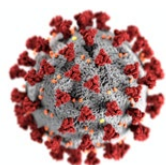


**WINTER 2020**

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# THE NEW FUTURE?



Social distancing in libraries

*The national voice for 15 million Public Library Members*

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# Public Libraries

## *The New Future?*

Social distancing in libraries raises questions about the operations of Friends groups. How have we been surviving during the closure of libraries. Spatial distancing, new health and safety measures along with the shut-down during the COVID pandemic, has required a re-evaluation of our operations. Perhaps it has given Friends an opportunity to question how they deliver services and support to the library.

Many institutions have changed over past months. The increased use of online services, along with staff being exposed to new ways of operating, may have a lasting impact. During the past 25 years of FOLA, Friends groups, along with libraries have changed.

FOLA has become increasingly aware of this in recent years, both from a technological movement but also from a societal aspect. The increasing use by Friends of social media such as, Facebook, Twitter and Instagram, testifies to this change. Libraries could help Friends groups more by assisting with targeting information, such as Bristol Libraries (UK) with specific information for Friends groups ie. 'Getting started with social media' <https://www.bristol.gov.uk/documents/20182/3773161/Social+media+tips+for+Friends.pdf/8c389512-4356-3faf-981e-5bcb2d5040f7>



However, our membership is still targeting an older generation. There remain few 'Junior' Friends groups in this country. And libraries are increasingly places occupied by youth.

This issue of NewsUpdate targets three areas: Keys to Successful Friends Groups; Understanding the importance of social media; and our president, Jack Goodman provides an insight into new ways of connecting.

All of us need to take this moment to reflect, just how do we continue the movement of Friends into the future, the next 25 years.

**Daniel Ferguson**  
Executive Director & Founder

*“Spatial distancing, new health and safety measures along with the shut-down during the COVID pandemic, has required a re-evaluation of our operations.”*

*“There remain few ‘Junior’ Friends groups in this country. And libraries are increasingly being places occupied by youth.”*



# Lifelong Learning in the Regions

## FOLA teams up with LBW Trust to Raise Awareness and Make a Difference

*“FOLA’s role will be to provide advice regarding how to distribute the funds, the types and sizes of the grants to be made, and how libraries will apply for, be awarded, and then acquit the funds they receive.”*

*“We also know that libraries can play an important role in assisting local communities with a range of educational opportunities and services”*

For Australians with a passion for libraries, it’s common knowledge that our beloved local institutions are essential community hubs for lifelong learning. And while this role as the “third place” — after home and work/school — is well understood, nowhere do libraries have a greater potential to make a difference than in rural, regional and remote communities. This is because communities outside of metropolitan Australia have fewer educational and cultural institutions upon which to draw.

Research has consistently shown, for example, that educational outcomes — from NAPLAN results to ATARs — as well as pathways from high school to further education (including TAFE and university) are substantially lower outside of major metropolitan areas. We also know that libraries can play an important role in assisting local communities with a range of educational opportunities and services — including employment assistance with resumes, CV’s, cover letters, etc.

Earlier this year FOLA was approached by the LBW Trust, an Australian foundation that was established to support education for disadvantaged young people in cricket-playing nations around the globe. In this case, LBW is a bit of a double-entendre, as it stands for “Learning for a Better World.”

The LBW Trust contacted FOLA because it was looking for a way to support education and lifelong learning in Australia. With FOLA’s assistance and guidance, the Trust could see that public libraries — particularly in rural and regional areas — represent an under-invested community institution that can have a powerful impact on learning and life outcomes.

The LBW Trust has developed plans to promote an annual “Backyard Cricket Day” (similar to the Cancer Council’s “Biggest Morning Tea” annual event) that will serve as fundraisers to support grants to rural and regional community libraries.

**LBW TRUST**  
LEARNING  
FOR A BETTER WORLD



FOLA’s role will be to provide advice regarding how to distribute the funds, the types and sizes of the grants to be made, and how libraries will apply for, be awarded, and then acquit the funds they receive. The actual grants themselves will come from the LBW Trust, which will also be responsible for the media and promotion of both the fundraising and distribution of the grants.

We are excited by this unique opportunity to collaborate with such a highly respected and significant organisation. Amongst the Trusts patrons are former Governors General Peter Cosgrove and William Deane, as well as the current Governor General, David Hurley. The Trust has a genuine national profile, with significant corporate partnerships as well as connections in the halls of political and economic power in Canberra and Sydney.

National Backyard Cricket Day has the potential to raise awareness of the value and importance of public libraries at the national level. This is significant because, as we know all too well, while Canberra is enamoured of its support for many local institutions, including sporting venues and independent schools, it has no tradition of supporting the nation’s public libraries. This is a substantial oversight given the social capital as well as economic multiplier benefits of public libraries. If one of the outcomes of this collaboration between FOLA and the LBW Trust is that we are able to tell the often unsung story of public libraries to an audience of economic and political power-brokers, then there may be other, more substantial and long-term benefits to the nation’s under-recognised community hubs.

**Jack Goodman**  
FOLA President

# How to use Social Media to promote your Friends Group

by Gaby Meares, FOLA Social Media consultant



## Why use social media?

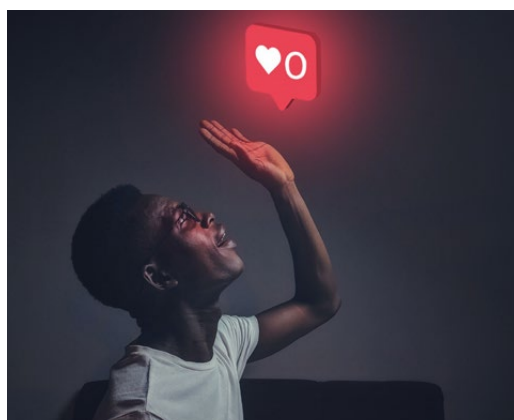
Whether we like it or not, social media is here to stay. Social media usage is one of the most popular online activities. In 2019, an estimated 2.95 billion people were using social media worldwide, a number projected to increase to almost 3.43 billion in 2023. [statista.com]

Facebook in particular can be a powerful tool to help you promote your group and its activities.

