

EFFECTIVE MESSAGING FOR LIBRARY SUPPORT

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CURRENT MESSAGING MODEL



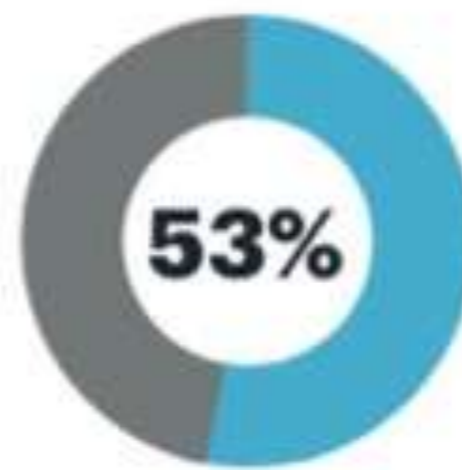
DESIRED OUTCOMES FOR COMMUNICATION EFFORTS



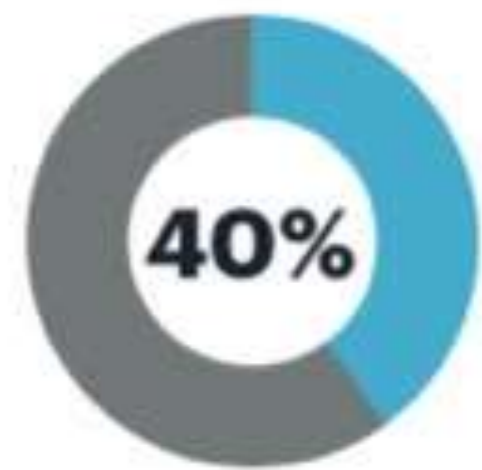
Increase community awareness of library



Increase use of library materials



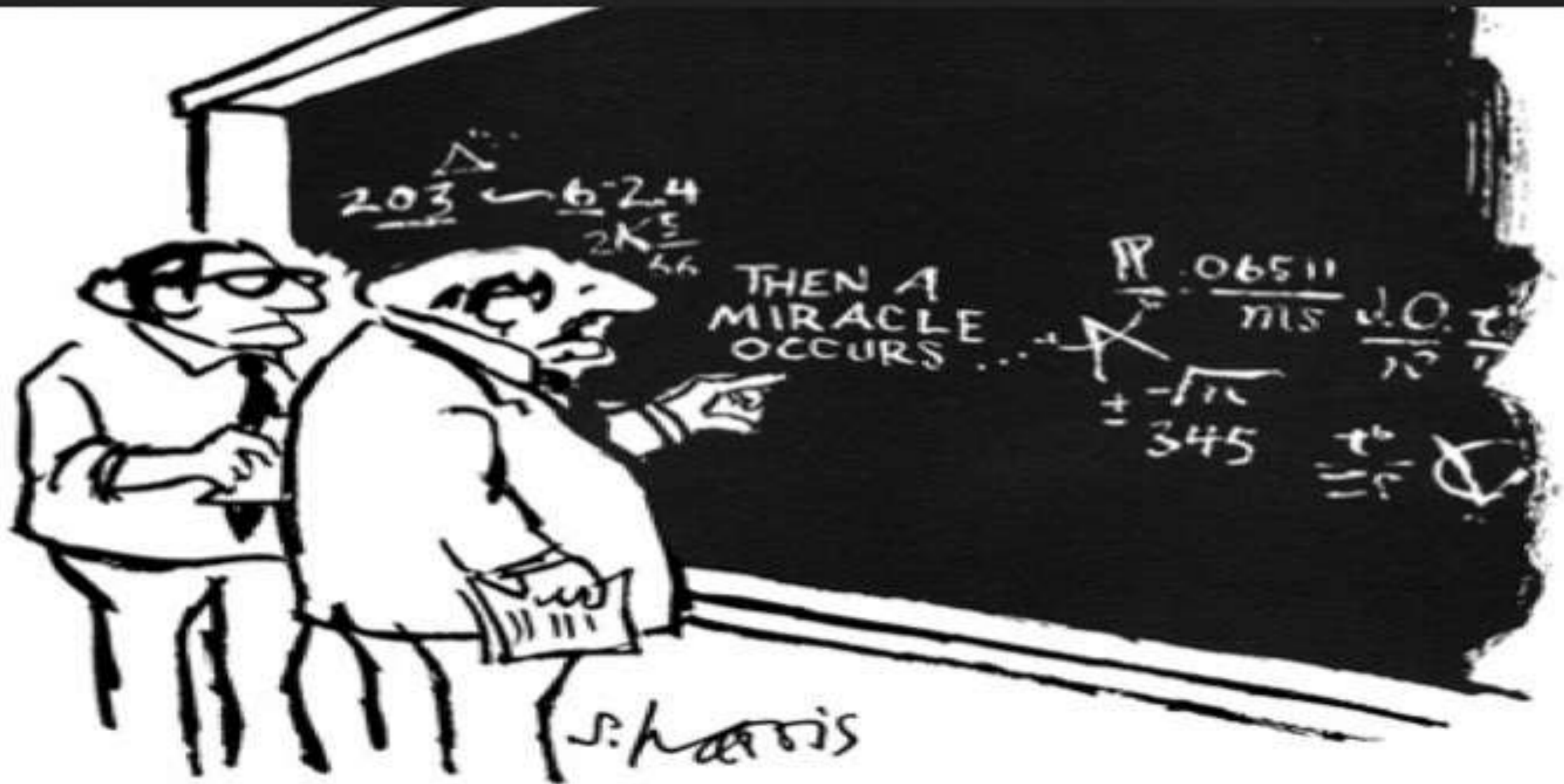
Increase participation in library events



