LIBRARIES TRANSFORM®

Broad Objectives

- Awareness: Increase awareness of and support for the transforming library.
- Perception: Shift perception of library from "obsolete" or "nice to have" to essential.
- Engagement: Energize library professionals and build external advocates to influence local, state and national decision-makers.

One Main Idea

Libraries today are not only about what they have for people but also what they do for and with people.

Libraries transform individuals. Libraries transform communities. Libraries transform lives.

Libraries Transform Key Messages

- Today's libraries are not just about what we have for people, but also what we do for and with people.
- Libraries transform lives.
- Libraries transform communities.
- Library staff are passionate advocates for lifelong learning.
- Libraries are a smart investment.
- Libraries uphold democracy /Libraries are essential to democracy
- Libraries are the third space

Libraries Transform Supplemental Messages

- Libraries are at the heart of our communities—a resource for people of any age to find what they need to help improve their quality of life.
- Libraries help people navigate the changing information landscape and equip them with the skills needed to thrive in our digital world.

- Libraries are evolving with these changes in order to serve the public and to continue to fulfill their role in leveling the playing field for all who seek information and access to technologies.
- Libraries are expanding beyond their traditional roles and providing more opportunities for community engagement and delivering new services that connect closely with patrons' needs.
- Library professionals facilitate individual opportunity and community progress.
- Libraries are committed to advancing their legacy of reading and developing a digitally inclusive society.
- Libraries add value in five key areas: education, employment, entrepreneurship, empowerment and engagement.

April Theme: Preserve (History)

Relevant Dates (April)

- 13 April - International Special Librarians' Day (US)
- 23 April - World Book and Copyright Day
- Preservation Week (US)
- 7 April – World Health Day
- 18 April – World Heritage Day
- 18/4 – 19/5 - National Trust Heritage Festival
- 22 April – Earth day
- 23 April – World Book and Copyright Day
- 25 April – Anzac Day

Campaign

Campaign Period

One month, although elements of the campaign will be ongoing.

Identified market need/want

- Public who may not be aware of the pitfalls associated with online storage.
- Public who may not be aware of social media across platforms.
- Public who may not be aware of the wide range of genealogy resources available both within the library and online.
- Public who may not be aware AI, Fake News, etc
- Council staff and councillors (and other stakeholders) who may not be aware of the resources available and the importance of Council records.

Objective 1

Raise awareness of online resources and library programming.

Desired outcome
- Increase in use of online resources, programs and activities provided.

Objective 2

Raise awareness of the pitfalls of online activities.

Desired outcomes
- Increase in the awareness of library members of social media in all formats.

Objective 3

Raise awareness of the library's role in providing educational opportunities, including social inclusion.

Desired outcomes
- Increase in use of library as a space to connect and learn.

Libraries Transform 'Because' Statements

- Because Libraries preserve the past
- Because Libraries preserve the past so we can understand the present
- Because Libraries preserve the past to prepare for the future
- Because Fake News can have real-world consequences
- Because good decisions depend on good data
- Because Libraries tell stories
- Because Libraries are always here for you
- Because Punctuation without imagination makes a sentence, not a story
- Because Libraries help you to discover
- Because you are given the freedom to Read
- Because eBooks let you read anywhere
- Because audiobooks turn commutes into adventures
- Because building a better world starts with literacy

Ideas and suggestions
- Use Libraries Transform Because……. As your screen savers

- Have a public display of local history items in your library

- Organise a gathering with residents sharing stories.

- Organise a guest speaker to present about the history of local historic places

- Organise a walking tour of library (or further afield)

- Hold a genealogy sessions with resources such as Ancestry, newspaper databases. etc and the public can try each to find out a little about their family.

- Hold 'being safe online' classes in the library.

- Check the message on your telephone system for when callers are put on hold. Promote new services and finish with the key message 'Libraries Transform Your World'

- Contact your community newspaper/radio station or association's journal or local council newsletter to celebrate and advertise all the programming and positive stories created in your library.

- And don't forget to create and display Libraries Transform posters and social media tiles for your library.

Campaign Resources

Campaign templates can be found on the Libraries Transform [website](#). These are fully customizable for your use.

