



**International Federation of Library
Associations and Institutions
Knowledge Management Section**

Communication Plan

January 2016 – December 2017

Table of Contents

I.	Strategy Overview.....	2
II.	Communication Platforms.....	6
III.	Messaging.....	9
IV.	Campaigns.....	14
V.	Activities.....	18
VI.	Results.....	22

Section I. Strategy Overview

Communication Objectives

About IFLA¹

The International Federation of Library Associations and Institutions (IFLA) is the leading international body representing the interests of library and information services and their users. It is the global voice of the library and information profession.

Founded in Edinburgh, Scotland, in 1927 at an international conference, we celebrated our **75th birthday** at our conference in Glasgow, Scotland in 2002. We now have over 1500 Members in approximately 150 countries around the world. IFLA was registered in the Netherlands in 1971. **The Royal Library, the national library of the Netherlands**, in The Hague, generously provides the facilities for our headquarters.

Aims

IFLA is an independent, international, non-governmental, not-for-profit organization. Our aims are to:

- Promote high standards of provision and delivery of library and information services
- Encourage widespread understanding of the value of good library & information services
- Represent the interests of our members throughout the world

Core Values

In pursuing these aims IFLA embraces the following core values:

1. the endorsement of the principles of freedom of access to information, ideas and works of imagination and freedom of expression embodied in Article 19 of the Universal Declaration of Human Rights
2. the belief that people, communities and organizations need universal and equitable access to information, ideas and works of imagination for their social, educational, cultural, democratic and economic well-being
3. the conviction that delivery of high quality library and information services helps guarantee that access
4. the commitment to enable all Members of the Federation to engage in, and benefit from, its activities without regard to citizenship, disability, ethnic origin, gender, geographical location, language, political philosophy, race or religion.

Target Audiences

Membership

We have two main categories of voting members: Association Members and Institutional Members. Associations of library and information professionals, of library and information services and of educational and research institutes, within the broad field of library and information science, are all welcome as Association Members. Institutional Membership is designed for individual library and information services, and all kinds of organizations in the library and information sector. International organizations within our sphere of interest may join as International Association Members.

¹ This page and the first half of the following page are from IFLA's website "About" section.

National Association Members, International Association Members and Institutional Members have voting rights in elections and meetings. They are entitled to nominate candidates for the post of IFLA President. Individual practitioners in the field of library and information science may join as Personal Affiliates. They do not have voting rights, but they provide invaluable contributions to the work of IFLA, by serving on committees and contributing to professional programmes.

More information on [IFLA Membership](#) and joining IFLA can be found here.

Corporate Partners

More than 25 corporations in the information industry have formed a working relationship with IFLA under our [Corporate Partners](#) scheme. In return for financial and 'in kind' support they receive a range of benefits including opportunities to present their products and services to our worldwide membership.

Relations with Other Bodies

We have established good working relations with a variety of other bodies with similar interests, providing an opportunity for a regular exchange of information and views on issues of mutual concern. We have Formal Associate Relations with UNESCO, observer status with the United Nations, associate status with the International Council of Scientific Unions (ICSU) and observer status with the World Intellectual Property Organization (WIPO) and the International Organization for Standardization (ISO). In 1999, we established observer status with the World Trade Organization (WTO).

In turn, we have offered consultative status to a number of non-governmental organizations operating in related fields, including the [International Publishers Association](#) (IPA). We are members, along with the [International Council on Archives](#) (ICA), [International Council of Museums](#) (ICOM) and the [International Council on Monuments and Sites](#) (ICOMOS), of the [International Committee of the Blue Shield](#) (ICBS). The mission of ICBS is to collect and disseminate information and to co-ordinate action in situations when cultural property is at risk.

Positioning Statement (Internal)

IFLA's [home page](#) provides detailed information on the structure and operations of the organization. It includes the World Library and Information Congress: IFLA General Conference and Assembly, Regional Meetings, Governance, Assembly, Governing Board, Executive Committee, Strategic Programmes, Divisions and Sections, Regional Activities, Special Interest Groups (SIGs), Publications, and Resources.

IFLA Knowledge Management Section²

Scope

The growing interest in KM by the IFLA community was confirmed by the approval of Knowledge Management as IFLA Section in December 2003. The KM Section is a unit in IFLA's Division III (Library Services).

