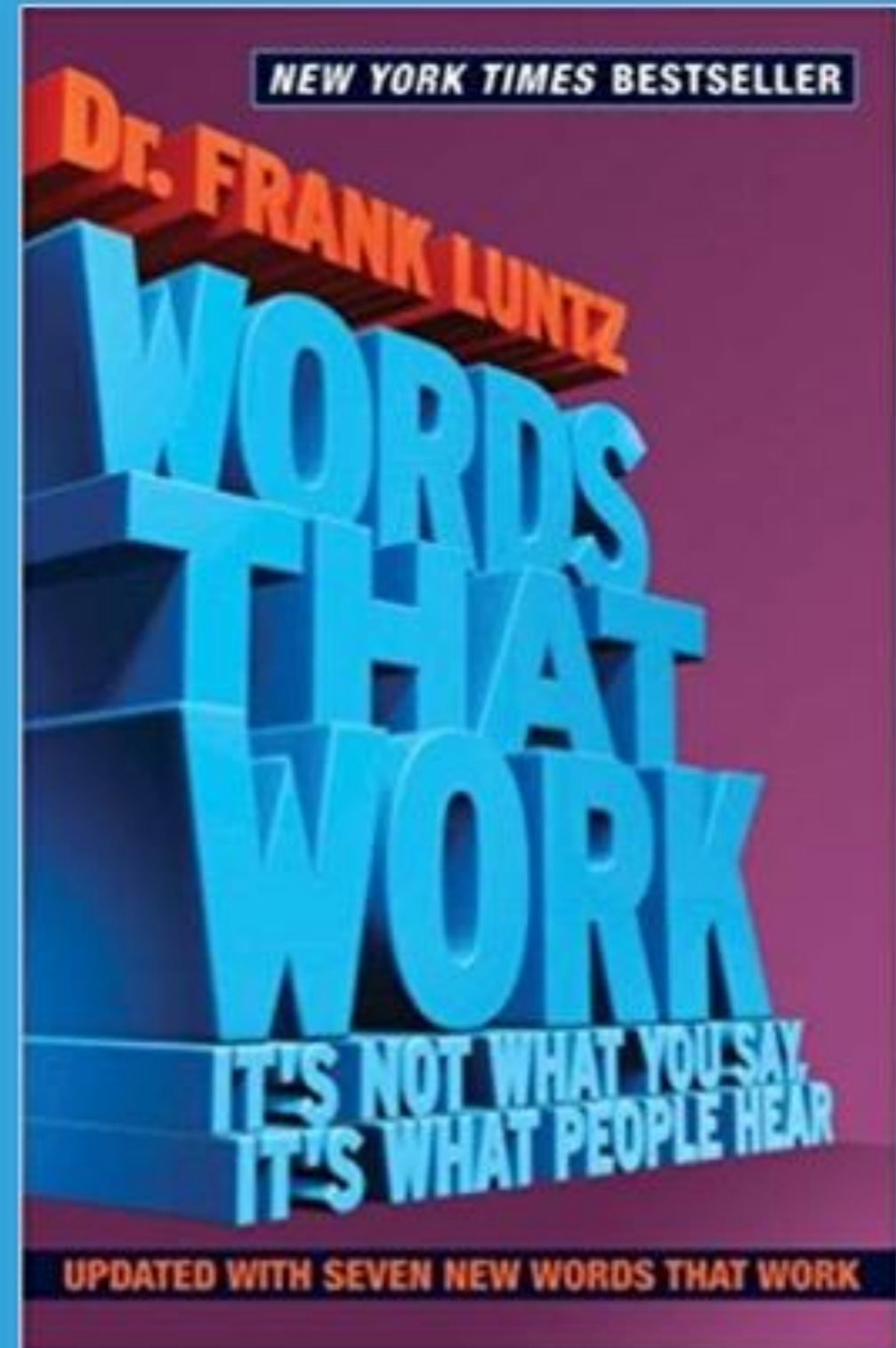
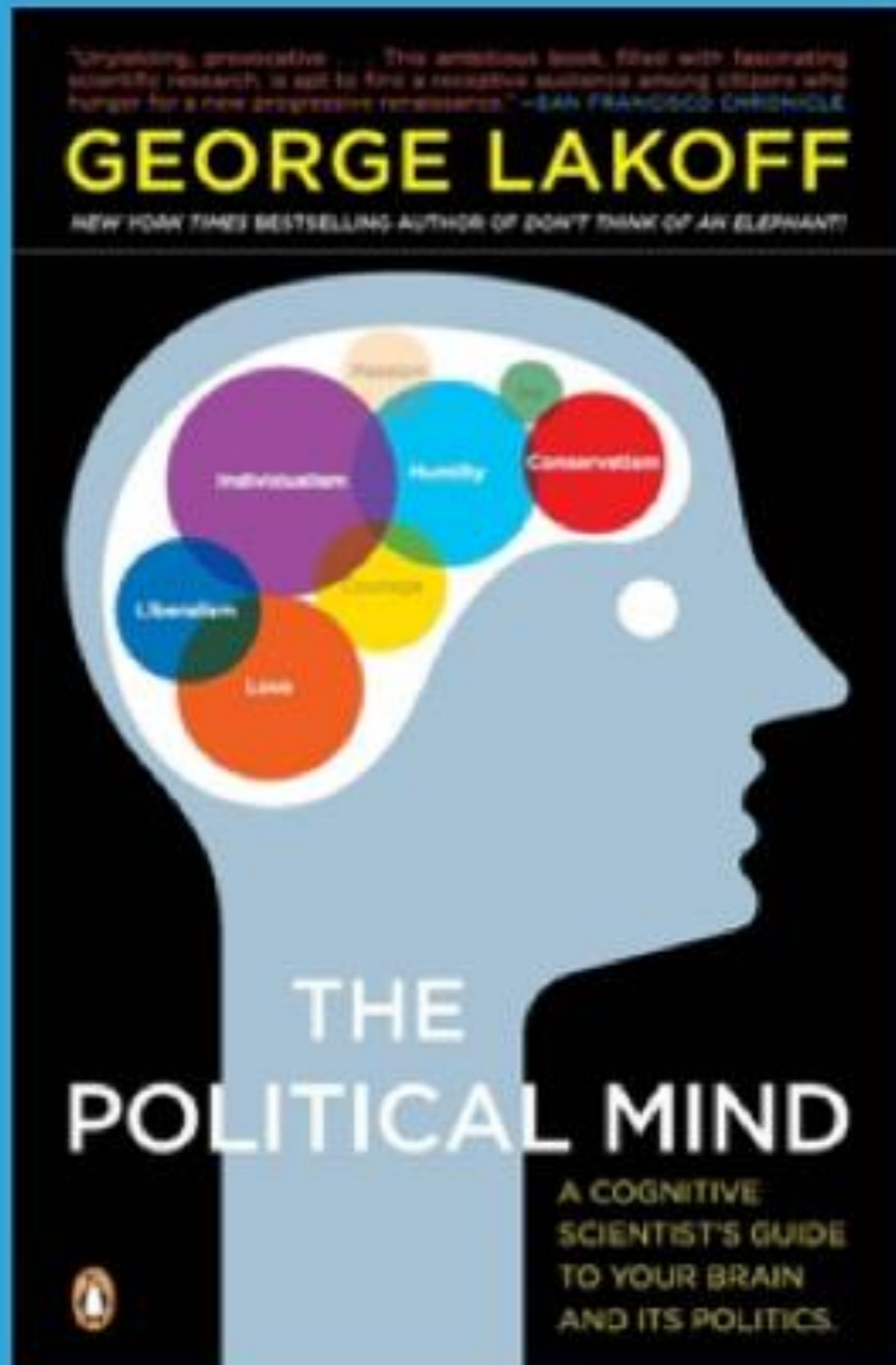
- CONTRASTING
- CONVINCING
- CONSISTENT
- CONCISE
- CLEAR

