

# Public Relations Toolkit

## University Libraries | Appalachian State University

Composed and shared by the members of the PR Committee

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### The purpose of this toolkit

For the University Libraries, public relation or PR, means making connections with new people, keeping our story intentional across multiple channels, and confidently sharing stories about the value of the library. Please refer to this Toolkit when you want help gaining the attention of people in our community. The PR Committee's tone is enthusiastic: we believe wholeheartedly that the University Libraries are a place of discovery and opportunity and creation.

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## Intro to the Style Guide

When everyone in the Libraries uses a similar style to communicate *visually*, it helps connect with students and faculty on a deeper level. We seem more organized and coordinated as a unit, which helps our important messages shine brighter. A level of togetherness in our communication style matches the amazing resources, people, and services available in the Libraries.

## Points of Style: Library Logos, Icons, Colors, & Fonts

### Logos

A logo is to be used as a title line to identify university entities such as colleges, schools, programs, and departments. The University is revising their own logo now, centering around the bell and mountains theme. They have created **two logos for us to use**, one with the abbreviation and one with a horizontal, letterhead style logo.

In the [Toolkit folder](#), look for these files with the bell logo for the University Libraries in several iterations.

The University doesn't [permit groups to create a new logo](#), and we don't want logos / colors for each team. These are our logos.



While sometimes the University colors and designs are not to our taste, we see strength in representing ourselves as University Libraries and not individual teams or units or services.

### Next, we want to:

The PR Committee and/or Admin Team want to work with a design group who can reformat floor maps and signage with up-to-date information, plus shared colors and theme. This will help us create better iconography for social media and wayfinding.

### Icons

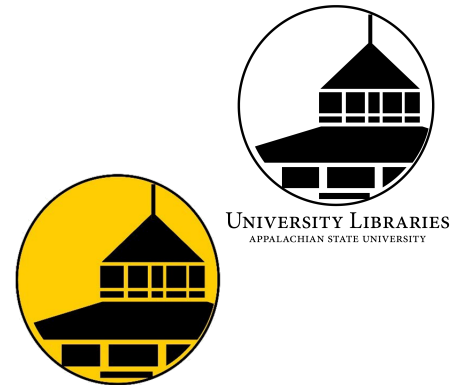
[Appalachian State has developed sets of icons](#) to be used in multiple applications by any college, department, or program where they're appropriate.

In the Libraries, the cupola has been an icon for almost 20 years. Our cupola has become the most photographed structure on App State's campus. We believe our beacon of knowledge represents the best of all we do for our patrons.

### Next, we want to:











PR Committee wants an icon for the Libraries and likes the cupola design created here. We want to develop a standard format for adding words / info so different teams & events can use the icon and make it unique.

The cupola icon is not for correspondence outside the Library. It's for swag, web communications, or as a hyperlink to accompany a QR code.



### Hex Codes for [University Colors](#)

Use these colors for all the official university business. When coordinating social media, you can use other colors, [but pay attention to University Communications and their tips about design, color, and layout.](#)

#222222	Black		#c0a878	Brown	
#000000	Rich Black		#014266	Dark Blue	
#ffcc00	Gold		#641717	Maroon	
#d5d7d8	Light Gray		#3f653a	Dark Green	
#cdcba2	Sand				
#b3b3b3	Dark Gray				

### [Fonts](#)

The University is not prescriptive about the font you use except on official documents (Arial & Times New Roman). In general, stick closely to fonts that resemble Arial for digital information and Times New Roman when you need legible printed text. Fonts available in Microsoft like Calibri, Open Sans, and Geneva and those in Google like Roboto and Assistant are plain and simple sans serif fonts.

Using a sans serif font for headings with a serif font for text often works. Avoid fancy fonts and save your files as images or PDF if you want to make sure your font carries with the file.

The campus Digital Signage leaders have developed an [excellent guide to creating digital signage](#) that works visually to communicate information. Their tips about font choice are short and helpful; for example, avoid using ALL CAPS and reserve bold for only a few details. Otherwise, readers are overwhelmed or confused.

# Photography & Images

## University images

<https://uc.appstate.edu/brand-identity-guide/photography>

The University has a photo catalog with images to use if you need photography. They can also send a photographer to an event or to make headshots.

