

## UPDATE ON

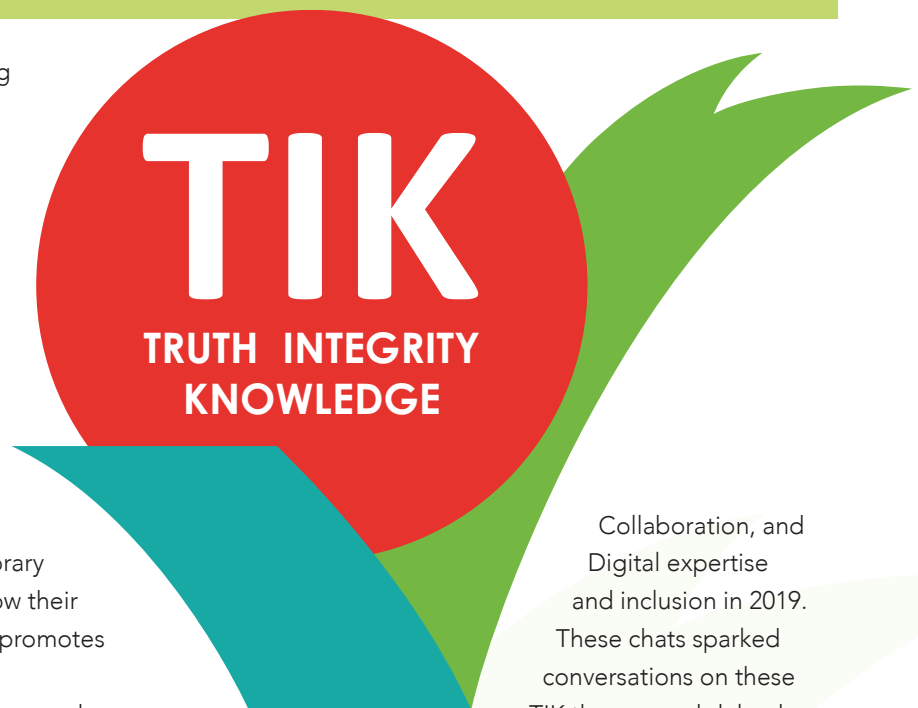
TRUTH, INTEGRITY,  
KNOWLEDGE

At the start of 2019, ALIA launched the year-long Truth, Integrity and Knowledge (TIK) campaign aimed at generating discussions around what these ideas mean to library and information professionals. To assist in prompting conversations we worked with the ALIA New Generation Advisory Committee (NGAC) to work out 10 of the ways library and information professionals promote truth, integrity and knowledge. To support the discussion, we commissioned blog posts from industry leaders on these 10 ways and have been releasing these once a month. We have also designed TIK to work as an advocacy tool for library and information professionals to use to show how their library and information service encourages and promotes these values.

ALIA's aim with TIK is to generate discussion around how library and information professionals help the public engage with matters such as freedom of information and Indigenous knowledge. So far, we have seen blog posts on Trusted professionals; Freedom of information; Evidence-based; Digital expertise and inclusion; Indigenous knowledge; Freedom of expression; Equity; and the Privacy blog post has been recently released. The last months of 2019 will see blog posts on Open access and on Collaboration, and these can all be found on the FAIR website ([fair.alia.org.au/tik](http://fair.alia.org.au/tik)). Thank you to those who volunteered their time and contributed to the campaign.

We also made the theme of Library and Information Week 2019 'Truth, Integrity and Knowledge'. We saw great engagement with the theme on social media and conversations around what Truth, Integrity and Knowledge means on a practical level. Additionally, the ALIA West Group posted a series of blog posts about their thoughts on the week and the campaign which can be found at ([aliawestbiblia.blogspot.com](http://aliawestbiblia.blogspot.com)).

To support the TIK campaign NGAC, who run the monthly #AusLibChat chat on Twitter ([bit.ly/2iN7UO0](https://bit.ly/2iN7UO0)), featured the themes of Trusted Professionals,



Collaboration, and Digital expertise and inclusion in 2019. These chats sparked conversations on these TIK themes and delved deeper into them.

To further promote the campaign, ALIA has released several TIK factsheets ([bit.ly/2yMmvR0](https://bit.ly/2yMmvR0)). These were based off topics suggested by ALIA Members and are designed to be used by library and information professionals to provide more information to the public on topics that might require a fine touch. We have also developed a TIK factsheet template so that you can create factsheets on topics that are most relevant to you and your users.

Additionally, we have also created free downloadable collateral which can be used to promote the TIK campaign, including posters and social media tiles as well as merchandise, including our great TIK pins ([bit.ly/2KAbur0](https://bit.ly/2KAbur0)), so you can easily show off your support of the campaign. Thank you to everyone who has engaged and supported the campaign. We encourage you to share your thoughts and opinions on the campaign on social media using #ALIATIK or by emailing your thoughts to ALIA ([advocacy@alia.org.au](mailto:advocacy@alia.org.au)). And please participate in our TIK wrap up survey that will be promoted through *ALIA Weekly* and social media so we can reflect on the most useful elements of this campaign to you, our Members. 🌟