## How to create your Facebook page

1. Go to [facebook.com/pages/create](https://facebook.com/pages/create).
2. elect 'Community or Public Figure' — click Get Started

3. Fill in your details: Page name [Friends of ..... Library] and Category [Community Organisation]
4. Click continue and follow the on-screen instructions



## Best Practices

### About.

Briefly state the mission of your organisation: explore other Friends of Libraries Facebook Pages for inspiration. This is also a good place for contact information.

### Profile Picture.

Your profile picture is a way to help people recognise your 'brand' when they see a post from your Page in News Feed. It's recommended to use a square version of your organisation's logo. Keep in mind, it'll often appear small.

### Cover Photo:

Your cover photo should be an image that represents the work your organisation does and the communities it serves. Use a high quality image that is visually appealing. Your cover photo can be changed at any time and is a good place to feature a special event or initiative.

### Video and Images.

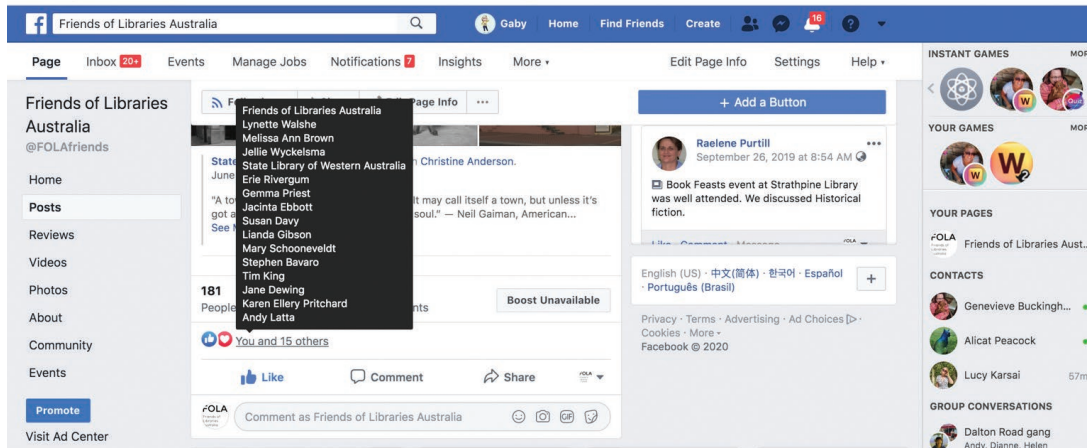
When you upload a photo or album, your supporters will see it as a post in News Feed. If you have videos that showcase your organisation's work and mission, add those here too. Some additional tips:

- Add descriptions to your photos
- Tag volunteers and supporters in the photos when possible

### Events.

Your Page is a great way to let people know about events your organisation is hosting. You can find step-by-step instructions via the Facebook Help Centre.

*"Your cover photo should be an image that represents the work your organisation does and the communities it serves."*



*"Include plenty of humour. Supporting our public libraries is a serious business, but adding a little levity to the mix will only strengthen your message."*

**Eligibility & Usage**

- Only official representatives can create a Page for an organisation, business, brand or public figure.
- When you use your personal profile to set up your organisation’s Page, you’ll be the Page admin by default. Page admins can be changed or added at any time under Manage Pages. Your admin role won’t affect the privacy of your personal profile and won’t appear in your Page’s posts or other activity. [<https://socialgood.fb.com/learning-support/getting-started/create-a-page-for-your-nonprofit/>]

So, that covers the nuts and bolts of setting up your Facebook page — now what? Start posting!

**Content**

Create posts that are visually attractive — always include an image. No-one wants to trawl through paragraphs of words, words and more words in a post.

Facebook is all about sharing ideas and information. Ensure that you are following all the Pages of organisations and people that will be of interest to your Followers. In the case of Friends of Libraries Groups, follow:

- other Friends Groups
- libraries — both National and International
- publishers
- authors
- literary sites
- museums/art galleries

- local businesses
- reliable news sources: for example ABC, Guardian Australia
- any other Pages whose content you think will engage your Followers

By following these Pages, you’ll begin to see their posts on your personal Facebook feed. As the administrator, you can then easily share these to your Page. Also subscribe to email newsletters from organisations whose information you want to share.

- Mix it up!
- Vary your content.
- Include plenty of humour. Supporting our public libraries is a serious business, but adding a little levity to the mix will only strengthen your message.
- Encourage engagement — ask questions that illicit a response from your followers. For example, ask their opinion about your post or a current development regarding public libraries.

A few words of warning regarding your shared content:

- check your sources — ensure they are reliable and accurate. You do not want to share ‘fake news’!
- check that it’s current — there’s nothing more embarrassing than sharing ‘breaking news’, and then realising it’s several years old!



# How to use Social Media to promote your Friends Group

(Continued)



## How do I Invite People to Like my Page?

To invite friends to like your Page:

- Go to your Page.
- Below Invite Friends to Like Your Page, click Invite Friends.
- Enter a friend's name in the search box and then click the box next to their name.
- Click Send Invites.

You can see invitations to like a Page by going to your Invites tab.

## Invite People Who React to Your Page's Posts

If your Page has less than 100,000 likes, you can also invite people who react to your Page's posts to like your Page.