## Taking Photos of University Students - Best Practices

A photography collective [has written an excellent guide about inclusive and diverse photography in higher education](#). When photographing students, take care to show a diverse student body, but do not overcompensate. Gender balance should be considered. Be mindful of your target audience and how model selection should reflect your project. For example, if shooting for a graduate school, the students should look older and more mature than undergraduates.



## Obtaining Photo Releases

Students grant the University the right to use their photographs, quotes, and comments for PR. [Releases should be obtained](#) from faculty, staff, and community members. Completed forms can be archived with [Lynn Patterson](#). Particular care should be taken in obtaining releases from minors (the Libraries [have a Policy on Minors](#)).

## Alt Tags: Tagging Images for Accessibility

When communicating online, always include a text alternative (alt text on the image and text in the post itself) for images. Alt text is what shows up when someone uses a browser that doesn't display images (such as a screen reader for the visually impaired). You can add alt text to photos and images in Word or Google Docs by right-clicking on the image. Look for the "Alt Text" option. *The image of the man seen here has alt text on it!*

This also goes for QR codes: include the shortest possible URL in your communications, even if you're including a QR code.



Consider thinking about [ideas like these, created for the Appalachian Technology Knowledge Base](#), when writing alt text.

When images have text in them, like infographics or Canva / Adobe Express images designed for social media, repeat the text itself in the post.

 <p><b>Interim Library Hours</b></p> <p><b>BELK LIBRARY</b> Monday-Friday, 7:30am-9:00pm Saturday-Sunday, Closed</p> <p><b>MUSIC LIBRARY</b> Monday-Friday, 9:00am-5:00pm Saturday-Sunday, Closed</p>	<p><b>appstatelibraries</b></p> <p>Please note the Interim Library Hours active for August 12 through 19, 2023. Belk Library hours are Monday through Friday, 7:30 am to 9:00 pm. Saturday and Sunday, Belk Library is closed.</p> <p>The Music Library hours are Monday through Friday, 9:00 am to 5:00 pm. Saturday and Sunday, the Music Library is closed.</p>
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### Writing Style Guide

Appalachian State University uses The Associated Press Stylebook as its editorial guide, which is in keeping with the communications industry. Our [Writing Style Guide](#) includes highlights of AP style and provides policies for consistently representing App State in your communications.

### Overall principles to follow:

- Write for all readers. Use language that's mindful of those whose first language isn't English and those using assistive technology. Think carefully about word choice, and be considerate of diverse audiences and their lived experiences.
- Avoid unexplained abbreviations, jargon, and library-speak. Our voice is helpful, not arrogant, and approachable without being silly or sloppy.
- When possible, write in 2nd person, using "you" and "your" to refer to the audience. Whether in simple commands ("Try the new 3D printers...") or 2nd person ("You can renew your book..."), focus on the needs of the audience member.

## The Words We Use

Our Name		
Use	Instead of...	Thoughts
University Libraries [Libraries on 2nd use]	Belk Library & Info Commons Belk Library AppState Libraries University Library	<p>For the first use, Appalachian State University Libraries may need to be spelled out, but often, that context is apparent and University Libraries works.</p> <p>Belk Library is a building, not an organization. Use Belk when describing the location or address, but University Libraries when talking about the unit.</p> <p><b>*Note:</b> When you see this used incorrectly, please try to fix it! If you cannot, contact Lynn Patterson with the example.</p>
Appalachian State University [full name on first reference; the University or App State on second reference.]	ASU	ASU is not acceptable. App State is two words.
Libraries'  library late fees library hours library printers library staff	Library's	<p>Possessive.</p> <p>When using library as an adjective, it's ok to use singular, lower-case "library," and in many cases this is the best choice (in particular if a plural noun follows).</p> <p>Don't ever capitalize "library" when it's singular.</p>
The Libraries are developing a new strategy	The Libraries is developing a new strategy	Use "Libraries" as a plural word for subject / verb agreement (for ease of speech).