With this growing interest in the implementation of Knowledge Management throughout the library and information environment, LIS professionals have expressed a need for a deeper understanding of KM's many dimensions and its relevance to their work. The IFLA KM section endeavours to facilitate the application of KM in libraries by developing a program of activities that supports information professionals implement KM in their own organizations.

Working definition of knowledge management

² This information is from the IFLA KM website "Scope" and it continues down through the "Desired Action"

KM is a process of creating, storing, sharing, applying and re-using organisational knowledge to enable an organisation to achieve its goals and objectives. KM is extending the concept of "knowledge" beyond existing concepts like "memory", "storage", and "information". The term covers such areas as tacit knowledge (expertise), implicit knowledge, explicit knowledge and procedural knowledge.

Mission

KM encompasses many dimensions of organisational management and the activities of the Section are intended to reflect this by providing a broad platform of integrated activities, through working co-operatively with other IFLA sections and divisions, and appropriate professional organisations.

The objectives of the Section are to:

- support the implementation of KM culture in libraries and information environments
- provide an international platform for professional communication and understanding of the significance of KM for librarians and their institutions
- follow the developments in KM and promote its practical implementation within the IFLA community

To meet the demand of librarians to enhance their skills in an ever changing work environment, the Section seeks to provide theoretical and practical knowledge in areas of KM such as:

- knowledge sharing
- improved measures of performance
- being value-oriented rather than just service-oriented
- explore the "pros and Cons" of KM implementation
- utilize interactive communication in information settings to enhance knowledge sharing
- using IT for converting knowledge into information for use
- knowledge retention and preservation

Desired Action [Activities]

1. The KM Section aims to work collaboratively with other sections to develop sessions and programmes that focus on various aspects of KM and explore areas of mutual interest e.g., education and training; professional development; LIS theories and methodologies; intercultural communication; organisational development; IT and media.
2. To share "best practice" examples and case studies to make KM applicable to a wide range of information professionals in libraries and information centres, worldwide.
3. Investigate how professional associations influence and support the implementation of KM in libraries and information environments.
4. Maintain a KM Section website as a repository of KM information, KM list-serve for communication and distribution of information relevant to section members and publishing a twice yearly newsletter.

KM High-level Action Plan³

1. Hold an open session at the IFLA WLIC 2016 conference in Columbus, Ohio to be chaired by Julien Sempéré.
2. Host a Knowledge Café at the IFLA WLIC 2016 conference in Columbus, Ohio co-sponsored with the Continuing Professional Development and Workplace Learning Standing Committee and the Parliamentary Library Standing Committee. Monica Ertel is the planning chair from KM.

³ Monica Ertel prepared the KM Planning Information from our Section Records.

3. Hold a joint session at the IFLA WLIC 2016 conference in Columbus, Ohio co-sponsored with the Academic and Research Libraries Standing Committee. Steffen Wawra is the KM chair.
4. Hold a one day satellite preconference before the IFLA 2016 conference in Columbus, Ohio with the theme "Sharing practices and actions for making the best use of organizational knowledge in libraries." Spencer Acadia is the KM Chair.
5. Plan an open session for the IFLA WLIC 2017 conference in Wroclaw, Poland. The working group is to be decided.
6. Gather and exchange information about the Standing Committee's activities using the IFLA website:
 - a. update 'more about this group page'
 - b. ensure IFLA data protection forms are signed by each member
 - c. Update 'News', 'Events', 'Conferences', 'Minutes' and 'Publication' sections of the KM webpage as needed
7. Develop the KM portal as an adjunct to the IFLA KM website.
8. Publish a newsletter twice a year to promote education and training programs, surface KM related articles and other news.
9. Translate the KM Standing Committee brochure in the official IFLA languages.
10. Create an advocacy document about how to make the case for KM in an organization.
11. Encourage diversity of gender, nationality, languages and professional backgrounds in the KM Standing Committee.
 - a. Pay attention to diversity when organizing groups for programs, selecting papers for programs, soliciting authors for the newsletter, and communication in different languages on social media.
12. Enhance communication between KM members using all available social media tools and channels.
13. Showcase best practices of applicable KM theories and tools in libraries and information management in support of the theme of the Cincinnati satellite and the main program at the IFLA WLIC 2016 conference in Columbus, Ohio.

