



Illinois Library Association



**READY SET
ADVOCATE**

Library Advocacy Tool Kit



Putting Your Advocacy Plan into Action!

Illinois librarians, staff, trustees, friends, and community members are the heart of library advocacy. Successful advocacy grows from building relationships, strong messaging, solid action plans, and community support. Library advocacy should be a part of all libraries. Below are five key steps that all types of libraries can do with great success.

Advocacy Action Tips for Public, Academic, Special, and School Librarians

1. Promote Your Library

- Promote the programs, services, messages, and tools of your library throughout your community, campus, company, and school.
- Create a newsletter, e-blast, and other tools that will reach all of your library users. If you are in a school or academic library, make sure parents and faculty are on your mail and e-mail lists and social media.
- Break the stereotype of the quiet library and unfriendly librarian; be fun, energetic, and open to new ideas.
- Tell your library story, share your library data, be transparent with everything you do, and be transparent with the difference your library is making

2. Network

- Get to know the administration staff and department chairs, company department heads, and community leaders. Make sure your library message is reaching them.
- Get to know the support staff for the administration and department chairs to make sure your library message is reaching them as well.

3. Be Social

- Don't be a stranger. Attend your community, campus, company, and school functions. Be prepared to talk about your library.

4. Make the Library a Destination

- Make your library an attractive, powerful, and fun place to visit, not only in its physical space, but virtual space as well.

5. Professional Involvement

- Know what is happening in the library profession. Join ALA and ILA and subscribe to your library system's e-news.
- Know what is happening on a local, state, and national level with advocacy and how you can get involved.
- If for some reason you cannot advocate for your institution, make sure you reach out to ILA or your library system and talk to someone in order for your voice to be heard. ILA has an advocacy committee that you can work with.