Avoiding Jargon		
Preferred	Avoid	Rationale
borrowing	circulation	
You   students   faculty   people   visitors   students, faculty, and staff   Community   members of the community	customers patrons	
Research help   research consultation	RAP sessions	
Guide Research Guide	LibGuide Subject Guide Course Guide	
Liaison	Liaison librarian	
research	reference	Use to describe help and consultations; "we can help with your research," or "contact us for research support."
the desk	Service desk Circulation desk Reference desk	
Search the library Library search  [Currently, we use both AppSearch and the catalog]	OPAC Sierra Ebsco Discovery	Don't capitalize, and avoid mentioning more jargon terms such as ILS, discovery service, and OPAC.
Contact our e-resources librarian, <a href="#">Sarah Guy</a> .	Contact us	If possible, give a specific address rather than a generic "contact us" message.  If referring to a contact person, link to <a href="#">their staff directory page</a> for additional information and contact options rather than only providing an email.
<a href="#">Get Clients Now!</a> is a great book.	Click here..  Click...	Avoid using "click" or "click here" within text. Instead, use more meaningful link labels.

Communicating Well		
Preferred	Avoid	Notes
email, open access, open educational resources, sign in, wifi, ebook, interlibrary loan	e-mail, open-access, open-educational resources, sign-in, wi-fi, e-book, interlibrary loan	Avoid hyphenating words in general.
The person in this role will collaborate with a team daily. They will deliver workshops, provide consultations, and create training materials.	S/he will deliver workshops, ...	If your subject's gender is unknown or irrelevant, use "they," "them," and "their" as a singular pronoun.  Don't use "one" as a pronoun and don't use "s/he" or "him or her" which implies binary gender expression.
One, two, and three	One, two and three	In general, use the Oxford comma for a series of 3 or more things.

### Buttons

When creating online content, you can use buttons for calls to action and to take people to the next step in a process. As much as possible, use active verbs for button labels and be explicit. Avoid general or vague terms such as "More" and "Click here." Good button label examples:

Request a space  
RSVP  
Contact a librarian

View the calendar  
Request a book

On the web, avoid more than two buttons per page. The buttons should be a primary call to action.

### University Writing Guide Tips

<https://uc.appstate.edu/brand-and-identity-guide/identity-guide/writing/writing-style-guide>

<https://uc.appstate.edu/brand-guides-resources/writing>

<https://uc.appstate.edu/brand-identity-guide/brand-platform>

### Other Branding Resources

University Communications provides additional Branding Resources for professional use.

[Video creation](#) | [Presentation templates](#) | [Zoom Backgrounds](#) | [Email Signatures](#)

## Social Media

The University Libraries provide worthwhile information and perspective through social media. Our voice is helpful, not arrogant, and approachable without being silly or sloppy. We treat others with respect and inclusivity on the web, and care about the accuracy and currency of the stories we share there.

### Interviews with Social Media Creators

In Spring 2023, PR Committee members interviewed several library colleagues about their work in social media. Here are a few of the key takeaways from those conversations:

- **Social media takes a lot longer than you think.**  
To post, you need a good photo and some catchy text, and rarely do individuals gather all the right elements before sharing with a social media creator. Should we make a form for library colleagues to fill out? Templates? Hire a designer? The job of writing a press release for the blog or creating an instagram post takes good, thoughtful writing and knowledge of what our community members need.
- **You cannot put a student worker in charge of an account** without a permanent employee working alongside them. Inevitably, the account becomes inactive once the student leaves the unit.
- **You have to cross-promote other people's posts** and like other people's content. Being active on social media is not just about posting your own content. You need to use your website and emails to share your social media account links too.
- **Instagram is for undergraduates, Facebook is for older people, typically non-campus people.** If you want to reach faculty, instructors, or graduate students, it's more important to use email (or something unusual such as print mailers, notes to the chair or administrative support person for the department, making a visit to a faculty meeting).

Facebook is the place for our retired staff, retired faculty, and community members. Events open to the community can go on Facebook. Twitter right now is primarily for our Spec Coll account where alums like to look at historical / archival information. This platform is best for current communities of interest; we don't seek to proliferate Twitter accounts.

Other vehicles (YouTube, TikTok) are experimental right now, and we like having places to experiment and play.

- **Using a slide deck or even Google Calendar to schedule a bunch of posts works.** Without a calendaring system for social media, we only post spontaneously, when we have time which isn't enough. People who plan ahead for the semester or for multiple weeks at a time save time. Apps like Buffer or HootSuite can link multiple accounts and morph a single message into posts designed for multiple platforms.

