Tools for Telling YOUR Story

What do you want your Stakeholders to DO as a result of your communications?

What stakeholder groups want or need to know about your results?

What are the relevant institutional focus areas? How are they linked to your “key messages”?

What communication strategy or format is most likely to appeal to these stakeholders?

What content will most appeal to your stakeholder?
Communication Plan Elements

**Introduction**
- Describe SERs
- Describe existing communication efforts related to library value/impact
- Identify communication needs/gaps

**Communication Outcomes**
- List outcomes (in outcome language) in terms of measurable changes in variables such as awareness, usage, funding, advocacy, or brand love

**Target Audiences**
- Identify & describe internal & external target audiences/stakeholders
- Variables: demographics, values, attitudes, & specific needs and desires.

**Positioning Statement**
- Positioning statement emphasizing value/impact
- Include specific evidence of impact
- Foundation for your “library brand”

**Key Messages**
- Key message for each target audience/stakeholder group
- Based on positioning statement, emphasizing value/impact
- Unique
- Personalized
- Appeals to stakeholder self-interest
- Simple

**Message Delivery Strategies**
- Tools – how will you communicate?
- Action Plan & Timeline – what actions will you take; when will you take them?
- Budget – How much can you spend? Where will you get the money?
- Responsible Parties – who is responsible? Time commitment? Deliverables?