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%)

PROBLEM WITH MODEL



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

EFFECTIVE MODEL






PROFITABLE

=

SUSTAINABLE

MESSAGING

MESSAGING



strategy

STRATEGY = SUPPORTERS

MESSAGING IS ONLY PART OF THE PUZZLE

Other influencers include

Social Identities- class, race, gender, religion

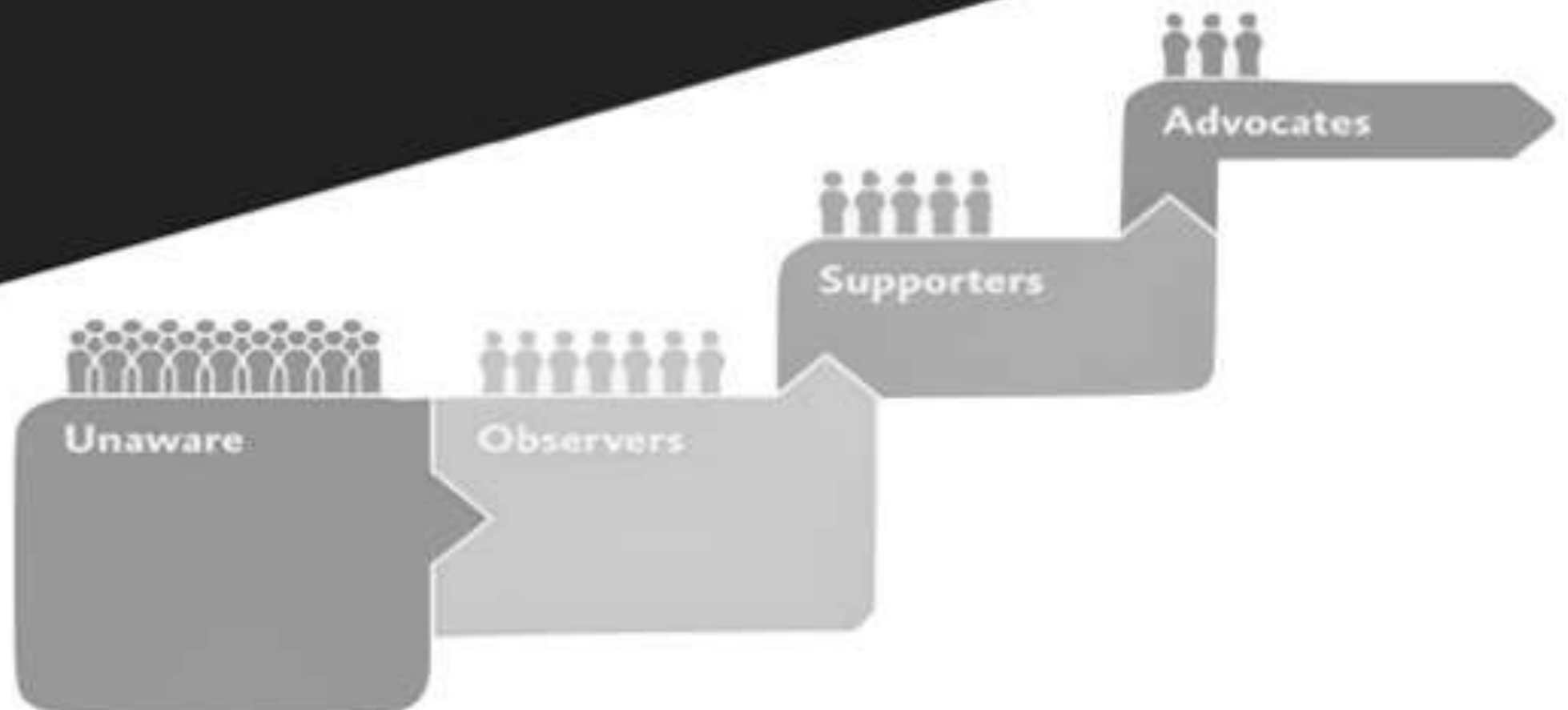
Social Circles- workplace, school, civic centers

