



**International
Federation of Library
Associations and
Institutions**

Public Libraries Section

Marketing Communications Plan

2015-2017

1. Introduction

The IFLA Public Libraries Section (PLS) is committed to ensuring the world's communities have free and equal access to information and public library services. Our goals, objectives and strategies are developed within the context of the principles enshrined in the *IFLA/UNESCO Public Library Manifesto* and the *IFLA Professional Priorities*. This Section also represents mobile libraries.

Members of the Public Libraries Section Standing Committee represent 18 countries on every continent (except Antarctica). Through their local networks the Section has strong links to the international public library community.

This *Marketing Communications Plan* provides a roadmap for the Section in informing key stakeholders about key issues and developments relating to the sector.

IFLA Public Libraries Section SWOT Analysis

<p>Strengths The strengths of PLS were identified as:</p> <ul style="list-style-type: none"> • Its geographically dispersed membership • The commitment and experience of Standing Committee members • The international networks forged through conferences and joint initiatives • The Section's capacity to partner with other IFLA Sections to develop projects and deliver programs • The delivery of strong conference programs at the IFLA Congress, as Congress Satellite meetings and at mid-term meetings. • Strong links to national library associations through the Standing Committee membership 	<p>Weaknesses The weaknesses of PLS were identified as:</p> <ul style="list-style-type: none"> • Communication barriers as a result of multi-linguistic membership • Competing priorities of busy members • Limited opportunities for face-to-face meetings and associated costs.
<p>Opportunities The opportunities for PLS were identified as:</p> <ul style="list-style-type: none"> • Further partnerships with other IFLA sections and key library and information associations • IFLA Trend Report • Use of technology to facilitate section meetings and encourage communication. 	<p>Threats The threats to PLS were identified as:</p> <ul style="list-style-type: none"> • Global financial climate and its impact on the public library sector • Failure to recruit committed, connected Standing Committee members.

2. Communication Goals

The Public Library Section's communication goals are to:

- A connected, global voice for public libraries
- A disseminator of best practice in public libraries

3. Objectives

The Public Library Section's objectives are to:

- inform the public library community of initiatives and developments within the sector using technology, social media and other communication channels
- support the sector through the sharing of best practice
- develop and deliver strong and relevant conference programs

4. Positioning Statement

The IFLA Public Libraries Section provides an active international forum and network for the development and promotion of public libraries.

5. Key Message

The global voice for public libraries

6. Key audiences

The Public Library Section's key audiences are identified as being:

- IFLA Governing Board
- IFLA Public Library Standing Committee
- IFLA Public Library Section Members
- Other IFLA sections and special interest groups
- National library and information associations
- Government and NGOs
- Library suppliers and vendors
- Philanthropic organisations

7. Strategies

Objective: inform the public library community of initiatives and developments within the sector using technology, social media and other communication channels

Strategy:

Action	Target Audience	Communication Medium	Responsibility	Frequency
Regular stories on initiatives and developments within sector	Public library community Other interested stakeholders	PLS blog and Facebook Page	All Standing Committee Members	Weekly (minimum)
Update PLS web site	Public library community Other interested stakeholders	IFLA PLS website	Information Coordinator	As required (monthly minimum)
Content developed and distributed to national library associations and other information providers	Public library community Other interested stakeholders	Printed and electronic media	All Standing Committee Members	As required (bi-monthly minimum)

Objective: support the sector through the sharing of best practice

Strategy:

Action	Target Audience	Communication Medium	Responsibility	Frequency
Provide best practice information and links	Public library community Government Other interested stakeholders	IFLA PLS website PLS blog and Facebook Page National library associations and other information providers	All Standing Committee Members	Ongoing
Maintain and promote <i>1000 libraries to see before you die</i> concept	Public library community Government Other interested stakeholders	IFLA PLS website PLS blog and Facebook Page National library associations and other information providers	All Standing Committee Members Information Coordinator	Ongoing

Objective: develop and deliver strong and relevant conference programs

Strategy:

Action	Target Audience	Communication Medium	Responsibility	Frequency
Cultivate strong partnerships with other IFLA sections and national library associations	Public library community Other interested stakeholders	IFLA PLS website PLS blog and Facebook Page National library associations and other information providers	PLS Chair and PLS Standing Committee members	Annually to correspond to IFLA Congress and PLS meeting schedule
Widely promote IFLA and PLS Conference program to attract speakers and participants	Public library community Other interested stakeholders	IFLA PLS website PLS blog and Facebook Page National library associations and other information providers	PLS Chair and PLS Standing Committee members	Annually to correspond to IFLA Congress and PLS meeting schedule

8. Evaluation measures

The success of the IFLA Marketing Communication Plan will be evaluated by:

- Number of section members
- Engagement by Section members and audience reach in communication strategies
- Audit of PLS generated stories beyond IFLA
- Attendance at PLS Congress sessions and conferences