



IFLA Government Libraries Section Social Media Communication Strategy 2017 - 2019



1. BACKGROUND

The IFLA Government Libraries Section (GLS) intends to continue communicating its activities and achievements to the international library community from all corners of the globe. For this reason, GLS considers it relevant to propose a communication strategy for 2017-2019.

The focus for this plan is social media. By social media, we refer to those social networking sites where there is potential for engagement with a global audiences. For the GLS Standing Committee Members these platforms can be vehicles where we can spread our message as an IFLA Section as well as capturing what the members of our online Library and Information community stand for in government library policies and common challenges.

The Communication strategy considers the priorities of GLS and in particular, those stated by the IFLA Governing Board. Within this framework, GLS aligns its objectives with the objectives of the IFLA Governing Board, where one of the most important goals is to engage members from all parts of the globe.

2. GENERAL OBJECTIVE

The activities of the Plan should help to consolidate a vibrant international community of librarians and information professionals interested in government libraries. By capturing the engagement of a larger community via Social Media, GLS could persuade more colleagues and institutions to adopt IFLA membership.

3. SPECIFIC OBJECTIVES

- Establish the social media tools to be used and periods of publication
- Prioritize the type of contents that will be posted in social media platforms
- Receive feedback and inputs from colleagues worldwide for the current GLS projects

4. EXPECTED RESULTS

The activities stated in the Plan will contribute to the following results:

- A. Updated Government Libraries Guidelines Chapter 11 on Advocacy Linking to UN Sustainable Development Goals (SDGs), incorporating feedback as agreed by the Standing Committee at IFLA Columbus 2016.** The priority for GLS during 2017-2019 is to revise Chapter 11 of Guidelines elaborated by GLS in 2008. Using IFLA Basecamp, Chapter 11 on Advocacy [2008] will be revised to link with UN Sustainable Development Goals which is a key strategy for IFLA. The suggestions for this revision will come from the expertise of the members of GLS, volunteers who attended Standing Committee Meetings in IFLA Columbus 2016 and global participation via social media tools giving an opportunity for external participation in this re-elaboration of Government Libraries Guidelines.



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B. Meetings organized by GLS with 80% of full attendance. GLS will be organizing sessions during the IFLA Congresses 2017 and 2018. In addition, GLS is hosting a post-satellite Government Libraries Guidelines Revision Workshop from 25th -26th August 2017, in Berlin. More use of social media tools should improve attendance and participation from the widest possible international audience at these events.



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5. MESSAGES TO BE SHARED ON SOCIAL MEDIA

Regardless of the communication channel used, it is relevant for GLS to prioritize the dissemination of the following messages:

Activities around the revision of the Guidelines for Government Libraries. We aim to inform the progress of this project and invite opinion and feedback from those interested on aspects of Government Libraries' policies, management, challenges and strategies via Social Media Channels.

Activities around meetings sponsored by IFLA GLS. As a way of promoting the sessions at IFLA Congresses and the satellite workshops/meetings, social media networking will be used for announcing the date and place of these sessions, but more importantly telling a narrative about how we are preparing these gatherings, and why it is relevant to receive feedback from those who won't be able to attend these events, personally.

Best practices and news related to Government Libraries. GLS aims to bring together news and articles regarding government libraries and government information management from around the world. These external links can be shared through Twitter, with additional descriptive information for each piece of news in the GLS Newsletter on the IFLA GLS website and mailing lists.

6. PLANNED ACTIVITIES USING SOCIAL MEDIA PLATFORMS AND COMMUNICATION TOOLS

ID	PUBLICATION	FREQUENCY	RESPONSIBLE	NOTES
1.1	Conference Programme	Annually with updates from end of IFLA Conference of the previous year	Anoja Fernando/GLS Committee - Guillermo García and Jonathan Ginn	GLS Standing Committee (SC) to agree theme at IFLA Conference 2nd SC meeting
1.2	Revision of GLS Guidelines using IFLA Basecamp	Once a week or as required	Jonathan Ginn	Key project to revise GLS Guidelines tied to UN SDGs will be GLS strategic priority for 2017-2019
1.3	Government Libraries Newsletter	December / July (Every six months)	Guillermo García, Editor	Guillermo prepares the layout and contents of the newsletter. Guillermo invites articles from GLS SC and via Twitter. Jonathan collaborates with light-touch overview. Final approval from Chair, Anoja Fernando.



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1.4	Blog post	Three times a year	Guillermo García	In addition, invite Standing Committee members to contribute with short articles and every September (following Conference) invite commitment to contribute from named individuals in the GLS SC to demonstrate a Global perspective
1.5	Twitter - @IFLA_GLS	At least five Tweets a month	Jonathan Ginn Anoja Fernando	
1.6	GOVLIB mailing list	Once a month	Guillermo García	Guillermo in consultation with Jonathan & Anoja
1.7	Facebook - @IFLAGLS	Once a month	Guillermo García	