Political Identification- Republican, Democrat,
Libertarian, Tea Party

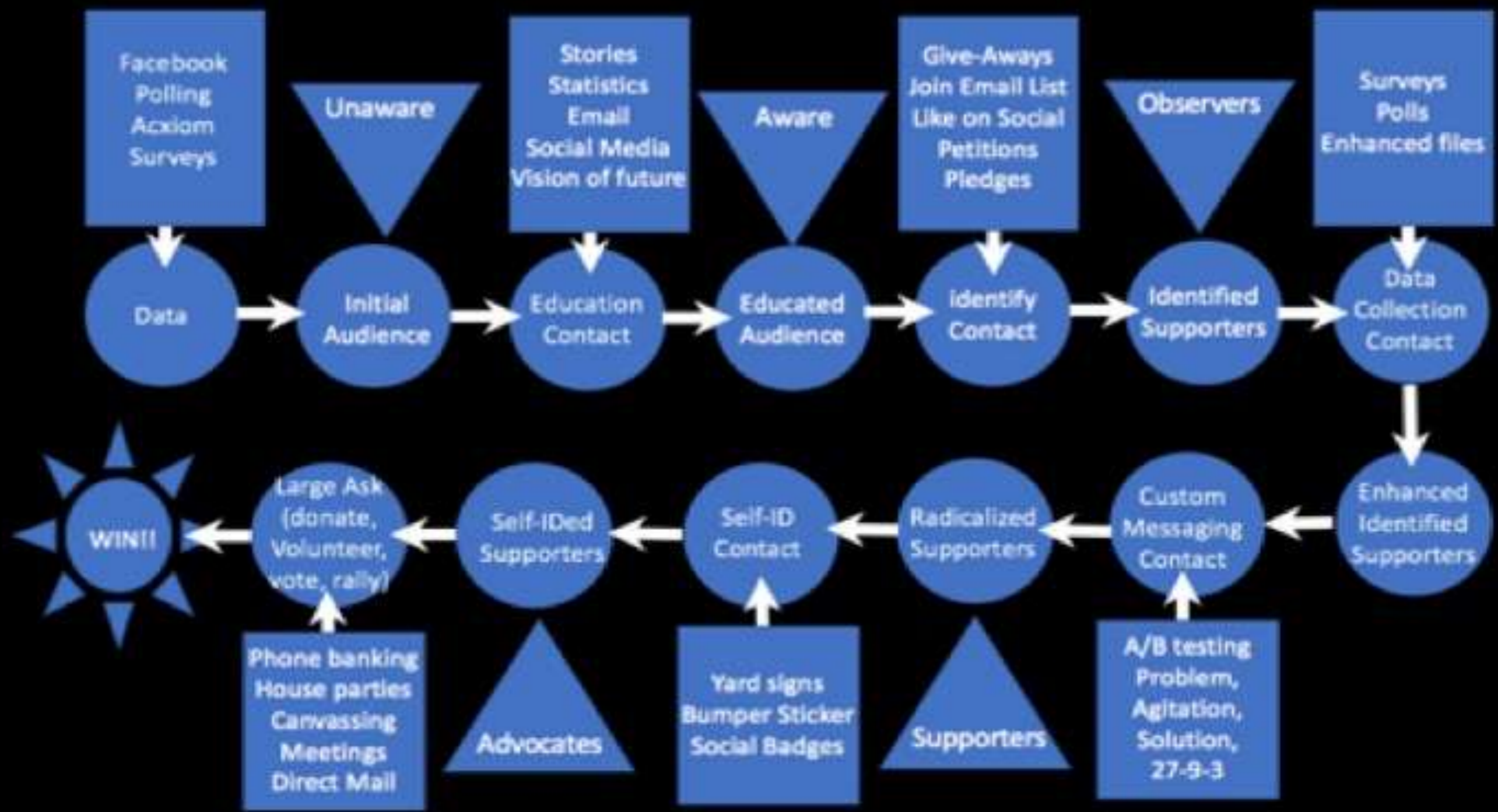
Opinion Leaders- politicians, authors, actors, sports
figures, etc...