## Social Media Guidelines & Best Practices

[The University wrote thoughtful guidelines and best practices](#) for social media administrators including:

- Have more than one administrator of the account & include University Communications as one of the admins.
- The name App State, Appalachian State, Appalachian, or Appalachian State University should be listed prior to the name of the college, department or program (not "ASU").
- Do not delete or suppress negative or critical posts if they are valid points to consider.
- Secure rights and permissions before posting, sharing or distributing copyrighted materials.
- The [Social Media Disclaimer statement](#) must be included on all accounts.

### Frequently used Hashtags for Libraries' social media

#### *For All Posts*

#appstatelibraries  
#appstate  
#appalachianstate

#### *Other Tags*

#appstatemakes  
#makerspaces  
#appstatemusiclibrary  
#musiclibrarian  
#newlibrarybooks  
#matanyaopheecollection  
#appstatespecialcollectionresearchcenter  
(when tagging Special Collections)  
#librariesofinstagram  
#library  
#reading

#### *Event Tags*

#libraryevents  
#appstate  
#hayesschoolofmusic  
#appstatelibraries  
#librarycares  
#guitarfest

#### *Conference Tags*

#musiclibrarian  
#academiclibrary  
#musiclibraryassociation  
#ALA

#### *Big Library Tags*

#BigLibraryRead  
#Libby  
#digitalbookclub  
#Bannedbookweek

### Technologies to manage social media

<https://express.adobe.com/sp>

Adobe Express

Creates graphic posters/ fliers

<https://buffer.com/>

Buffer

Multi-platform schedule/publication tool

<http://photer.photo/>

Photer

Free Photo Editor

<https://tweetdeck.twitter.com/login>

Tweetdeck

Schedule tweets

<https://planable.io/>

Planable

Schedule decks for social media

<https://www.grammarly.com/>

Grammarly

Works within other apps to see typos

## Our Current Accounts

	Who is managing it?	What do we know?
<a href="#">Library News Blog</a>	Lynn Patterson Amy Love Kelly Burkett	The library blog should be the destination and archive for all our news stories, with new content keeping the website fresh. Lynn often picks up stories from social media for this blog.
<a href="#">Facebook</a> <a href="#">Facebook: Music</a>	Jecca Hodges, Lynn Patterson, Sharon Taylor Music: Rebecca Shaw	This platform is best for donors, community members, and alums. For Millennials & Gen Z students, it is the <i>least</i> popular platform. 98% of users access via phone.  Access: Lynn Patterson, Jecca Hodges, Sharon Taylor Music Access: Gary Boye, Jill Eller, Shane Watson
<a href="#">Instagram</a> <a href="#">Instagram: Music</a> <a href="#">Instagram: Makerspace</a>	Jackie Eagleson, Leigh Barnes, Hannah Pope  Music: Rebecca Shaw SpecColl: Kari Salisbury, Ross Cooper, Greta Browning MakerSpace: Hannah Pope	This platform is best for undergraduate students. Instagram's main users are 18-34 and spend 30 minutes per day on the platform.  Access: Lynn Patterson Music Access: Gary Boye, Jill Eller, Shane Watson
<a href="#">Twitter</a> <a href="#">Twitter: Spec Coll</a>	Music: Rebecca Shaw  SpecColl: Ross Cooper, Greta Browning	Access: Lynn Patterson Music Access: Gary Boye, Jill Eller, Shane Watson
<a href="#">YouTube</a>	Hunter Phillips	This is the most popular social media platform.
<a href="#">TikTok: Music</a>	Music: Rebecca Shaw	Rebecca's TikTok is fun and playful and great.
<a href="#">SpecColl Blog</a>	Rotating: Ross Cooper	Monthly posts with new collections & people
<a href="#">DSI Blog</a>	Pam Mitchem	2 posts / year
<a href="#">Profiles in Diversity Blog</a>	Rebecca Shaw	Music diversity resources

In order to post an event or announcement on the **Libraries' social media**, please send your request to: [group-librarypr@appstate.edu](mailto:group-librarypr@appstate.edu).

In order to post an event or announcement on **App State's Facebook, Twitter, Instagram and/or LinkedIn account**, use this form: <https://forms.hive.com/?formId=WrfquCZH97hXTyvXp>

## Marketing

University Communications handles marketing for the campus and is often the conduit to the news community in western NC and beyond. Lynn Patterson is the liaison to University Communications for the Libraries. She can help get a message out in many channels and coordinate with other units to ensure our programs and messages aren't conflicting with big University plans.

