



**Libraries  
Connected**

## Library advocacy: a beginner's guide

- Objectives and targets
- Build relationships
- Understand priorities
- Stick to your message
- Show your impact
- Raise your profile



# Raise your profile



# Exercise

## What works for you?

- Internal comms
- Press and media
- Digital: email, social, web
- Working with corporate comms team
- Engaging members and senior officers
- PR hooks

## Looking ahead: opportunities

- Projects and events
- Anniversaries / milestones
- Showing impact



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