To invite people who react to your Page's posts:


- Go to one of your Page's posts.
- Click the reactions section of your Page's ?? post. This will show who has reacted to your Page's post.
- Next to a person's name, click Invite to invite the person to like your Page.

## What about Instagram?

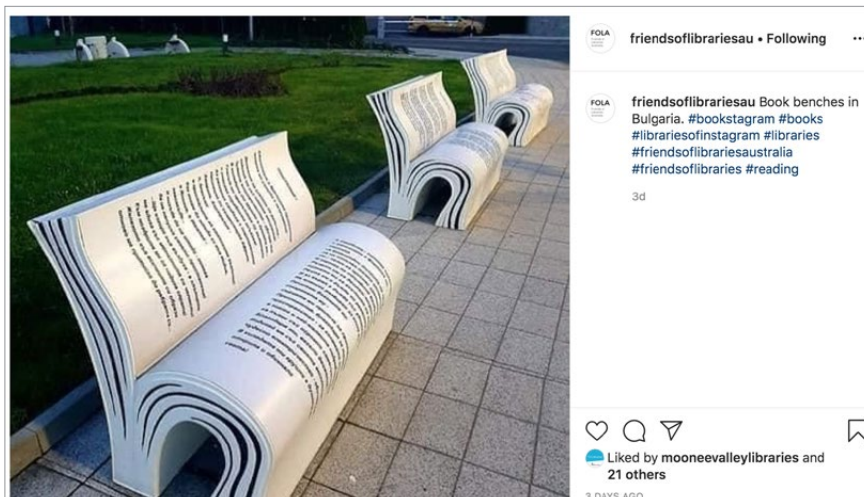
Instagram is a very different beast! It specialises in users sharing photos and videos and has become the favourite way to share among teens and young adults. In the US, young people 18-29 years old make up half of the users on Instagram. It is estimated that Instagram users will exceed 111 million in 2019 [statista.com]. Instagram is accessed using an app, so is specifically designed for use on a mobile device.

## How to create an Instagram account

To create an Instagram account from the app:

1. Download the Instagram app from the App Store (iPhone) or Google Play Store (Android).
2. Once the app is installed, tap  to open it.
3. Tap Sign Up With Email or Phone Number (Android) or Create New Account (iPhone), then enter your email address or phone number (which will require a confirmation code) and tap Next. You can also tap Log in with Facebook to sign up with your Facebook account.
4. If you register with your email or phone number, create a username and password, fill out your profile info and then tap Next. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

*"Instagram is a very different beast! It specialises in users sharing photos and videos and has become the favourite way to share among teens and young adults."*







If you sign up with email, make sure you enter your email address correctly and choose an email address that only you can access. If you log out and forget your password, you'll need to be able to access your email to get back into your Instagram account.

[<https://help.instagram.com/155940534568753>]

It's then worth switching the account to a Business Account. With a business account, you'll be able to access business features and Instagram Insights. These tools can help you understand who is engaging with your Instagram posts.

#### How to switch your profile to a business account:

1. Go to your profile and tap  in the upper right corner.
2. Tap  Settings.

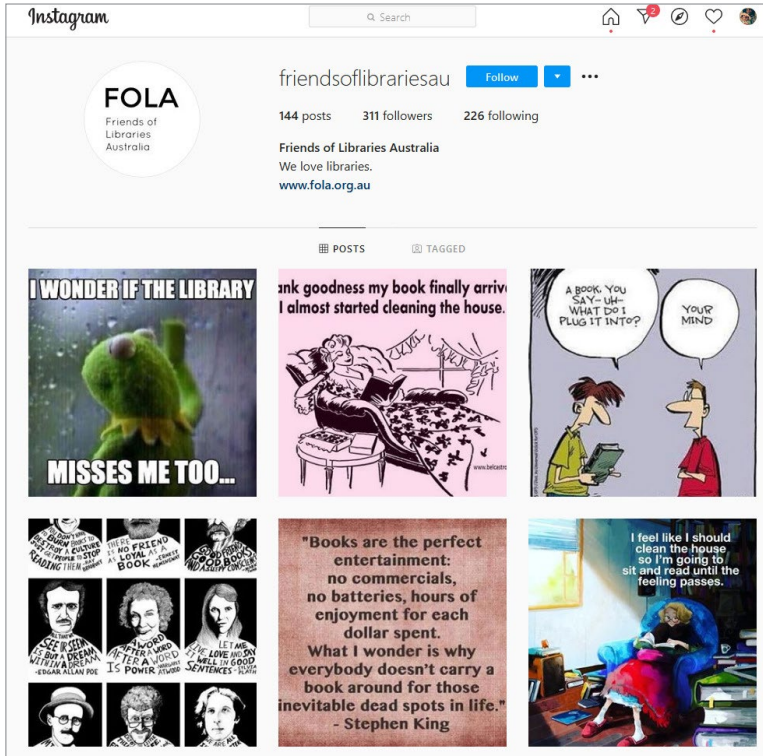
3. Tap Account.
4. Tap Switch to Professional Account.
5. Tap Business.
6. If you'd like, you can follow the steps to connect your business account to a Facebook Page associated with your business. This step is optional, and will make it easier to use all of the features available for businesses across the Facebook family of apps. At this time, only one Facebook Page can be connected to your business account.
7. Add details, like your business category and contact information.
8. Tap Done.

So, that covers the nuts and bolts of setting up your Instagram page — now what? Start posting!



# How to use Social Media to promote your Friends Group

(Continued)



“Unlike Facebook, you cannot share posts from other accounts. Instagram is about ‘original content’ and is highly visual.”