LADDER OF ENGAGEMENT

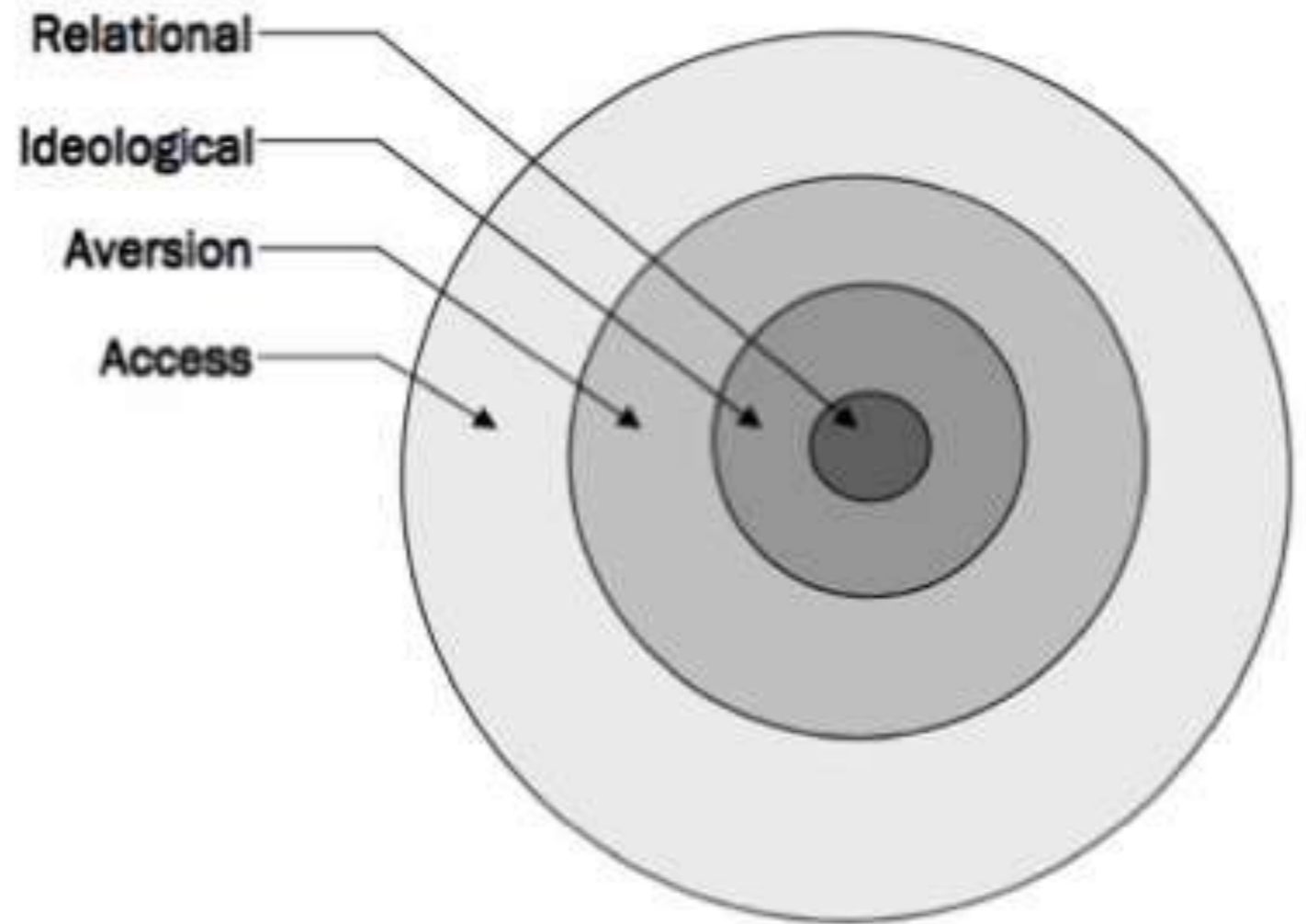
people



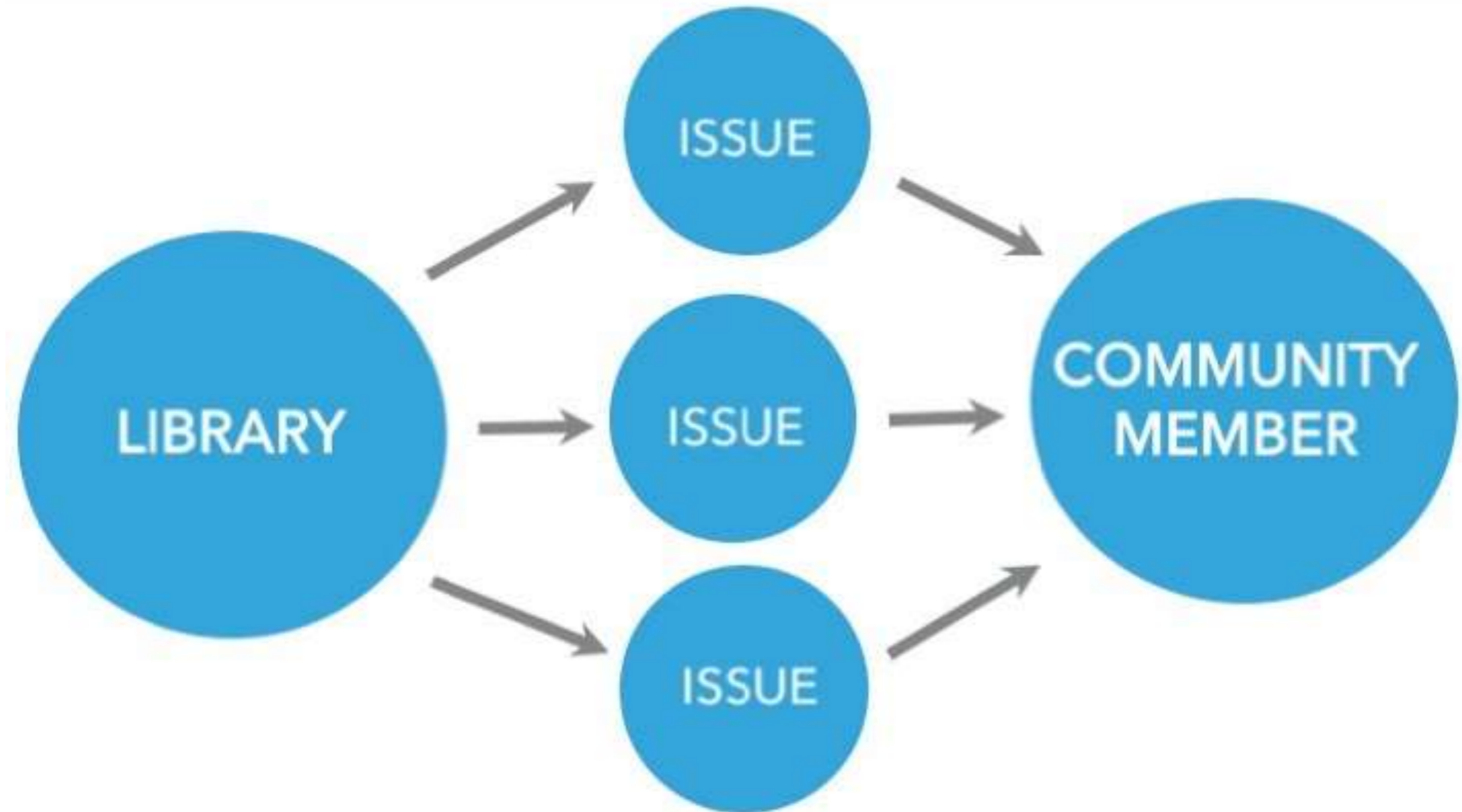