Section II. Communication Platforms⁴

Communication Channels, Target Audience & Message Frequency

1. **Website Articles** (<http://www.ifla.org/km>)
 - New article once a month (see Section III for messaging topics)
 - **Target audience** includes:
 - i. IFLA community, including IFLA General Membership, IFLA KM Section, and IFLA KM Standing Committee
 - ii. Information professionals
 - iii. People redirected from our Social Media webpages and account (Twitter, FB, LinkedIn)

2. **IFLA KM BLOG** (<http://blogs.ifla.org/km/>)
 - New article once a month (see Section III for messaging topics)
 - **Target audience** includes:
 - i. IFLA community, including IFLA General Membership, IFLA KM Section, and IFLA KM Standing Committee
 - ii. Information professionals
 - iii. People redirected from our Social Media webpages and account (Twitter, FB, LinkedIn)

3. **IFLA KM Mailing List** (See Section III for messaging topics) (<http://www.ifla.org/km/mailling-list>)
 - Post message once a month to share publications and actions (for each WLIC event)
 - **Target audience:**
 - i. KM professionals
 - ii. Library professionals

4. **IFLA Mailing List** (See Section III for messaging topics) (<http://www.ifla.org/mailling-lists>)
 - Every two months to share publications and actions (for each WLIC event)
 - **Target Audience:**
 - i. Library professionals
 - ii. Information professionals

5. **IFLA KM Committee Member's Association and Organization Lists and Personal Social Media**
 - Timely, concurrently with publications and actions (for each WLIC event)
 - **Target audience:**
 - i. KM Professionals
 - ii. Library Professionals

⁴ Julien Sempéré - Section II.

6. **KM portal** (<http://iflakm.wikispaces.com/>)

- As a stack for KM communication, throughout the year on Case Studies, Conferences, Publications, KM Experts, and translation for KM Newsletters and Brochures
- **Target audience :**
 - i. KM community (See above)
 - ii. Information professionals
 - iii. KM rookies

7. **Email Marketing** (Section Member List, Committee Member List, & other)

- Newsletter twice a year
- Presentation of KM actions, including speaker and group activities as well as active themes from WLIC, past and future
- **Target audiences**
 - i. IFLA community (See above)
 - ii. KM community
 - iii. Information professionals

8. **Facebook** (<https://www.facebook.com/IFLA-KM-205423702842757/>)

- Multiple updates each month
- Periodic promoted posts for events, important message or group highlights. Also share and spread this information through Twitter
- **Target audience**
 - i. KM fans
 - ii. Library community
 - iii. IFLA KM group to spread it and to broaden audience

9. **Twitter** (#iflakm)

- Multiple tweets each day (Facebook sharing, professional watch, event news)
- **Target audiences:**
 - i. Colleagues all over the world, but we need to spread it in several languages and from country Twitter networks
 - ii. Other IFLA groups
 - iii. Official IFLA
 - iv. Personal followers

10. **YouTube** (Example: <https://www.facebook.com/IFLA-KM-205423702842757/>)

- Only for events or demos (as needed)
- **Target audiences:** spread through social media, depending on the message

11. Pinterest⁵

- Twice a year create Pins Promoting IFLA KM Section and Programs
- Once a year create Pins Promoting IFLA generally
- **Target audiences:**
 - i. KM professionals
 - ii. Library professionals
 - iii. Information professionals
 - iv. General public, to broaden audience

12. LinkedIn (<https://www.linkedin.com/groups/2320876>)

- To share publications and actions (for each WLIC event)
- To start a debate with the KM community (punctually)
- **Target audience:**
 - i. KM professionals
 - ii. Library professionals

13. IFLA KM Flicker (<https://www.flickr.com/groups/2881633@N23/>)

- Post a reminder twice a year to share photographs of IFLA and IFLA KM Events
- **Target audiences:**
 - i. KM professionals
 - ii. Library professionals
 - iii. Information professionals
 - iv. General public, to broaden audience

⁵ ALA is using Pinterest and it could be useful for IFLA KM in promoting our programs and our Section, and IFLA in general. <https://www.pinterest.com/amlibraries/> <https://www.pinterest.com/alahqlibrary/> <https://www.pinterest.com/alaannual/>

Section III. Messaging⁶

A. Article Topics – To Publish on Your Website (and then sent out via email)⁷

Promoting the section

- About the section
- Membership details
- IFLA KM Newsletter (published twice a year – June and November)
- IFLA KM Strategic Plan
- IFLA KM Action Plan
- IFLA KM Annual Report
- IFLA KM Minutes of Business Meetings
- IFLA KM Brochure (in all seven IFLA languages)

Promoting section events

- Event announcements (i.e., Satellite Meeting, WLIC open/joint sessions and themes)
- Call for proposals
- Announcing speakers/programs
- Registration announcements
- Post event news or announcements, (i.e., speaker slides, photos from events)

Promoting special news about committee members

- Winners of IFLA awards by KM members
- Promotions of KM Committee Members
- Winners of awards other than IFLA by KM members
- Talks and presentations given by KM members outside IFLA

⁶ K. Jane Burpee - Section III.