## Content

Unlike Facebook, you cannot share posts from other accounts. Instagram is about ‘original content’ and is highly visual. Save photos and images to your device, then you’ll be able to post them. Remember to credit your sources if it’s not your original work in your post.

Write a caption, then add #hashtags. What does a hashtag do? It makes your post searchable, and links it to other posts sharing the same hashtag. Once you’re familiar with Instagram, you’ll find you often use the same hashtags.

The Instagram Help Page is very useful — make it your friend: <https://help.instagram.com/>

## Final Words of Encouragement

- Don’t be afraid to experiment.
- Once you’re in the swing of it, you’ll know what posts engage your followers.
- Remember, this is not supposed to be a chore — make it your own, be creative — and have some fun!

## Useful links

- Facebook Help Center — [https://www.facebook.com/help/?helpref=hc\\_global\\_nav](https://www.facebook.com/help/?helpref=hc_global_nav)
- Facebook Social Good page — <https://socialgood.fb.com/learning-support/>
- How to set up a Business Account on Instagram — <https://help.instagram.com/502981923235522>
- Instagram Help Page — <https://help.instagram.com/>
- Dopson, Elise Social Media for Nonprofits — <https://www.sendible.com/insights/social-media-for-nonprofits>

“What does a hashtag do? It makes your post searchable, and links it to other posts sharing the same hashtag.”





## FOLA Keys to Success



# Creating a Culture

*“Continuous communication, information and encouragement are needed to sustain interest on the part of volunteers.”*

*“The library manager is an important and indispensable part of its endeavours.”*

*“The Friends group should be challenged to think and plan on a broad scale.”*

*Nine (9) guiding principles in creating a culture of enhancement that will nurture and sustain successful Friends*

**Library Manager** — The library manager must have a desire and belief in the benefits of having a Friends group.

**Availability** — Continuous communication, information and encouragement are needed to sustain interest on the part of volunteers; the library manager must be available for such leadership.

**Willingness** — A willingness to assist Friends in understanding the legal and organisational structure of the library.

**Leadership** — Staff leadership in helping the Friends formulate long-term goals and short-term objectives. The Friends group should be challenged to think and plan on a broad scale.

**Being Honest** — honest appraisals by both parties as to whether the library’s program is worthy of a Friends group. If library programs do not meet community needs, a Friends group will be useless.

**Devote Time** — The Friends must be made to feel that the library manager is an important and indispensable part of its endeavours.

**Giving Praise** — Praise and publicity for the achievements of the Friends. All appropriate governing bodies should learn of their achievements.

**Community Connection** — Awareness of how the community views the Friends. A group that becomes elitist, overspecialised, or simply social may antagonise the community.

**Inspiration** — Most importantly, the realisation that the library manager’s performance can and should inspire faith in the library program and, therefore, increase and inspire the Friends’ willingness to work for the program.

## FOLA Keys to Success



# Friends and Library Management

### **Clear Structure and Intent**

A Friends group Constitution needs to clearly set out the goals of Friends, and express what Friends will and won't be involved in.

Delineation between Friends and general volunteering roles. All Friends are volunteers with the Friends group and some are also volunteers in other roles (eg general library volunteers), but there needs to be clear definition of which volunteer capacity they are working in.

### **Guidance**

Friends groups need to acknowledge that Library management has the task of determine appropriate directions for the Library.

Friends then ensure that programs of Friends support these directions.

Friends are a source of innovative and interesting ideas then work with the library to sanction ideas in light of the library's directions, and help them to fruition.

### **Support**

Support by library management for the concept of Friends and the value of Friends.

Support by Friends for functions of library – this may take a variety of forms (financial, political, promotional).

Support provided by library staff eg administrative support, staff on front desk promoting Friends, and understanding from management that this is legitimate time spent by staff.

### **Trust**

Establish a rapport and trust that the Library and Friends are working in the same direction.

Trust that Friends will make judgements which are appropriate and support the objectives of the library.

### **Communication**

Keep library staff informed of Friends activities.

Keep library management involved in Friends.

Keeping Friends informed of library activities, political dimensions, staffing changes or issues, library goals and future directions.

### **Team Work**

Recognise that Friends are part of the library team.

Library management and Friends working together to achieve aims rather than working at odds with each other.

Recognise the different strengths and abilities of Friends team members and harnessing those energies and strengths appropriately.

Recognise that Friends membership means different things to different members, and that this impacts on how and when different members will contribute to the team.

### **Involvement**

Commitment from Friends Committee Members – time, energy and enthusiasm.

Commitment from Library Management – time and support for value of Friends.

### **Mutual Benefit**

Ensuring a balance between the effort of supporting a Friends group and the benefits which an active and healthy Friends group returns to the library.

### **Facilitation**

Friends can facilitate discussion on a political and community level which staff cannot. The role of Friends in this area can be vital as Friends form a link to the community and can represent the needs of the library users, both to staff, and also to funding bodies.

*(Sarah Philpott, former Library Manager, Unley Public Library & Patricia Chigwidden, President, Friends of Unley Library, South Australia)*

*“Support is provided for projects that improve services offered by the library, including delivery to house-bound borrowers.”*

*“Recognise the different strengths and abilities of Friends team members.”*

## FOLA Keys to Success



# Six Basics of Working with Volunteers

*“Say thank you in person and in writing.”*

1

### Planning

Define your project clearly and always seek the approval of your librarian. Divide your event into ‘chunks’ to make planning less formidable, who will do what: what committees are needed; you have to ask for participation and know what you’re going to do.

2

### Recruiting

Don’t recruit volunteers until you know what you need! Identify specific tasks and skills, and put your needs on paper. Advertise in a variety of ways. Some libraries have a volunteer interest sheet.

