# Marketing Communications Plan

## 2017-2019

### 1. Introduction

The IFLA Public Libraries Section (PLS) is committed to ensuring the world's communities have free and equal access to information and public library services. Our goals, objectives and strategies are developed within the context of the principles enshrined in the *IFLA/UNESCO Public Library Manifesto* and the *IFLA Professional Priorities*. This Section also represents mobile libraries.

We are a dynamic Professional Unit with the SC comprising 20 elected, and five corresponding members from 21 countries across five continents.Our members are highly engaged and actively involved in the programs and direction of the Section.

This *Marketing Communications Plan* provides a roadmap for the Section in informing key stakeholders about key issues and developments relating to the sector.

**Communication Channels:**

**Web:** https://www.ifla.org/public-libraries

**PLS Blog:** https://blogs.ifla.org/public-libraries/

**Facebook:** https://www.facebook.com/IFLA-Public-Libraries-Section

**You Tube:** https://www.youtube.com/channel/UCDVM8JHlTIdSs_FU9Sa89gw

**Twitter:** https://twitter.com/IflaPls

**Elist:** publib@infoserv.inist.fr

IFLA Public Libraries Section **SWOT** Analysis

| Strengths | Weaknesses |
|---|---|
| The strengths of PLS were identified as: <br> • Its geographically dispersed membership <br> • The commitment and experience of Standing Committee members <br> • The international networks forged through conferences and joint initiatives <br> • The Section's capacity to partner with other IFLA Sections to develop projects and deliver programs <br> • The delivery of strong conference programs at the IFLA Congress, as Congress Satellite meetings and at mid-term meetings. <br> • Strong links to national library associations through the Standing Committee membership | The weaknesses of PLS were identified as: <br> • Communication barriers as a result of multi-linguistic membership <br> • Competing priorities of busy members <br> • Limited opportunities for face-to-face meetings and associated costs. |
| **Opportunities** | **Threats** |
| The opportunities for PLS were identified as: <br> • Further partnerships with other IFLA sections and key library and information associations <br> • IFLA Global Vision <br> • Use of technology to facilitate section meetings and encourage communication. | The threats to PLS were identified as: <br> • Global financial climate and its impact on the public library sector <br> • Failure to recruit committed, connected Standing Committee members. |

2. **Communication Goals**
   The Public Library Section's communication goals are to:
   • A connected, global voice for public libraries
   • A disseminator of best practice in public libraries

3. **Objectives**
   The Public Library Section's objectives are to:

   *1. Support the sector through the sharing of best practice*
   *2. Advocate for equitable access to information and knowledge for communities worldwide that supports the democratic process, shared understanding and community well-being.*
   *3. Build capacity for public libraries and public librarians internationally through an agile and engaged Section*

4. **Positioning Statement**
   The IFLA Public Libraries Section provides an active international forum and network for the development and promotion of public libraries.

5. **Key Message**
   *The global voice for public libraries*

6. **Key audiences**
   The Public Library Section's key audiences are identified as being:
   • IFLA Governing Board; IFLA Public Library Standing Committee; IFLA Public Library Section Members; Other IFLA sections and special interest groups: National library and information associations; Government and NGOs; The Public Library Sector; Library suppliers and

vendors; Philanthropic organisations.

## 7. Strategies

**Objective:** Participate in the promoting and sharing information using PLS Social media platforms, web and national networks and encourage active participation in the Section

**Strategy:**

| Action | Target Audience | Communication Medium | Responsibility | Frequency |
|---|---|---|---|---|
| Regular stories on initiatives and developments within sector | Public library community Other interested stakeholders | PLS blog and Facebook Page | All Standing Committee Members | Weekly (minimum) |
| Update PLS web site | Public library community Other interested stakeholders | IFLA PLS website | Information Coordinator | As required (monthly minimum) |
| Content developed and distributed to national library associations and other information providers | Public library community Other interested stakeholders | Printed and electronic media | All Standing Committee Members | As required (bi-monthly minimum) |
| Develop an e newsletter that can be distributed to Section members and beyond | Public library community Other interested stakeholders | Electronic media | Information Coordinator | BiMonthly |

**Objective:** support the sector through the sharing of best practice

**Strategy:**

| Action | Target Audience | Communication Medium | Responsibility | Frequency |
|---|---|---|---|---|
| Provide best practice information and links | Public library community Government Other interested stakeholders | IFLA PLS website PLS blog and Facebook Page National library associations and other information providers | All Standing Committee Members | Ongoing |
| Deliver the annual Public Library of the | Public library community Government | IFLA PLS website PLS blog and Facebook Page | All Standing Committee Members | Ongoing |

| Action | Target Audience | Communication Medium | Responsibility | Frequency |
|---|---|---|---|---|
| Year Award in partnership with the sponsor (Systematic) and other IFLA Professional Groups | Other interested stakeholders | Other IFLA Sections communications channels National library associations and other information providers | Information Coordinator | |

**Objective:** develop and deliver strong and relevant conference programs

**Strategy:**

| Action | Target Audience | Communication Medium | Responsibility | Frequency |
|---|---|---|---|---|
| Cultivate strong partnerships with other IFLA sections and national library associations | Public library community Other interested stakeholders | IFLA PLS website PLS blog and Facebook Page National library associations and other information providers | PLS Chair and PLS Standing Committee members | Annually to correspond to IFLA Congress and PLS meeting schedule |
| Widely promote IFLA and PLS Conference program to attract speakers and participants | Public library community Other interested stakeholders | IFLA PLS website PLS blog and Facebook Page National library associations and other information providers | PLS Chair and PLS Standing Committee members | Annually to correspond to IFLA Congress and PLS meeting schedule |

## 8. Evaluation measures

The success of the IFLA Marketing Communication Plan will be evaluated by:

- Number of section members
- Engagement by Section members and audience reach in communication  strategies
- Audit of PLS generated stories beyond IFLA
- Attendance at PLS Congress sessions and conferences