## Media Outlets

<a href="#">Library Blog</a>	Lynn Patterson Amy Love Kelly Burkett	<p>Start here for sharing news.</p> <ul style="list-style-type: none"> <li>–Write a full story</li> <li>–Include What, Where, When, &amp; Why people should attend</li> <li>–3-4 sentences is good for the topic; 2 sentences of bio about the speaker</li> </ul> <p>The University has <a href="#">templates</a> to create press releases.</p>
<a href="#">Appalachian Today</a>	Click here to <a href="#">submit a request</a> to include your event on <a href="#">Appalachian Today</a> . For questions contact <a href="#">Pete Montaldi</a>	<p><i>Appalachian Today</i> is the news and event hub for the university. This site also spools events to other university websites, including the <a href="#">University's main website</a>.</p>
<i>The Appalachian student newspaper</i>	<a href="#">Submit a story idea</a>	
<a href="#">Library Events Calendar</a>	All	<a href="#">Here are instructions</a> for posting to the calendar.
<a href="#">University Events Calendar</a>	All	Use Google calendar to <a href="#">share your event</a> .
<a href="#">Appalachian Announcements</a>	All	To share news with all faculty & staff of App State. All faculty and staff are members of a moderated <a href="#">Appalachian Announcements</a> group and can post campus news and announcements: <a href="#">review guidelines for posting messages</a> . A digest of messages is sent weekly on Tuesdays and <a href="#">messages are also archived</a> .

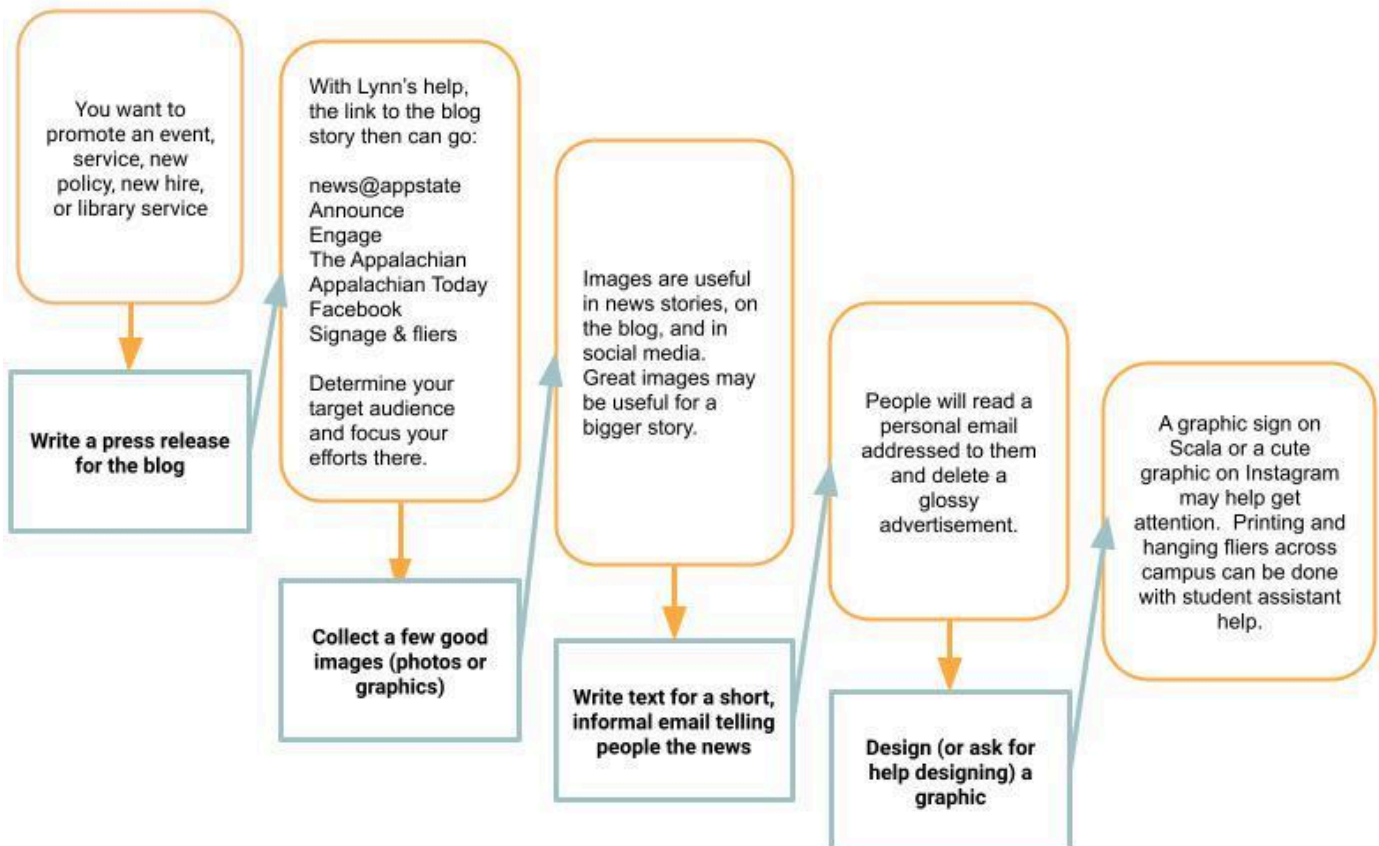
Engage	Lynn Patterson can set up an account for you to post to Engage.	Students use Engage to share events.
Press Releases	Submit your release to <a href="mailto:news@appstate.edu">news@appstate.edu</a>	<p>Let them know when the release date is for the news, and University Communications will distribute your release..</p> <p>If you have an idea for an in-depth feature that supports one of the university's strategic initiatives, please discuss with UComm Writing Team member <a href="#">Anna Oakes</a> .</p> <p>For more info, check out University Communications guide to <a href="#">media coverage</a> and <a href="#">what makes a good story</a>.</p>
<a href="#">Scala (campus digital signage)</a>	Anyone can design Lynn Patterson posts	150+ signs all over campus, sharing single slides of static or video content
Social Media	<a href="mailto:group-librarypr@appstate.edu">group-librarypr@appstate.edu</a>	See above for the specific platform you want to use and who handles it, or use this group email for help on multiple platforms.
Email Parents	Contact Parent and Family Services at <a href="mailto:parents@appstate.edu">parents@appstate.edu</a>	
Email Alumni	Contact the Alumni Association at <a href="mailto:alumni@appstate.edu">alumni@appstate.edu</a>	
Email Faculty	Use the department's webpage or the <a href="#">App State pictorial directory</a>	

