

# ADVOCATING

– it's the small stuff as well as the big stuff

SPEAK FOR  
RECOMMEND  
SUPPORT  
UPHOLD  
BACK  
FAVOUR  
CAMPAIGN ON BEHALF OF  
PROMOTE  
ESPOUSE  
STAND UP FOR  
SUBSCRIBE TO  
SUPPO  
ARGUE FOR  
CHAMPION  
COMMENT  
STAND  
APPROVE OF  
LOBBY FOR  
SPE

**W**e hear a lot about advocating. It's a buzzword in the LIS sector. But what's involved in being an advocate and why is it important to advocate effectively?

To advocate means to promote and gain exposure or raise awareness of your organisation or industry. The LIS sector as a whole is an effective advocate, and ALIA and its Members have had, and continue to have, great success in effecting change and getting our voice heard.

### WHY IS ADVOCATING IMPORTANT?

Advocating results in invaluable benefits for our industry. It helps to build awareness in the community of the services we provide. It helps the community to value our organisations and, most importantly, encourages community members to also advocate on our behalf. Word of mouth is a particularly important way to increase awareness of the positive influences our industry has on the community. Having hundreds of thousands of members advocating your benefits among their friends and families can be powerfully effective in spreading the word about the differences that libraries make to our lives.

Advocating can change policy at a governmental level. It can result in maintaining or raising the level of funding, introducing positive changes in legislation to help our industry as a whole and further cementing our place in the community.

Advocating can help shape the trends that will help to drive our future success. By being out there and actively promoting your organisation and industry, you remain at the forefront of innovation and trends.

### BUILD PARTNERSHIPS WITH OTHER ADVOCATES

By advocating together we can increase the volume – and therefore the reach – of our collective voices. Working together as advocates can help us more easily achieve particular goals. Look for advocates in other areas in the LIS sector and meet to discuss how you can work together to achieve your aims.

### INVEST IN HELPING YOUR STAFF TO BECOME ADVOCATES FOR YOUR LIBRARY

It's important to encourage peers or staff to advocate for their own libraries as well as the wider LIS sector. This helps them take ownership of their role and the industry they work in.

With everyone working together within an organisation, we can support each other to stay committed to being on the lookout for opportunities to advocate. Bringing colleagues together to brainstorm ideas about what would work best for their organisation can help them buy in to the process.

Advocating can involve doing small things as well as the grander, showier things. It's not just about making speeches in front of large groups. It can be as simple as making T-shirts that staff can wear to promote their organisation and services. ALIA is a strong advocate, as you will see on the following pages. ALIA also produces many marketing opportunities, such as Library Lovers' Day and the Australian Reading Hour, to support advocating for your library. Get involved and you will see the benefits.

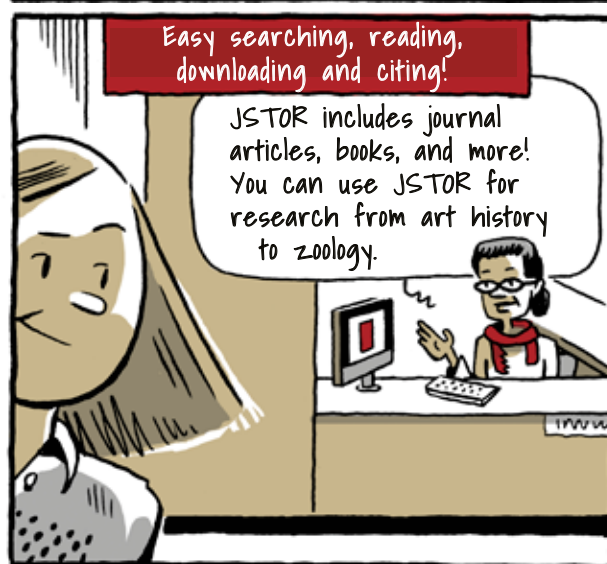
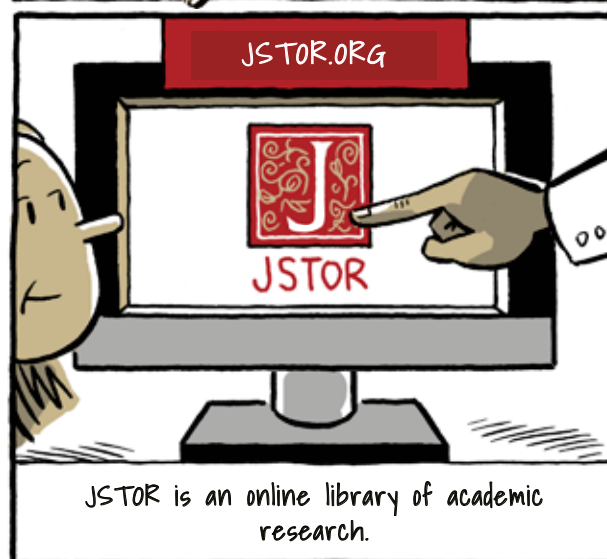
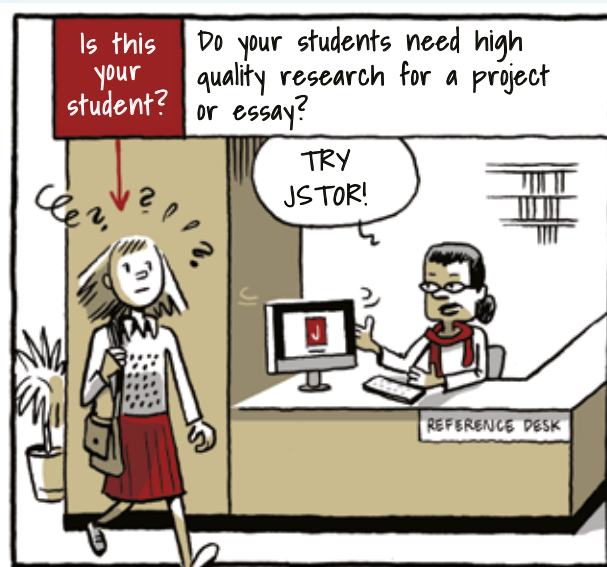
Something as simple as recommending libraries to friends and family is an act of advocating. Using social networks such as Facebook or Instagram to promote the

# ESPOUSE UPHOLD RECOMMEND APPROVE OF PRESCRIBE SUBSCRIBE TO PROMOTE UP FOR PEAK FOR URGE SUPPORT

services and activities of libraries can be effective. With this extra reach, thousands more people can get to hear about the value and positive features of libraries. \*

## 6 STEPS TO HELP YOU SET UP AN ADVOCACY PLAN FOR YOUR LIBRARY

1. Set your goals. What do you want to achieve?
2. Bring together all staff.
  - a. Talk about the benefits of advocating.
  - b. Decide on one person to be the liaison for the campaign.
3. Set a strategy. Who can you target? What outlets can you use, for example, social media, local news outlets?
4. Think about how you can make the process fun. Can you set any incentives in place?
5. Generate a comprehensive forward plan before launching. Consider using online software tools to help build and track your advocacy campaign. Check out ([bit.ly/2AkTGNT](http://bit.ly/2AkTGNT)).
6. Once the campaign is launched, ensure forward momentum is maintained. Keep building on the campaign.



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