AUDIENCE ENGAGEMENT ROADMAP



4 KINDS OF SUPPORTERS



HOW MESSAGING WORKS

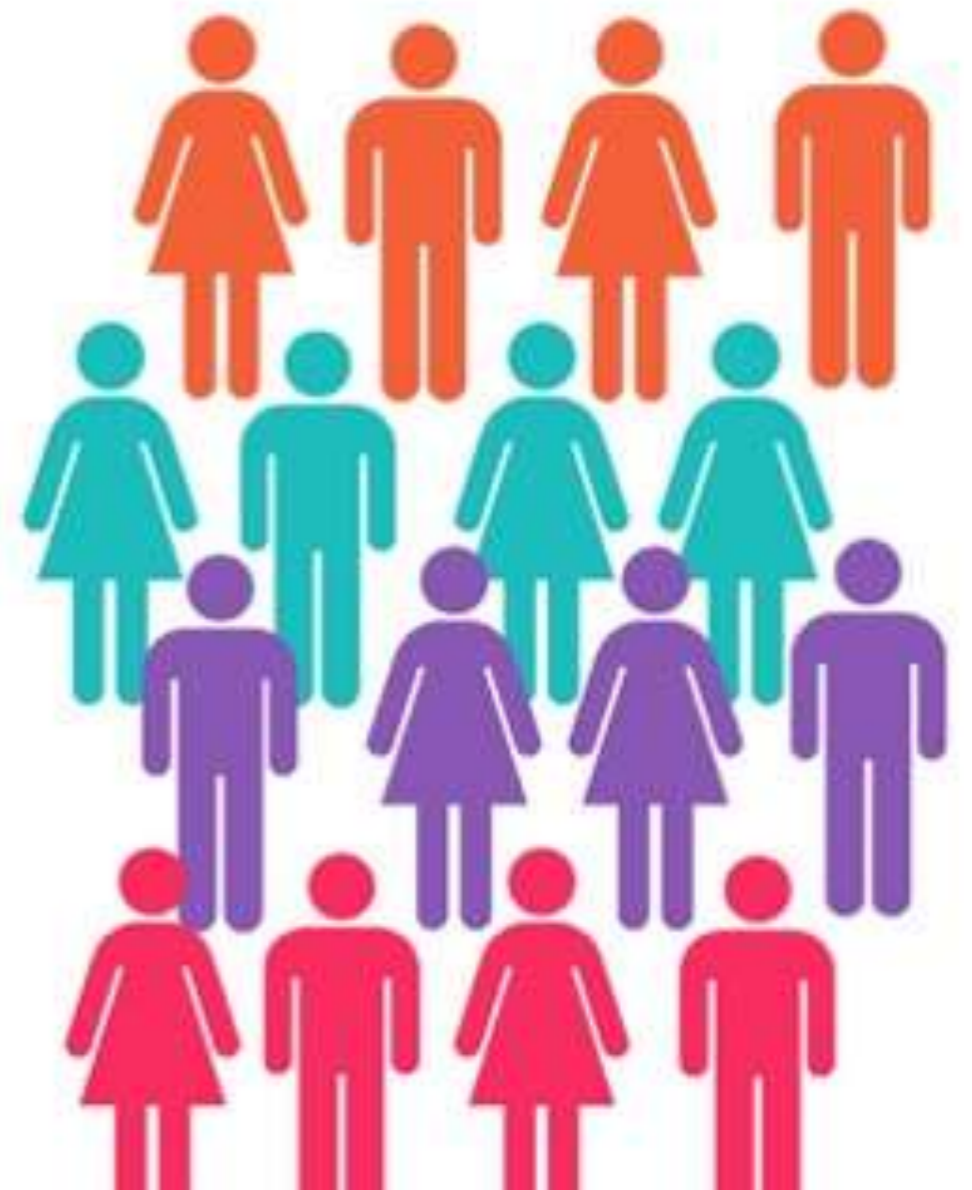


AUDIENCES