## We know that:

- **People quickly delete glossy looking emails without reading them.** Write informally and personally to faculty and students in your own voice, with a direct salutation if possible. Be succinct and specific to their needs (not what we are doing). Check out the book [Smart Brevity: The Power of Saying More with Less](#) for help cultivating a succinct, powerful message.
- **People don't open attachments.** Email texts do need to be short and sweet, but attachments aren't the way to share information. It's much too easy to delete them, especially FYI attachments. Consider other ways of sharing information (e.g. write a short email with a link to a full story on the library blog; format a long text newsletter that's searchable).
- **Targeting a very specific population** is more effective than blanketing all the faculty or every faculty member in a department or college. Use the web directories to target specific populations of faculty; contact specific student clubs and organizations instead of posting generic signs.
- **Use peers** (e.g. Library Services Committee members, board members, library student assistants) to help you market. People who love the Libraries are our best ambassadors.

## The Order of Operations for Marketing

In the Libraries, our University Communications liaison, Lynn Patterson, can communicate *any* message for the Libraries, but these **projects always start with 2 or 3 paragraphs of well written text**, usually in the form of a press release. What do people need to know about? Why should they care?



## Designing Print Materials and Flyers

As part of our marketing strategy, we can use eye-catching graphics. The University offers several design options with University accounts of both [Canva](#) and [Adobe Express](#).

- Adobe Express - Log in with your University email address and you are in.
- Canva For Teams - An online graphic design tool used to create social media posts, presentations, posters, videos, logos, and more. Licenses are managed through University Communications and are available to Communication Liaisons on campus. Additionally, there are limited licenses available for campus-wide use by staff and faculty in marketing and communication roles.

*To open an account:*

- Create a free Canva account using your university email address
- When the design is complete, share with [Lynn Patterson](#) as a team member/collaborator
- The design will be opened and sent back via email with watermarks removed.
- If you run into issues please send me a screenshot and we will work out the issues.

Files should be saved as jpeg, png, or gif files.

