



Strategic communications: Telling the right stories

- What is a strategic project or program for your organization this year?
- What action do you want people to take related to that project? (Attend, get a library card, increase your funding, etc)
- Who is your target audience that you want to take an action?
- What channel(s) should be used - where does your audience get their information? (Facebook, Rotary meeting, website, local newspaper, etc)
- What does success look like?

Elements of a story

- Who is your main character?
- What is the problem they faced?
- What is the library intervention - the change that happens for character?
- What is the resolution?
- What is a fact or statistic that supports your main point?
- What is your call to action?