3

### Orientation and Training

Remember the home basics: contact people in advance and follow up with reminders; make the event fun and welcoming for your volunteers; assign greeters, have a sign-in sheet, and provide a place for volunteers to put their coats and bags.

*“Remember the home basics: contact people in advance and follow up with reminders”*

4

### Supervision

Coaching, cheerleading, how do Friends handle money? One example: Two Friends members might be in charge of money at a book sale. Supervisors (or the Friends President) can serve as a support system.

5

### Recognition

Say thank you in person and in writing. Inform all of your volunteers of the results of your project. Consider providing treats or pizza during a full day of service – or offering perks and benefits to volunteers who come in regularly. Do give thought to what sources of funding for recognition events are appropriate and ethical for Friends.

6

### Evaluation

What went well? What didn’t? Note what did and didn’t go well – and correct for the next event. It’s easy to forget the simplest, most tiny details.

*(FOLUSA and the Minnesota Association of Library Friends – USA)*

## FOLA Keys to Success



# Membership Drive

## MAKE NEW FRIENDS, BUT KEEP THE OLD.

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### → Celebrate the past

Begin with a thank you for the past support, and be sure to mention all the great things that the members past support has made possible for the library.

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### → Look to the future

Give a hint of plans for the new year, stressing that “your support will make it happen!”

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### → Make it easy

Use a mail merge program to preprint membership forms so that members don't need to write all their address information again.

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### → Return envelopes

Include a preaddressed return envelope. If all they have to do is write the cheque and find a stamp, its more likely to get done!

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### → Follow-up

After a month or two, follow up with the non-renewing members, perhaps with a postcard, second mailing, phone call or even a handwritten note.

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### → Renewals

Follow up with those who do renew, too, by sending a thank-you or a membership card (easy to print on business card stock).

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### → Appealing

Make membership appealing and fun. Be sure your members know how much you and the library appreciate their help and support.

---

### → Looking for new members too.

#### *A few quick tips.*

- People join because they are asked, and the more direct the asking, the greater the response.
- Some places to find prospects: friends of Friends (ask your members to suggest names), library supports (staff may be able to identify possibilities), in other community organisations, and at the library (set up a table in the entrance and staff it with welcoming Friends).
- Show off! Be sure that your print materials are good looking and that your mailings and other solicitations are done in an attractive manner.
- Brag a little, be sure prospective members get to know your group's activities and accomplishments. People like to be part of a success story.
- “What's in it for ME?” may be the unspoken question when you ask people to join. Have your answers ready. Benefits of membership may include such things as a newsletter, invitations to special events, shop early at the book sale. Some groups offer premiums, a calendar, a coffee mug, or a bookmark. Of course, one benefit is always the opportunity to help support and enhance the library.
- Don't let depositing the cheque be your last contact. Send membership card, an information letter, a personal welcome or thank you. It's the Friendly thing to do!

*“After a month or two, follow up with the non-renewing members.”*

*“Brag a little, be sure prospective members get to know your group's activities and accomplishments.”*

*(Jane Rutledge with Friends of Indiana Libraries – USA)*

## FOLA Keys to Success



# Moving into the Community

Friends of Library groups have to become visible players in the life of the community to have equal footing with other, perhaps, more socially involved groups.

*“Make an inventory of notable organisations and associations in the community.”*



*“City or municipal celebrations should list the library as one of their sponsors.”*

- Make an inventory of notable organisations and associations in the community. Create a partnership of ‘interest’.
- Members of your group should participate in other community organisations and be aware of the necessity of being ambassadors for the library.
- Take advantage of any opportunity or venue to bring up the library. The Friends should provide a Speaker’s List, with information from the library.
- The Friends should set up a correspondence committee to write a periodic column in local newspapers and other local publications, Letters to the editor are important.
- Nurture media contacts to receive notices ahead of time when there is a special Friends’ activity. Don’t abuse this, as space is limited.
- Local elected officials should be on the Friends regular mailing list. They should receive invitations to library events. They should be invited to become members.
- City or municipal celebrations should list the library as one of their sponsors.
- Conduct regular meetings with the Library Manager.
- Join Friends of Libraries Australia and learn about other groups in Australia.

## FOIA Keys to Success



# Incorporation

### **What is incorporation?**

Incorporation is a voluntary process whereby a not-for-profit organisation (FOL group) can apply to become its own 'legal person' (i.e. the association becomes a distinct legal entity that continues regardless of changes of its membership).

### **Some of the advantages of incorporation include:**

- Protection of the members and office holders against personal liability for debts and other legal obligations of the organisation.
- The ability to sue and be sued in the name of the association.
- The ability to invest and borrow money.
- Greater eligibility to apply for grants.

### **Friends should consult the following agencies in your State:**

**Victoria:** [www.consumer.vic.gov.au/clubs-and-fundraising/incorporated-associations/become-an-incorporated-association/should-your-club-incorporate](http://www.consumer.vic.gov.au/clubs-and-fundraising/incorporated-associations/become-an-incorporated-association/should-your-club-incorporate)

**NSW:** [www.fairtrading.nsw.gov.au/associations-and-co-operatives/associations/about-associations/before-incorporating-a-new-association](http://www.fairtrading.nsw.gov.au/associations-and-co-operatives/associations/about-associations/before-incorporating-a-new-association)

**Queensland:** [www.qld.gov.au/law/laws-regulated-industries-and-accountability/queensland-laws-and-regulations/associations-charities-and-non-for-profits/incorporated-associations](http://www.qld.gov.au/law/laws-regulated-industries-and-accountability/queensland-laws-and-regulations/associations-charities-and-non-for-profits/incorporated-associations)

