

Advocacy

Advocacy is an ongoing effort, which helps communicate specific awareness and understanding of the importance of Lied Scottsbluff Public Library. This policy and its guidelines apply to the Lied Scottsbluff Public Library Board, Library Director, staff and other designated spokespersons for the Library.

The Library has a responsibility to maintain and foster communication with current and potential customers of library services and resources to assure effective usage by all within the community.

The Library Board recognizes that advocacy involves every person who has a connection with the library (i.e. board members, foundation members, Friends of the Library, Library Director, Library staff and City of Scottsbluff administration and officials).

Objectives of this advocacy policy are as follows:

- Promote community awareness of library services, programs and partnerships
- Nurture public interest in and usage of the library
- Develop and promote understanding and support of the library and its important educational role in the community

Strategies:

- Training and workshop sessions will be made available to library stakeholders
- Communication with government leaders, service clubs, civic organizations and other community partners will be maintained by the Library Director and Library Board.
- Local media will be utilized to ensure public awareness of library services, resources and programs
- Social media, in-house displays, flyers and other promotional materials will be used
- Library partnerships with regards to classes, exhibits and other educational activities will be priority to fulfill the community's needs for self-directed education, research and instruction assistance, as well as enlightening and cultural experiences.
- All promotional materials must be approved by the Library Director