⁷ Article topics are about Promoting, the Section, Section Events, and Special News about the Committee on the IFLA KM Website and Email channels.

B. Daily/Weekly Messaging Topics for Social Media⁸

Topic 1 (50%) – Organization News

- IFLA KM Annual conference program
 - i. KM Open Session
 - ii. KM Knowledge Café
 - iii. KM Joint Session
 - iv. KM Business Meetings
- Publication of the Newsletter (two issues per year - June and November)
- IFLA KM Annual Report
- IFLA KM Action Plan
- "From the Chair" newsletter column
- "What Does Knowledge Management Mean to you?" newsletter column
- "Wiki this and wiki that for Knowledge Management" newsletter column Minutes of Meetings
- KM Business Meeting Agendas
- IFLA Strategic Plan
- IFLA Annual Report
- *Example: The draft program - IFLA 2016 Knowledge Management Satellite Conference now online: [https://sites.google.com/site/ifla2016km/program ...](https://sites.google.com/site/ifla2016km/program...) #IFLAKM @IFLA*

Topic 2 (30%) – Stories from the Field

- *Example: National Library Board and National Archives in Singapore makes a great case study*

Topic 3 (10%) – Research Results

- *Example: New from the IFLA Publications series, No. 173 [Knowledge management in libraries and organizations](#) by Leda Bultrini, Sally McCallum, Wilda Newman and Julien Sampéré. <http://www.degruyter.com/view/product/450898?rskey=OrreOf&result=1>*

Topic 4 (10%) – Inspirational Quotes

- *Example: Finance officer asks Library Dean: "What happens if we invest in our people & then they leave us?" Library Dean: "What happens if we don't, and they stay?"*

⁸ **Tip:** Create "sound bites" from articles above and share across social media. Every new article can be the source/inspiration for 3-6 different social media messages. As much as possible, **also include links back to articles on the website.**

In this section you want to detail some of the topics you know will resonate with your target audiences and strengthen search engine optimization. Assign % to each topic or theme to make sure your team strikes the right balance that will appeal to your audience.

C. Key Dates⁹

2016

Jan

- **IFLA/WLIC KM Open Session Call for papers¹⁰**
 - i. Publish a Call for Demos
 - ii. Publish the Call through Facebook
 - iii. Publish the Call through IFLA website
 - iv. Send promotional copy to others as appropriate for further distribution

- **IFLA/WLIC Knowledge Café cosponsored with Continuing Professional Development and Workplace Learning and Library and Research Services for Parliaments**
 - i. Publish a call for table topics
 - ii. Publish a call for Round Table Moderators and Rapporteurs

- **IFLA KM Satellite Preconference call for paper proposals**
 - i. Publish a call for paper proposals
 - ii. Publish the call via Facebook
 - iii. Publish the call via IFLA website
 - iv. Publish the call via the Preconference website (<https://sites.google.com/site/ifla2016km/>)
 - v. Publish the call via selected professional and academic global listservs
 - vi. Send promotional copy to others as appropriate for further distribution

Feb

Mar

Apr

May

Jun

- **IFLA KM Newsletter (Issue 20, June 2016)**
 - i. E-Letter from Information Coordinator to all committee members, and others as appropriate, prior to publication indicating material for the issue, person/s responsible and date material is due, at least one month before the material due date.

⁹ **Tip:** Build up to key dates with related messaging the preceding week or month, depending on the importance of the event.