FIVE Cs OF MESSAGING

GEORGE ORWELL

- Never use a metaphor, simile, or other figure of speech which you are used to seeing in print.
- Never use a long word where a short one will do.
- If it is possible to cut a word out, always cut it out.
- Never use the passive where you can use the active.
- Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday English equivalent.
- Break any of these rules sooner than say anything outright barbarous.

RECOMMENDED READING



STORIES NOT STATS

messaging



FOUR STORIES TO TELL

- **Stories of our successes**
- **Stories of our failures**
- **Stories about people that the audience cares about**
- **Stories that decision makers want to hear**

TELL YOUR STORY

- **IDENTIFY AN AUDIENCE.**
- **WHAT DO THEY CARE ABOUT?**
- **WHAT STORY WILL YOU TELL THEM?**



messaging

WHAT OR WHY?

27

9

3

WORDS

SECONDS

POINTS

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CREATE YOUR 27-9-3 FOR YOUR AUDIENCE

- Educational stakeholders
- Social Welfare and Religious organizations
- Government Partners
- Civic and social groups
- Business community
- Politicians
- What else?



A/B TESTING

messaging

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STAYING ON MESSAGE



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PROBLEM, AGITATION, SOLUTION



Yes. And...

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OPPOSITION

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GOAL OF OPPOSITION MESSAGING



LISTEN

messaging

- **The library tax will be yet another tax that small business owners can't afford to pay.**
- **The internet has everything that I could just find at the library**
- **The library can be run by volunteers**

REPEAT & REFRAME

messaging

- *I understand the great burden placed on small business owners...*
- *The internet is a great source of information...*
- *Our volunteers are very valuable to the library...*

AND . . .

messaging

- *AND that's why we provide so many resources that make being a small business owner easier*
- *AND that's why we want to increase the community's access to it and add value to what you get from it.*
- *AND that's why the library uses as many volunteers as we can to streamline our processes and free up our paid staff to provide the best services we possibly can*