**South Australia:** [www.sa.gov.au/topics/family-and-community/community-organisations/setting-up-a-community-organisation/incorporate-an-association](http://www.sa.gov.au/topics/family-and-community/community-organisations/setting-up-a-community-organisation/incorporate-an-association)

**Western Australia:** [www.commerce.wa.gov.au/consumer-protection/associations-and-clubs](http://www.commerce.wa.gov.au/consumer-protection/associations-and-clubs)

**Tasmania:** [www.cbos.tas.gov.au/topics/clubs-fundraising/incorporated-associations](http://www.cbos.tas.gov.au/topics/clubs-fundraising/incorporated-associations)

**ACT:** [www.accesscanberra.act.gov.au/app/answers/detail/a\\_id/1504/~/incorporated-associations](http://www.accesscanberra.act.gov.au/app/answers/detail/a_id/1504/~/incorporated-associations)

**NT:** [nt.gov.au/law/rights/incorporated-associations](http://nt.gov.au/law/rights/incorporated-associations)

### **Public Liability**

#### **What does public liability insurance cover?**

This is insurance indemnifying the Not-for-Profit Organisation against legal liability for personal injury and/or property damage claims made by third parties as a result of negligence occurring in connection with the not-for-profit organisation's activities and/or their products (goods sold).

The Municipal Association of Victoria, through its insurance broker, Jardine Lloyd Thompson has negotiated the inclusion of Victoria Not-for-Profit groups within a new national community insurance facility, known as Local Community Insurance Services (LCIS).

- Email [communityinsurance@jlta.com.au](mailto:communityinsurance@jlta.com.au)
- Or [www.communityinsurance.com.au](http://www.communityinsurance.com.au) for background information.
- Or Local Community Insurance Services on 1300 853 800

On 12 December 2006, Local Community Insurance Services commenced its operations, which, via a strategic alliance with one of Australia's leading insurers, QBE Insurance, can deliver:

- A specialist focus on the insurance needs of community groups and associations.
- Insurance products and services that are specifically tailored for community groups.

Local Community Insurance Services can deliver to groups located in New South Wales, Australian Capital Territory, South Australia, Queensland, Northern Territory, Victoria and Western Australia.

*"Greater eligibility to apply for grants."*

*"The Municipal Association of Victoria has negotiated the inclusion of Victoria Not-for-Profit groups within a new national community insurance facility."*

## FOLA Keys to Success



# Growing Friends in the next decade

*“Friends should develop with their library a ‘Friends’ website.”*

### **Use of technology**

Friends should develop with their library a ‘Friends’ web site. Younger library users see the modern public library as being not merely within a building, but connecting to in a variety of ways. Technology is a key to their use of the modern public library. Check out some overseas sites – highly commended is that of the Friends of the Hennepin County Library (USA), ADD Bristol Libraries (UK) see also Balmain (NSW).

### **Becoming more politically savvy**

As local government is changing, so Friends need to reflect the new dynamics of such local environments. Friends of Stirling (SA), Great Lakes (NSW), Waverley (NSW) – display partnership building with council.

### **Regional groupings**

Initiating the growth of Friends groups within a regional context can add exposure, and help weaker groups in an area by harnessing ideas and expertise. Also, it can provide a more effective voice within the management structure – West Gippsland Regional Library Corporation (Vic), and state wide gatherings in South Australia, held each year at the State Library of SA.

*“High quality newsletters and well developed strategies with local media outlets provide effective communication.”*



### **Quality and training**

Provide a clear direction and guidelines for effective operations – Friends of the National Library of Australia (ACT) and State Library of South Australia (SA).

### **Code of operations (conduct)**

Provides a written policy for all Friends. Issues such as OH&S and Child Protection are important issues in all areas of volunteering today – See Members Code of Conduct Friends of the National Library of Australia (ACT).

### **Publicity**

High quality newsletters and well developed strategies with local media outlets provide effective communication – Friends of the State Library South Australia (SA), Balmain (NSW), Toowoomba (Qld)

### **Library management**

Co-ordinating with library management on goals and visions of service development – Friends of Stirling Library (SA) and Friends of Toowoomba Library (Qld).

### **Dollars \$\$\$**

Greater success and partnering through funding raising – Friends of the State Library of South Australia (SA), Toowoomba (Qld), Launceston (Tas).



## FOIA Keys to Success



# Library Advocacy

### ***Following are ways you can support your library.***

As a member of library staff, as a Friend, as a library user, every day is an opportunity to confirm and communicate how important your library is to the entire community.

*“Talk to people and tell them why you love and value the library.”*

#### ***Talk, talk, talk!***

Look around you. There are people everywhere who could use their library, and who don't know about the resources waiting for them. Talk to people and tell them why you love and value the library. Help them see what they could learn. It doesn't take much more than friendly conversation with a friend.

#### ***Keep informed***

Stay up to date with information about your library, with Council information, Library information, newsletters, local newspapers, Council/Library web site, talk with your library staff. Get to know your Friends committee members.

#### ***Get to know your elected representatives***

You've elected your Councillors; get to know them. Learn from their web sites about what the issues are in your community. Let them know what you think about your library. Let them know you want them to support library-friendly policies. Make an appointment to see them, and invite them to library events. Let them see how you are using the services provided by the library. Remind them that you vote.

#### ***Work on your library's print or online newsletter***

Many libraries have a newsletter for patrons. Volunteer to write an advocacy column for the newsletter, highlighting ways that patrons and advocates can help the library.

#### ***Make and distribute handouts***

Important information about the library, its services, and needs can be distributed in writing, for people to read later or pass on to others. If you have desktop publishing skills, or know someone who does, work to build materials that can be passed to others. Maybe it can be a "wish list" of things the library needs or "ideas for action" on issues facing the library.