Key Dates:

- ¹⁰ List key messages around event
- Details of anything that needs to happen that affects communications
- Include any events throughout the year that involve external audiences

- ii. Email distribution is used to promote to members to committee and new organizations to IFLA. (*See Membership Drive below*)

Jul

- **IFLA/WLIC KM Open Session Program**
 - i. Publish the program through IFLA website
 - ii. Post the program through Twitter
 - iii. Post the program on Facebook
 - iv. Send promotional copy to others as appropriate for further distribution
- **IFLA/WLIC Knowledge Café cosponsored with Continuing Professional Development and Workplace Learning and Library and Research Services for Parliaments**
 - i. Post reminder on IFLA-L, KM Facebook page and CPDWL Facebook page about session
- **IFLA Satellite Preconference Program**
 - i. Publish the program via IFLA website
 - ii. Publish the program via Satellite Preconference website
 - iii. Send promotional copy to others as appropriate for further distribution

Aug

- **IFLA/WLIC KM Open Session Promotion**
 - i. Promote the Open Session during the IFLA/WLIC congress
 - ii. Schedule a live tweet during the Open Session
- **IFLA/WLIC Knowledge Café cosponsored with Continuing Professional Development and Workplace Learning and Library and Research Services for Parliaments**
 - i. Promote the Knowledge Café during the IFLA/WLIC congress
 - ii. Request Rapporteurs send roundtable summaries to Wilda Newman for newsletter

Sep

- **IFLA/WLIC Knowledge Café cosponsored with Continuing Professional Development and Workplace Learning and Library and Research Services for Parliaments**
 - i. Monica Ertel to follow-up with Knowledge Café Rapporteurs about sending summaries to Information Coordinator, Wilda Newman, for newsletter
- **IFLA KM Satellite Preconference papers**
 - i. Publish abstracts and links to full-text of accepted papers housed in the IFLA online library on the satellite preconference website
 - ii. Notify all satellite preconference speakers and attendees via email when papers become available

Oct

Nov

- **IFLA KM Newsletter (Issue 21, November 2016)**
 - i. E-Letter from Information Coordinator to all committee members, and others as appropriate, prior to publication indicating material for the issue, person/s responsible and date material is due, at least one month before the material due date.
 - ii. Email distribution is used to promote to members to committee and new organizations to IFLA. (*See Membership Drive below*)

Dec

2017

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Nov

Dec

Section IV. Campaigns¹¹

Event Campaign

2016¹²

Jan

- **IFLA KM Satellite Preconference website kickoff and event planning**
(<https://sites.google.com/site/ifla2016km>): Jan 2016 – Mar 2016
 - i. Create satellite preconference website using Google Sites with the following sections: Introduction, Call for Papers, Important Dates & Venue, Program, Registration, Organizers, Sponsors, and Abstracts & Full Papers
 - ii. Add description of satellite preconference, official call for paper presentations, list of key dates and location, online registration form, and roster of organization committee
 - iii. Notify via Facebook, Twitter, and email to standing committee that the website is up and operational; notice that registration is free and required
 - iv. Notify via Facebook, Twitter, and selected listservs about the call for paper proposals, including requirements and deadlines
 - v. Solicit companies and organizations for possible sponsorship(s)
 - vi. Solicit possible speakers for keynote address(es)
 - vii. Draft program, including notification to authors of paper status (accepted/rejected)
 - viii. Collaborate with UC Libraries' dean, Xuemao Wang, and his executive assistant, Jenny Mackiewicz, for further planning and logistics

Feb

Mar

Apr

May

Jun

¹¹ **Tips:** Campaigns should be launched across all platforms simultaneously. Articulate a clear start date and end date, select a powerful photo or video, and create a sense of urgency. Convey the impact of someone taking action. What will you collectively achieve?

Hype it up across social media using the same campaign image / message. Keep messaging daily about campaign progress, urging people to act or help spread the word. Once the campaign is over, report back honestly on how you did. And always thank everyone for participating, regardless of what the results were.

Spell out the campaign and some core ideas, as in the examples below:

- ¹² **Event Campaign**
- Use consistent image across platforms
- Main message: “Join us at opening conference on Jan 12th”
- Use “Register Now” button throughout

Jul

- **IFLA KM Satellite Preconference finalization: Jul 2016 – Aug 2016**
 - i. Write final version of program, including keynote speakers, program speakers, panel session, opening and closing messages, breakfast and reception, lunch, and break times
 - ii. Print final version of program to hand out at event
 - iii. Write logistical information, including details on travel, accommodations, campus map, parking directions, etc.
 - iv. Promote sponsors and consult/order any promotional items they might want to give away at event
 - v. Email reminder about event to registered attendees, including speakers
 - vi. Solicit organizing committee for volunteers to moderate panel session and staff welcome table
 - vii. Confirm all planning and logistics with UC Libraries' dean's assistant, Jenny Mackiewicz