EXAMPLES

messaging

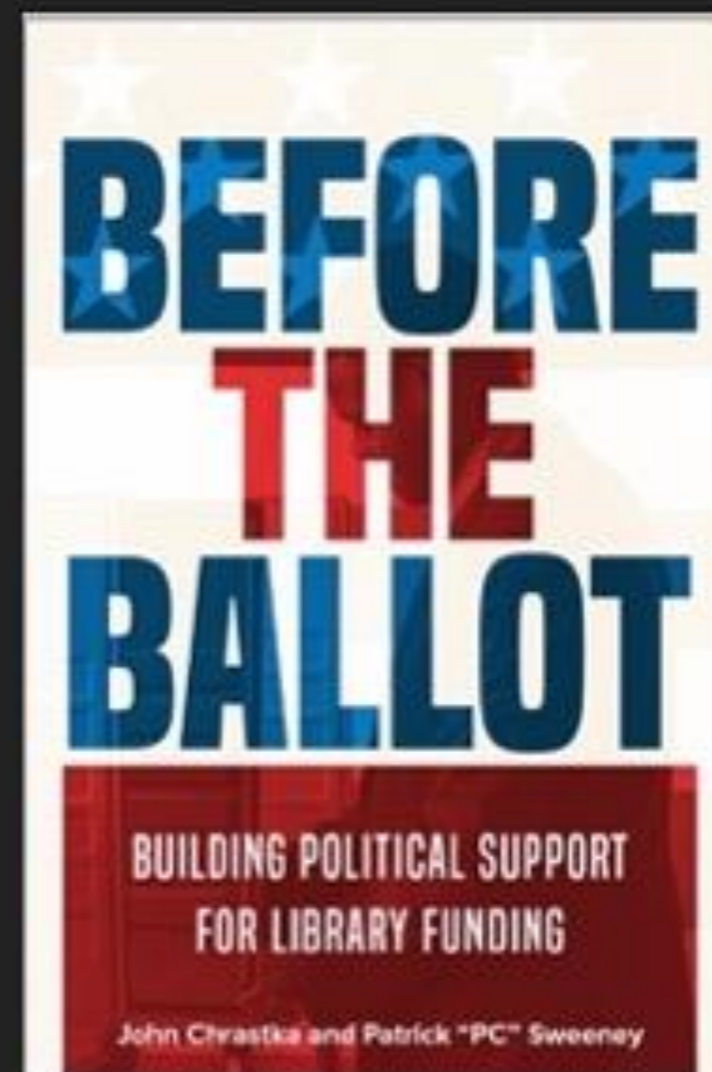
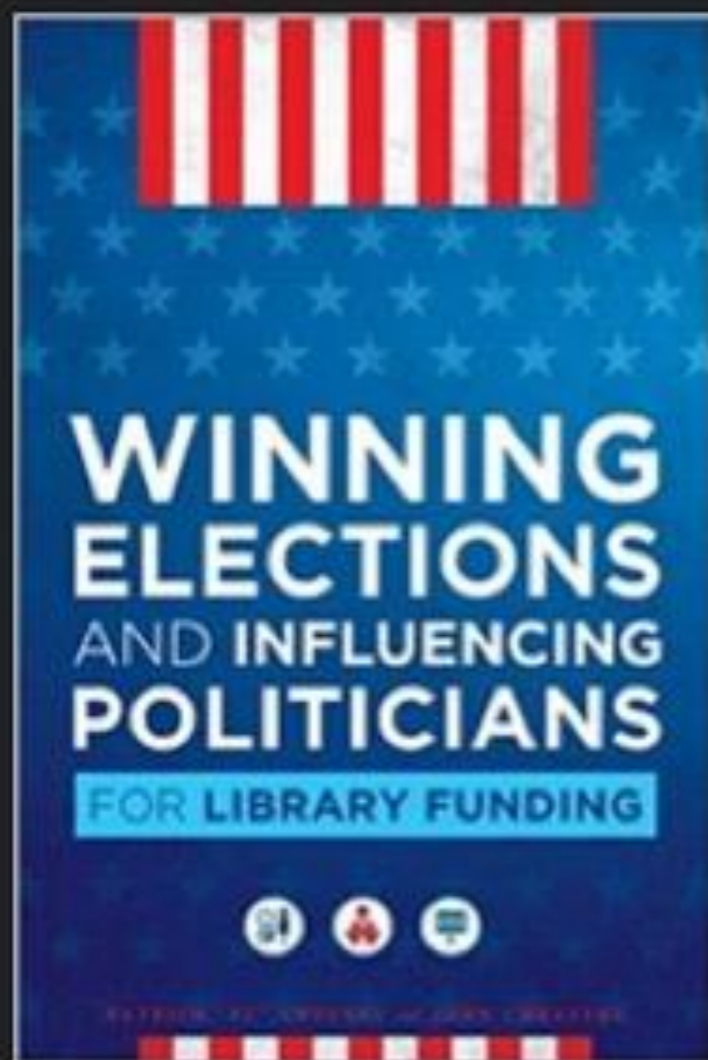
- *FOR EXAMPLE, we often have programming on hiring staff for small business owners and we offer patent and trademark classes to teach small business owners to protect their property.*
- *FOR EXAMPLE, we offer high speed internet access along with databases that provide a level of well researched and scientifically supported articles that you just can't and for free on the internet.*
- *FOR EXAMPLE, we love having our volunteers take on roles that free up staff to work on higher level tasks such as budgets, training, and working with high level technology issues.*

ALL TOGETHER

messaging

I understand the great burden placed on small business owners AND that's why we provide so many resources that make being a small business owner easier. FOR EXAMPLE, we often have programming on hiring staff for small business owners and we offer patent and trademark classes to teach small business owners to protect their property.

FURTHER LEARNING AVAILABLE FROM ALA EDITIONS



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