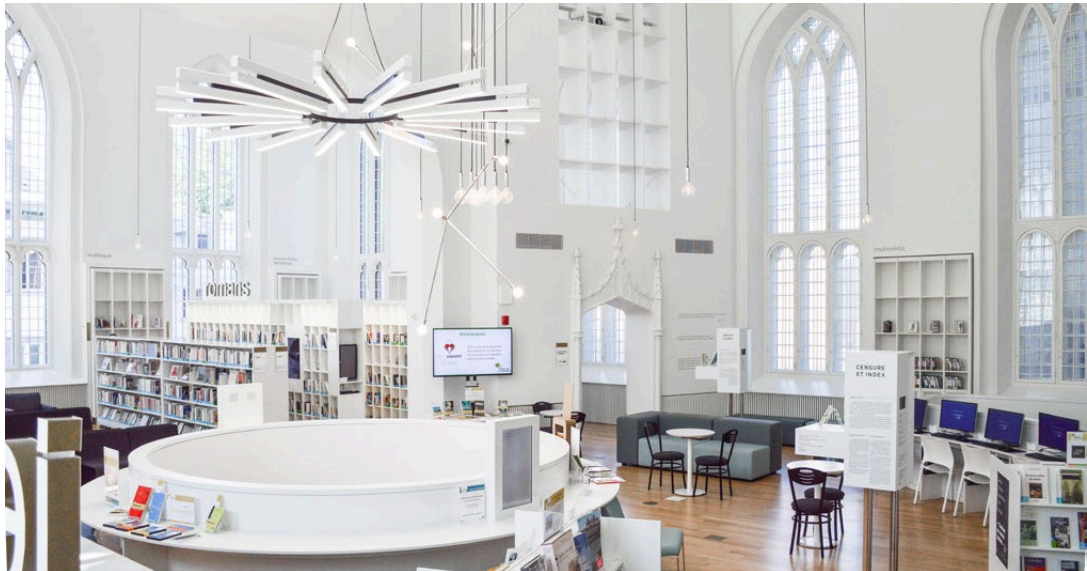
#### ***Plan a library event***

Any event during the year is an opportunity to showcase your library. Create an event or promotion that will get your Friends and other volunteers involved.

*“Create an event or promotion that will get your Friends and other volunteers involved.”*

*“Staff behind the desk at your library can be the best advocates you have.”*





*“You are a powerful agent for change on your own, but involving more people makes your message even stronger.”*

### **Staff can be advocates**

Many who work in libraries forget that they have a built-in army: the library staff. Staff behind the desk at your library can be the best advocates you have. No one knows the library better than the staff. Friends should get to know the staff at your library.

*Continued on next page.*

### **Lobby**

Learn what has been successful with other Friends groups. Visit and talk with other groups. Follow the issues on the FOLA web site [www.foia.org.au](http://www.foia.org.au).

### **Offer Internet tours**

For those without a computer at home, the library is the number one point of Internet access. Your library can be the window to the Internet for many people in your community. Offer to show patrons how to use it. Friends groups can offer support to new library members.

### **Get press**

Speaking publicly and writing about the specific value of your library. Are you good at public speaking? Write a letter to your local newspaper, but make sure you have the facts correct and have developed a key message. Ask the library or Friends group for some statistics to support your message.

### **Be your library's ambassador**

Go out into your community and do public appearances to advocate for your library. Visit your local service clubs and neighbourhood organisations and schools. Offer to speak about the things your library offers and why your Friends are important. Build a network into the community.

### **Build your network**

You are a powerful agent for change on your own, but involving more people makes your message even stronger. Developing a network of library advocates in your community is a great way to add voices of support. Keep an email list.

### **Add your idea**

You have an idea – send it to FOLA so we can display it to others via [www.foia.org.au](http://www.foia.org.au)

*“Friends groups can offer support to new library members.”*



# Friends Around Australia



New Releases VIEW MORE

 Room Made of Leaves Grenville, Kate \$39.99	 Wild Ride: Epic cycling... Oakman, Daniel \$34.95	 The Joy of discovering <b>THE INNER SELF</b> who we really are Hugh Mackay \$34.99	 DUNERA LIVES Profiles Inglis, Ken, Gammage, ... \$39.95	 HOW TO WIN AN ELECTION CHRIS WALLACE Wallace, Chris \$29.99
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NLA Booksale website

Today's books were:  
 Humpty Dumpty sat on a slide, written by Tony Wilson, illustrated by Laura Wood, published by Scholastic Australia ... See More



Inverell Storytelling

## National Library (ACT)

“We know things are uncertain at the moment, but we are determined to offer you ways to connect.” Check out our Bookshop:

<https://bookshop.nla.gov.au/>

## Balmain (NSW)

Keeping members notified is critical in maintaining a membership base, and Balmain maintains a social media presence with a very good web site and looks ahead:

**2020-2021**

COMING UP@OPENBOOKGROUP:

11th August 2020  
 Girl, Woman, Other  
 By Bernadine Evaristo

10th November 2020  
 The Education of an Idealist  
 By Samantha Power

8th September 2020  
 Buckley's Chance  
 By Gary Linnell

8th December 2020  
 The Man in the Red Coat  
 By Julian Barnes

13th October 2020  
 Your Blue Eyed Boy  
 By Helen Dunmore

9th February 2021  
 The Erratics  
 By Vicki Laveau-Harvey

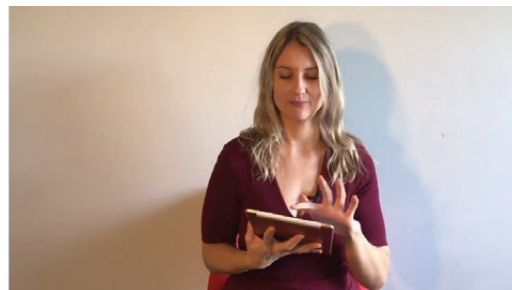
**WHEN:** 2nd Tuesday of every month, 1pm—3pm  
**WHERE:** Meeting Room, Balmain Library  
**EMAIL:** [info@fobl.org.au](mailto:info@fobl.org.au)  
**PHONE:** Jan 0498 48 6677 , Gillian 9810 5951  
 No bookings needed. Refreshments provided.