## Digital Signage in the Library - Scope and Purpose

The digital signage program provides an information platform aimed at promoting library services and sponsored, or hosted events and activities.

	Contact	Purpose
<a href="#">Visualization Wall and Programming Space:</a> Belk 1st Floor	Ken Johnson	For learning oriented displays and digital scholarship
Stand-alone digital kiosks (LL, 1st, 2nd, and 3rd floors)	Ken Johnson	Floor maps, group study room availability, library services
Scala digital tv screen Belk entrance <b>Next steps:</b> Music Library	[Campus/Lynn Patterson]]	Scala tvs display messages coordinated by University Communications. See below to contribute a slide.
Librarian Liaison kiosk		In use at beginning of semester
Signage for our spaces	Scott Rice / Paul Grant	3-4 screens with library hours at Belk Screens with meeting room schedules of events and upcoming events Team screens in Maker Space, Music (new), Tech Desk on Lower Level, and SCRC

## Digital Signage Across Campus - Scala

[The Digital Signage team on campus](#) has an excellent, short training session frequently offered about how to create a good slide with appropriate content. With 145+ screens all over campus running 24/7, the Scala screens are a wonderful way to reach people who don't come into the Libraries. Guidelines for content creation can be found at this [link](#). Their guidelines are a crash course in basic graphic design principles.

## Design Templates

### Next Steps:

We would never want to discourage creativity, but sometimes, having a place to start is helpful. The PR Committee plans to create a few [templates](#) to help you with your designs, posters, flyers, digital signage, and presentations.

## Events

Library events take special planning and marketing. Working with the Admin Team to secure a budget and order catering is one early part of most event planning that goes beyond marketing. There is a sample event action plan in the appendix and [resources for planning events through the University](#) that will help with making an event special. Working with the Admin office staff early is key.

## Making the Library a Welcoming Place to New People

In multiple studies, students explain that their first reaction to the library is one of anxiety and fear. Three general themes emerge from this research: Students find their own library skills inadequate; they find their perceived shortcomings shameful; they fear seeking out help will only reveal their inadequacy. This anxiety affects not only their ability to access information but also to evaluate it. Moreover, some students may be especially susceptible to anxiety in the library (think of first generation college students or those from rural areas) and need additional interventions to mitigate their fears and accomplish their work.

### Tips to identify yourself as a library employee:

- Use a short, graphic-free signature line that includes “University Libraries” and “Appalachian State University.” You can also add social media links to your sig line, if it’s not too cumbersome.
- Leave a personalized voicemail message with “University Libraries” in it, and answer the phone with “University Libraries.”
- Wear a name tag when appropriate and ask for business cards, name tags, brochures, swag, and thank you cards to identify you when needed. Derena in the Admin Office can order a name tag for you.
- Use an Email Signature that includes University Libraries and your contact information.

### Swag

We will order swag once a year in August. Please meet with your Comm Liaison to place an order. Current contacts and business we use are included below:

- [Promotion Savvy 4U](#)
- [Precision Printing](#)
- [4Imprints](#)
- [Crestline](#)

### Business Cards

Business cards are for current staff and faculty employed at Appalachian State University.

[DOT](#) - A new alternative is virtual business cards.

## Accessibility

Library guidelines on publishing accessible web content:

<https://confluence.appstate.edu/x/gQplCQ>

University-wide guidance:

<https://accessibility.appstate.edu/how-tos/create-accessible-content>

## Equity Language

### Next steps:

We would like to build Inclusive Language Guidelines to systematically and institutionally examine our language and the ways that it can create harm. We know that language is a powerful tool and are committed to using that tool to draw us together in real ways. Bottom line: words matter. The words we use are a part of creating a psychologically safe, inclusive, respectful, and welcoming environment to inspire and guide all who pursue knowledge.

Examples of excellent equity language guides are:

[The Sierra Club](#)

[American Cancer Society](#)

[American Heart Association](#)

[American Psychological Association](#)

[American Medical Association](#)

[National Recreation and Park Association](#)

[Columbia University School of Professional Studies](#)

[University of Washington](#)

[Racial Equity Tools glossary](#)

## Appendix 1: About this Toolkit

This Toolkit was developed by PR Committee members in response to the University Libraries' Strategic Plan, which asks for a communication plan that will offer guidance about *how* to communicate about the University Libraries and our services, collections, technology, events and people.