Aug

- **IFLA KM Satellite Preconference 16 Aug 2016**
 - i. Satellite Meeting Twitter feed (Julien, Liz?, Jane? 12 August 2016
Program tweeted by ? and retweeted by the group
- **IFLA/WLIC KM Program Open Session** August 2015 through August 2016
 - i. IFLA Website:
 - Post the OS program
 - ii. FB page and Twitter
 - iii. Post the IFLA website URL with the program at the beginning of IFLA WLIC (13 August)
 - iv. Using social media at work: How to share knowledge, improve collaboration and create a mutual savoir-faire? [#IFLAKM](#) <http://buff.ly/2auxjKS>
 - v. The day before, retweet it with the details:
 - vi. Join us tomorrow room C112-115 for the [#IFLAKM](#) [#WLIC2016](#) Open Session 1.45 PM
 - vii. The D Day 30 min before
 - viii. Join us room C112-115 for the [#IFLAKM](#) [#WLIC2016](#) Open Session 1.45 PM
 - ix. Then tweet each speaker and demo title
 - x. Tweet the link to the abstract
 - xi. Retweet by the group:
 - Joint Open Session live twitter (Julien, Jane, Liz ; 15 August 2016 9:30 – 1 PM)
 - Program tweeted by ? retweeted by the group
 - IFLA Open Session announcement and Twitter feed (Twitter)
 - Program tweeted by Julien @jusempere information to retweet from 1 PM to 3 PM
- **IFLA/WLIC Knowledge Café cosponsored with Continuing Professional Development and Workplace Learning and Library and Research Services for Parliaments**
 - i. Hold Knowledge Café during WLIC 2016
 - ii. Knowledge Café live Twitter (Julien, Jane, Liz; 18 August 8:30 – 11:00 AM)

Sep

- **IFLA KM Satellite Preconference postscript: Sep 2016**
 - i. Notify by email all satellite preconference attendees, including speakers, when accepted papers are made available via the IFLA online library
 - iii. Send promotional copy to others as appropriate for further distribution

Oct

Nov

Dec

2017

Jan

Feb

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Dec

Membership Drive

2016¹³

Jan

- Throughout the year collect names, affiliation, and contact information of potential KM Standing Committee members & forward to Leda Bultrini, Chair, Mary Augusta Thomas, Secretary, and Wilda Newman, Information Coordinator. Conferences, especially IFLA/WLIC in August, provide networking opportunities for this, as does our attendance sign-up sheets at our Business Meetings and other KM programs.

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- ¹³ **Membership Drive –**
 - Consistent campaign branding across platforms
 - Main message: “Become a Member”
 - Clearly list key benefits of membership
 - Set goal of X new members by March 31st
 - Ask entire community to help spread the word and help you meet your goal
 - Publicly welcome new members to the community (Facebook, website)
 - Encourage existing members to share why they value their membership

Feb
Mar
Apr
May
Jun

- These names, and others, for example, Keynote and other Speakers at KM program sessions are sent an email and encouraged to join us in our work and the work of IFLA. The newsletter issues are attached to this and asked if they would like to continue to receive information from the committee. Those expressing interest are contacted by the Chair and given information on how to proceed to become a member of the committee and their organization as a member of IFLA.

Jul
Aug
Sep
Nov

- These names, and others, for example, Keynote and other Speakers at KM program sessions are sent an email and encouraged to join us in our work and the work of IFLA. The newsletter issues are attached to this and asked if they would like to continue to receive information from the committee. Those expressing interest are contacted by the Chair and given information on how to proceed to become a member of the committee and their organization as a member of IFLA.

Dec

Section V. Activities

2016 Activity Plan

Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Person Responsible
1. Hold an open session at the IFLA WLIC 2016 conference in Columbus, Ohio													Julien Sempéré-Chair*
a. Publish a Call for demo through FB and IFLA website	X												
b. Publish the program through IFLA website and post it through Twitter and FB							X						
c. Promote the Open Session during the congress								X					
d. Schedule a live tweet during the Open Session								X					
2. Host a Knowledge Café at the IFLA WLIC 2016 conference in Columbus, Ohio (with CPDWL & PL)													Monica Ertel – KM Planning Chair*
a. Publish a call for table topics from sponsoring Standing Committee members (KM, CPDWL and Parliament Libraries)	X												
b. Publish a call for table topic leaders and rapporteurs from sponsoring Standing Committee members (KM, CPDWL, and Parliament Libraries)	X												
c. Provide IFLA with a list of table topic leaders and rapporteurs for WLIC programs.				X									