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

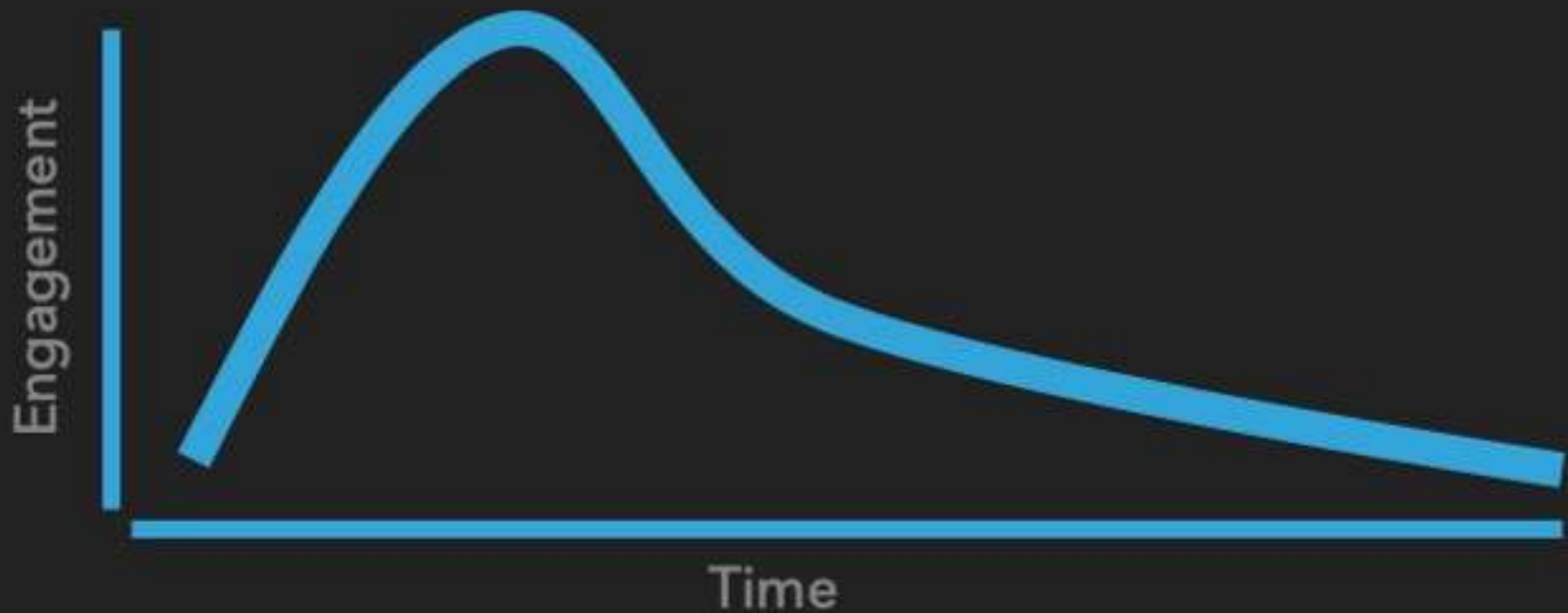
PRIVACY