**FREE!**

**FOBL.ORG.AU**

## Noosa (Qld)

Many libraries are offering online video demonstrations of how to use e-collections of the library. Noosa has a good example via facebook:



*“Many libraries are offering online video demonstrations of how to use e-collections of the library.”*

## Inverell (Qld)

Many libraries are delivering on-line storytelling. Perhaps your Friends group can support and extend this service to the community:

## Castlemaine (Vic)

“Did you know that we are quarantining all of your returned items for 3 days!”



*“Keeping members notified is critical in maintaining a membership base.”*

# Friends of Bishopston Library, UK



There are currently 19 Friends groups which operate within the Bristol Libraries local government area.

[www.bristol.gov.uk/libraries-archives/friends-groups-of-our-libraries](http://www.bristol.gov.uk/libraries-archives/friends-groups-of-our-libraries).

They display a wide range of activities. Here are two ideas which may be of interest.

## **Bristol Libraries Innovation Fund**

The Friends of Bishopston Library have been successful in their bid to Bristol Libraries Innovation Fund, enabling it to run an exciting project for young people age 17-23 to develop and display their talents. They have appointed a co-ordinator, Anne-Louise Perez, who will oversee project activities. These include a high profile launch, a series of one off creative workshops run by experts, covering arts, science and technology and humanities, and a final showcase event.

They are recruiting a small group of young people keen to volunteer some time to help shape and deliver the project. This Ambassador Team will have a vital role to play in its success, bringing ideas, networks and contacts. Plus, they will gain project management skills, boost their confidence, and it will all add value to a CV.

*“They are recruiting a small group of young people keen to volunteer some time to help shape and deliver the project*

*“a guide for Friends groups to send content to Bristol Libraries to post on our social media accounts*



## **Getting started with social media: A brief guide for Friends of Library Groups**

The following link is a guide for Friends groups to send content to Bristol Libraries to post on our social media accounts, and on the Friends' webpage. It lists information for Facebook, Twitter, Instagram. General tips for all social media, choosing images for designs and social media and other online tools that may be useful to the group.

### **Getting started with social media: A brief guide for Friends of Library Groups**

These are just some suggestions. There is also a guide for friends groups to send content to Bristol Libraries to post on our social media accounts, on the Friends' webpage:  
<https://www.bristol.gov.uk/libraries-archives/friends-groups-of-our-libraries>

#### **Facebook**

##### **What is it useful for?**

- A Facebook Page can work in place of a website: it can be a go-to place for people to see who you are and what you're up to
- It's useful for promoting events
- If you only use one Social Media platform, Facebook is the best place to start

##### **What you will need to set up an account?**

- Everyone who would like to contribute sets up an individual account in your own name. You will need basic info e.g. email address.
- Then one of those people sets up a Page in the name of the Friends group as the editor, and invites the others to be administrators

##### **What sort of thing do you post on there?**

- Events (set up as an Event, rather than just a normal post)
- Upcoming activities you would like to promote; achievements you would like to celebrate (= ideally content that you think would be entertaining or of interest to your audience, or reposting content from friendly organisations)
- Promote your upcoming events on other Pages that might be read by your audience, such as "Things to Do With Kids In & Around Bristol" or "The Mead BS10"



## Membership Application

### CATEGORIES

Membership fee incorporating News Update		
Individual	\$15	<input type="checkbox"/>
FOL Group — 0-25 Members	\$25	<input type="checkbox"/>
FOL Group — 25+ Members	\$50	<input type="checkbox"/>
Libraries	\$105	<input type="checkbox"/>
Institutions incl. Libraries with multiple Friends groups		
Corporations	\$105	<input type="checkbox"/>
Extra copies of News Update	\$10 per annum	<input type="checkbox"/>

### RETURN ADDRESS

**FOLA Inc.**  
FOLA Treasurer,  
Dr David Parker, PO Box 32  
Burnside SA 5068  
Phone: (03) 9338 0666  
Fax: (03) 9335 1903

### PAYMENT DETAILS

My cheque/money order is made payable to:  
Friends of Libraries Australia Inc.  
FOLA Treasurer,  
Dr David Parker, PO Box 32  
Burnside SA 5068

Amount enclosed \$

### ADDRESS DETAILS

Name: .....

Address: .....

Postcode: .....

Phone: .....

Email: .....

## Friends Resource Book | Daniel Ferguson

- Establishing a successful Friends group
- Keeping your Friends active
- Incorporation
- Public liability
- Library management issues
- How to
- Latest and best ideas and much more...

*The authoritative guide and source book for Friends of Library groups in Australasia*

### Order Form

#### Name

#### Address



#### Postcode

Please send me a copy of Friends of Libraries Resource Book (2005)  
Enclosed is my cheque for \$59.95 plus \$10 postage & handling (cheque payable to — Friends of Libraries Australia Inc.)  
Mail to: FOLA Treasurer, Dr David Parker, PO Box 32  
Burnside SA 5068  
[www.fola.org.au](http://www.fola.org.au)

## About Us

### FOLA NEWS UPDATE

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