d. Advertise on IFLA-L and section Facebook pages								X						
3. Hold a joint session at the IFLA WLIC 2016 conference in Columbus, Ohio (with ARL)														Steffen Wawra - KM Chair*
4. Hold a one-day satellite preconference in Cincinnati, Ohio before the IFLA 2016 conference in Columbus, Ohio with the theme " <i>Sharing practices and actions for making the best use of organizational knowledge in libraries</i> "														Spencer Acadia – Chair*
a. Create a website for the preconference to serve as the primary communication and information channel (https://sites.google.com/site/ifla2016km/)	X													
b. Publish a call for paper proposals through FB, IFLA website, preconference website, and selected professional listservs	X													
c. Create and post logistical material for preconference on website, including information about travel, accommodations, venue parking, etc.								X						
d. Publish final preconference program through IFLA website and preconference website								X						

e. Send email notification to all preconference speakers and attendees when papers become available in the online IFLA library after conference										X				
2. Plan an open session for the IFLA WLIC 2017 conference in Wroclaw, Poland. The working group is to be decided									X					IFLA KM Standing Committee – Leda Bultrini - Chair
3. Gather and exchange information about the Standing Committee’s activities using the IFLA website: a. Update ‘more about this group page’ b. Ensure IFLA data protection forms are signed by each member c. Update ‘News’, ‘Events’, ‘Conferences’, ‘Minutes’, and ‘Publication’ sections of the KM webpage as needed	X	X	X	X	X	X	X	X	X	X	X	X	X	IFLA KM Standing Committee & Wilda Newman, Information Coordinator*
4. Develop the KM portal as an adjunct to the IFLA KM website	X	X	X	X	X	X	X	X	X	X	X	X	X	IFLA KM Standing Committee – Emily Thorton*
5. Publish a newsletter twice a year to promote education and training programs, surface KM related articles and other news						X						X		IFLA KM Information Coordinator – Wilda Newman & Standing Committee*
6. Translate the KM Standing Committee brochure in the official IFLA languages							X	X						Mary Augusta Thomas, Julien Sempéré, Xiao Long, Martin Hermann, Magdy Nagy, K. Jane

													Burpee,* & Information Coordinator – Wilda Newman
7. Create an advocacy document about how to make the case for KM in an organization													IFLA KM Standing Committee
8. Encourage diversity of gender, nationality, languages and professional backgrounds in the KM Standing Committee a. Pay attention to diversity when organizing groups for programs, selecting papers for programs, soliciting authors for the newsletter, and communication in different languages on social media.						X						X	IFLA KM Standing Committee
9. Enhance communication between KM members using all available social media tools and channels.	X	X	X	X	X	X	X	X	X	X	X	X	IFLA KM Standing Committee – Wilda Newman, Information Coordinator*
10. Showcase best practices of applicable KM theories and tools in libraries and information management in support of the theme of the Cincinnati satellite and the main program at the IFLA WLIC 2016 conference in Columbus, Ohio						X						X	IFLA KM Standing Committee –Wilda Newman, Information Coordinator*
* <i>Chairs, and other leaders, working with your Project Members, should create promotional copy for specific events and distribute copy to all committee members, section officers and others for use in other postings, e.g., on Social Media. Track numbers and record results compared to target numbers regularly in the Communication Plan for each activity.</i>													

Section VI. Results & Targets (Set **targets** in different color)

Platform	1/1/16	3/31/16	6/30/16	9/30/16	12/31/16	3/30/17	6/30/17
Social Media							
Facebook Fans	520		800		1000		1300
Facebook Reach			600				
Engaged Fans							
Twitter Followers							
Retweets (last 30 days)							
Tweets favorited (last 30 days)							
Twitter mentions							
LinkedIn	400		467		500		550
You Tube (KM Open Session) 2016							
People Reached			600				
Views			218				
Email Marketing							
IFLA KM Mailing List Subscribers	600		649		675		700
IFLA Mailing List Subscribers	4000		4960				
Website Traffic							
Average monthly unique visitors							
Number of pages per visit							
Proportion return visits							
Online Goals							
Signed up for email updates							
Became a member							
Submitted a program application							