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

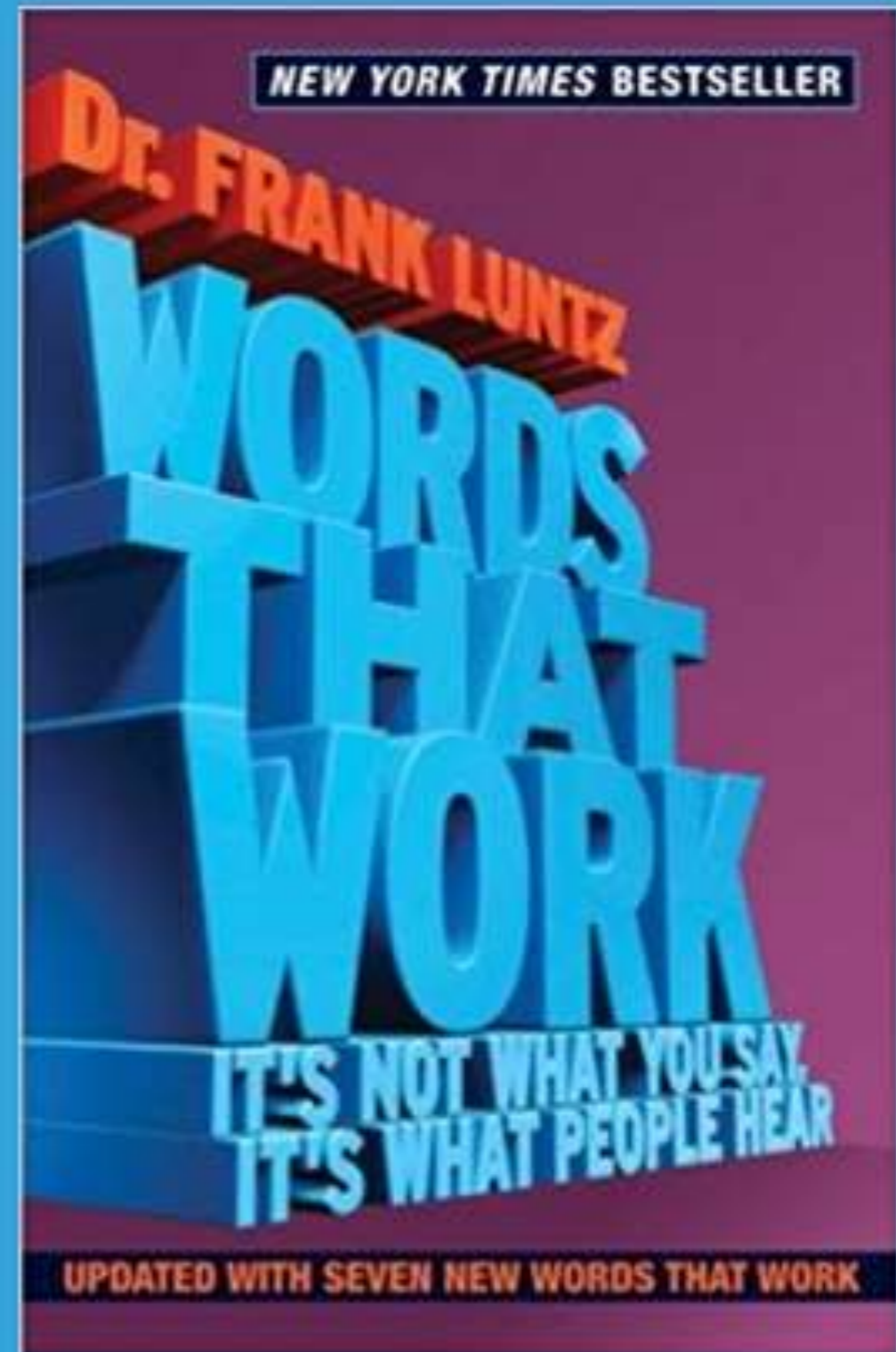
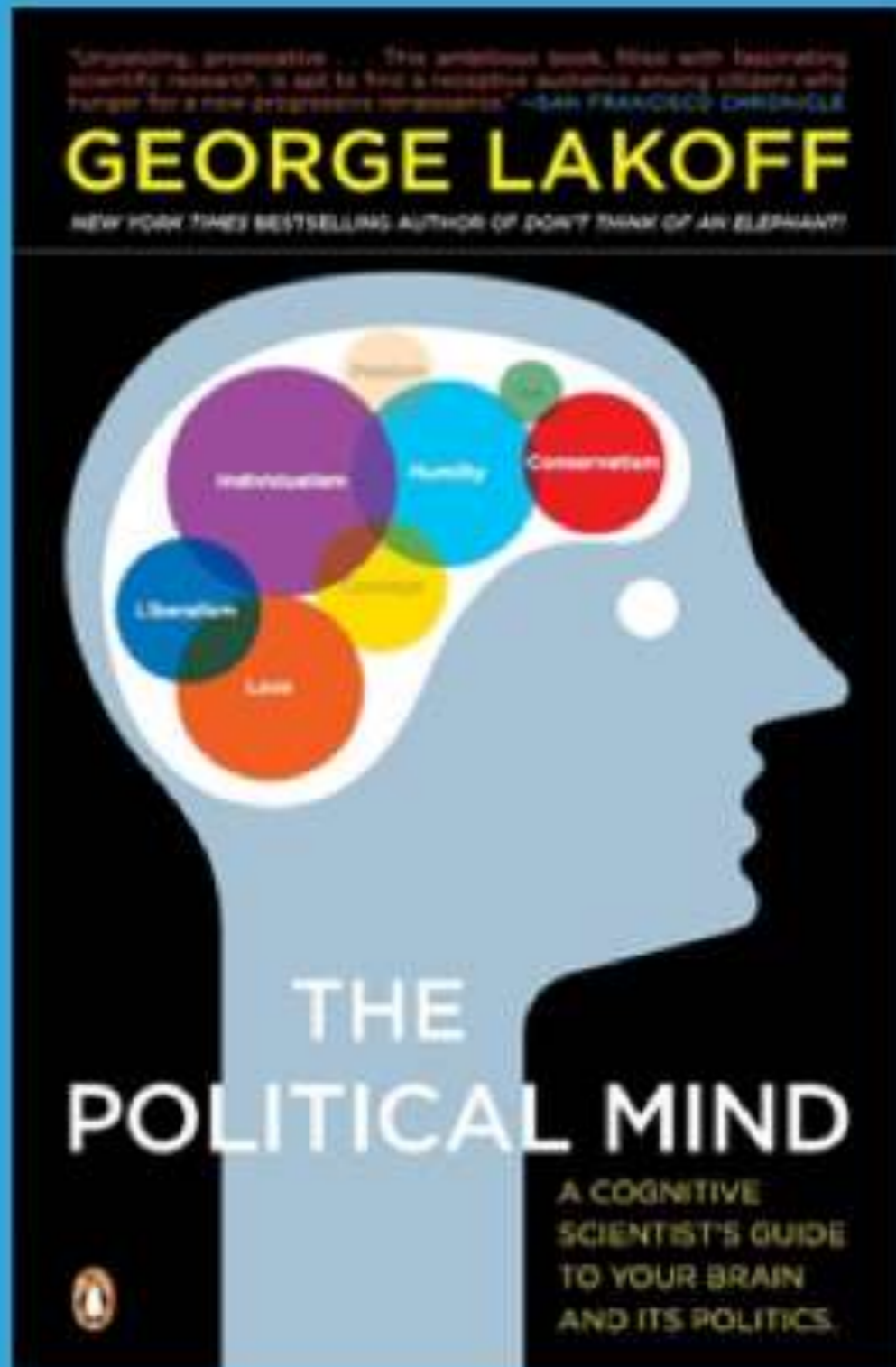
OF POLITICS

