Strategic communications: Telling the right stories

- What is a need faced by people in your community? // OR // 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?

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