EFFECTIVE MESSAGING FOR LIBRARY SUPPORT

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WHY LEARN FROM POLITICS?
The positive image of the library has increased. The willingness to vote for it has decreased.

<table>
<thead>
<tr>
<th>Tier/Segment</th>
<th>% of total population</th>
<th>% of segment that would vote “yes” for libraries</th>
<th>Number of annual library visits</th>
<th>% who rate libraries positively</th>
<th>% who rate librarians positively</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Supporters</td>
<td>7.1%</td>
<td>6.5%</td>
<td>80%</td>
<td>64%</td>
<td>15.9</td>
</tr>
<tr>
<td>Probable Supporters</td>
<td>32.3%</td>
<td>25.6%</td>
<td>47%</td>
<td>36%</td>
<td>19.9</td>
</tr>
</tbody>
</table>
WHAT IS POLITICAL POWER
CURRENT MESSAGING MODEL
I think you should be more explicit here in step two.
EFFECTIVE MODEL
PROFITABLE MESSAGING = SUSTAINABLE MESSAGING
DESIRED OUTCOMES FOR COMMUNICATION EFFORTS

87% Increase community awareness of library
70% Increase use of library materials
53% Increase participation in library events
40% 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 = 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

Facebook Polling Axiom Surveys

Data

Unaware

Initial Audience

Education Contact

Aware

Educated Audience

Identify Contact

Observers

Surveys Polls Enhanced files

Data Collection Contact

WIN!

Large Ask (donate, volunteer, vote, rally)

Self-IDed Supporters

Self-ID Contact

Radicalized Supporters

Custom Messaging Contact

Enhanced Identified Supporters

Advocates

Phone banking House parties Canvassing Meetings Direct Mail

 yard signs Bumper Sticker Social Badges

Supporters

A/B testing Problem, Agitation, Solution, 27-9-3
4 Kinds of Supporters

- Relational
- Ideological
- Aversion
- Access
HOW MESSAGING WORKS

LIBRARY

ISSUE

ISSUE

ISSUE

COMMUNITY MEMBER
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?
URGENCY
TIMING MATTERS
SURFACING
Just as nature abhors a vacuum, humans resist change. Change will occur; vacuums will be filled.

- Nikki Giovanni -
CASE STUDY
LANGUAGE
THREE LANGUAGES OF POLITICS

- Progressive
- Conservative
- Libertarian
• CONTRASTING
• CONVINCING
• CONSISTENT
• CONCISE
• CLEAR

FIVE Cs OF MESSAGING
• 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

GEORGE LAKOFF
THE POLITICAL MIND
A COGNITIVE SCIENTIST'S GUIDE TO YOUR BRAIN AND ITS POLITICS.

DR. FRANK LUNTZ
WORDS THAT WORK
IT'S NOT WHAT YOU SAY, IT'S WHAT PEOPLE HEAR
UPDATED WITH SEVEN NEW WORDS THAT WORK
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?
27 9 3 POINTS
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?
messaging

STAYING ON MESSAGE

[Image of Bernie Sanders speaking with a microphone]
PROBLEM, AGITATION, SOLUTION
Yes. And... messaging OPPOSITION
messaging

GOAL OF OPPOSITION 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.
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.
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.
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.
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