- Progressive
- Conservative
- Libertarian

- **CONTRASTING**
- **CONVINCING**
- **CONSISTENT**
- **CONCISE**
- **CLEAR**

FIVE Cs OF MESSAGING

RECOMMENDED READING



STORIES NOT STATS

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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?**



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WHAT OR WHY?

27

WORDS

9

SECONDS

3

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

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STAYING ON MESSAGE



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**PROBLEM,
AGITATION,
SOLUTION**



EMOTIONAL CONTAGION



**NEGATIVE
EMOTIONAL
ATTRACTORS**

**POSITIVE
EMOTIONAL
ATTRACTORS**

Negative Emotional Attractors

- Activate your sympathetic nervous system
- Activate the task positive network of your brain
- Result in stress and decreased cognitive, emotional, perceptual, and creative capacity.

Negative Emotional Attractors include:

- Getting feedback
- Analyzing
- Problem Solving
- Conflict
- Expectations
- Fear
- Pessimism
- "Should do"s
- Dissonant relationships
- Focus on weakness

Positive Emotional Attractors

- Activate your parasympathetic nervous system
- Activate the default mode network of your brain
- Result in relaxation and increased cognitive, emotional, perceptual, and creative capacity.

Positive Emotional Attractors include:

- Learning
- Practicing
- Hope/optimism
- Play
- Gratitude
- Mindfulness
- Resonant relationships
- Experimenting
- Focus on strengths
- Visioning

**GREAT
LEADERS
CHOOSE
POSITIVE
EMOTIONAL
ATTRACTORS**



MORE IMPORTANT THAN EVER



Nonviolent Protests are
twice as likely
to succeed as
armed conflicts.

Yes. And...

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OPPOSITION

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GOAL OF OPPOSITION MESSAGING



LISTEN

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- **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

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- *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 . . .

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- *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.

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