Past month themes are also available on the [Libraries Transform Toolkit](#) page of the website

Media Release
Following is a draft Media release you can make your own. Just insert your details.

Acknowledgement
This toolkit was adapted from the NSW @ Your Library Campaign and ALA Libraries Transform Campaign

Draft Media Release

Preserving History: Libraries Play Crucial Role

In an age where digitalization dominates, the preservation of history faces both new challenges and opportunities. [insert name] Libraries are at the forefront of this endeavour, ensuring that our collective past remains accessible, secure, relevant in the digital realm and accessible to future generations.

[insert name] Library are championing the safe preservation of history by providing access to a diverse range of media formats. From print publications to digital, [insert name] Library provides a wide array of formats. By embracing digital archiving technologies, they adapt to the evolving landscape of media dissemination, safeguarding materials against deterioration and obsolescence.

Scholars, journalists, and historians rely on [insert name] libraries as invaluable repositories of primary sources. These repositories offer insights into past events, societal trends, and cultural phenomena, fostering critical inquiry and enriching academic discourse.

[insert name] libraries serve as custodians of cultural heritage, preserving the voices and perspectives of diverse communities. By archiving press releases, interviews, and promotional materials, they capture the nuances of historical narratives, ensuring that marginalized voices are not forgotten.

[insert name] libraries inspire creativity and innovation across various fields. Artists, filmmakers, and storytellers draw inspiration from archived materials, reimagining past events through fresh perspectives and creative interpretations.

In an age characterised by information overload, the role of [insert name] libraries in preserving history cannot be overstated. By safeguarding our collective memory, libraries ensure that the narratives of our past continue to inform and inspire future generations.

[Insert name] Library is open [insert days and times]
Contact: [insert name] about [insert planned activities]

For further media information, contact:
[Insert media contact and phone number]

[Your Organization's Logo]

[Your Organization's Contact Information]

Libraries empowering Public Safety Online: Essential Tips for Secure Internet Usage

In an increasingly digital world, ensuring public safety extends beyond physical spaces to the online realm. With cyber threats on the rise, it's imperative for individuals to adopt proactive measures to safeguard their personal information and protect themselves from online risks.

[insert name] Library, through the Libraries Transform campaign, have some essential tips for the public to stay safe online:

Strong Password Management
Use unique, complex passwords or a phrase for each online account and regularly update them. Consider using password managers to securely store and generate passwords.

Enable Two-Factor Authentication (2FA)
Enhance the security of your online accounts by enabling two-factor authentication wherever possible. This adds an extra layer of protection beyond passwords, typically requiring a verification code sent to your phone or email.

Be Wary of Phishing Attempts
Exercise caution when clicking on links or downloading attachments in emails, messages, or social media posts. Be sceptical of unsolicited communications and verify the authenticity of requests for personal or financial information.

Keep Software Updated
Ensure that your operating system, antivirus software, web browsers, and other applications are regularly updated with the latest security patches. These updates often contain fixes for known vulnerabilities that cybercriminals exploit.

Practice Safe Social Media Usage
Review and adjust privacy settings on social media platforms to control who can see your posts and personal information. Avoid sharing sensitive details publicly and be cautious when accepting friend requests or engaging with unfamiliar profiles.

Secure Wi-Fi Networks
Use strong encryption and passwords to secure your home Wi-Fi network. Avoid connecting to public Wi-Fi networks without using a virtual private network (VPN) to encrypt your internet traffic and protect against unauthorized access.

Educate Yourself About Online Threats
Stay informed about common online threats such as malware, ransomware, and identity theft. Regularly educate yourself about cybersecurity best practices and be vigilant against emerging threats.

Backup Important Data Regularly
Backup your important files and data regularly to a secure external storage device or cloud service. This ensures that you can recover your information in case of data loss due to cyberattacks or hardware failures.

By following these guidelines and staying vigilant, individuals can empower themselves to navigate the online world safely and securely. [insert name] Library is running Cyber Safe sessions through April. Contact [insert name] Library for more information.

For media inquiries, please contact:

[Insert name] Library is open [insert days and times]
Contact: [insert name] about [insert planned activities]

For further media information, contact:
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[Your Organization's Logo]

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