### Implementing the Strategic Plan Theme 3 - Strengthen Communication, Outreach, and Engagement with Local, Regional, and Global Communities

- Objective 1.1: Evaluate and develop a sustainable communication plan, marketing guidelines, and social media presence.
- Objective 1.2: Implement the libraries' **communications plan** to include guidance and best practices for all library employees for the consistent sharing of library information, library promotion, and engagement with stakeholders. **Communication Plan**

An additional charge was shared with the group later from the DEIAA definitions workshop that we would like to continue to develop:

Adopt (or develop) a style guide for accessible and inclusive language. Short-term and long-term outcomes based on the Strategic Plan are:

- a. Progress toward providing full and equitable access
- b. Sustainable and flexible approaches to resources and services

To accomplish our objectives, we held several one-on-one interviews with social media creators in the library; held a half-day Social Media Creation Retreat with guest speakers from University Communications; and worked with the PR Committee from January through August to develop these tools and resources. We did a broad sweep of best practices in marketing and social media, and we reviewed a few dozen style guides and branding / communication workbooks. Campus colleagues in University Communications inspired us to communicate more clearly and consistently. Their influence is clear in our Toolkit, and nothing we include is designed to conflict with the advice and policies of the University.

The PR Committee thanks colleagues like Pam Mitchem and Jonathan Candelaria, Natalie Foreman, Rebecca Shaw, Greta Browning, and all of the social media creators whom we interviewed and listened to in retreat. Lynn Patterson and Georgie Donovan [co-presented our plans to the Library Services Committee](#) in February 2023, and their advice and thoughts informed this guide. Also, the work of the Web Committee, co-chaired by Amy Love and Hannah Pope has helped inform our user perspective. In the past year, the Web Committee completed a wide-scope review of websites by academic libraries and other organizations; conducted independent usability testing with App State students; and reviewed analytics about how our current library.appstate.edu webpages are used. We trust their experience and data.

## Appendix 2: Template Action Plan for PR for an Event

Planning an event requires thinking about all the aspects of the event ahead of time, including PR as well as logistics. This blank Action Plan can be used to brainstorm all elements of an event you're planning and work through the logistics with the Admin Team. This [Sample Action Plan](#) is in Google Sheets and can be adapted for different uses.

Event Name \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_

Done	What needs to be done?	Notes	Who is responsible?	Date Needed
	Budget & Expenses Budget \$ _____ Account # _____ Anticipated expenses Look for ways to minimize costs			
	Audience Who is attending? Total # of people _____			
	Historical Review What worked and what didn't? Read previous event reports regarding areas needing improvement.			
	Facility Reserve location Room setup Audio/visual equipment	Contact Name: Phone: Fax:		
	Catering Menu Vegetarian / Gluten Free option RSVP date _____	Contact Name: Phone: Fax:		
	Transportation / Parking			
	Invitations Format (card, letter) Mailing labels Guest RSVP Date _____ Parking arrangements			

Done	What needs to be done?	Notes	Who is responsible?	Date Needed
	Event handouts / packets / programs			
	Promotion – Internal/External Library blog entry Press Release Fliers / digital signage Emails to interested parties			
	Awards/Gifts/Certificates/Swag			
	Supplies, Decorations			
	Reception RSVP List Name Tags Reception Box			
	Working Agenda for the day of the event			
	Phone Call Reminders to Attendees			
	Thank you Letters To whom?			
	Event Report Attendance Evaluations Expenses			

## Appendix 3: Points of Pride

- The approximately 213,000-square-foot Belk Library and Information Commons, named in honor of Carol Grotnes Belk, opened in 2005. It features a wealth of collections, services, technology and faculty and staff to support research, learning and engagement. On average, more than 700,000 physical visits are made each year to the library by students, faculty, staff and community members.
- The Anne Belk Distinguished Fellow for Distinctive Collections is a professorship that provides funds to support the research and community outreach of the Curator for Distinctive Collections. Those who hold the Martha and Nancy Lee Bivens Distinguished Professorship for Children and Reading provide outreach and support for the Children's Literature Symposium, which is jointly hosted by University Libraries and the Reich College of Education. The Dean of Libraries holds the Carol Grotnes Belk Distinguished Professorship for Library and Information Studies, which supports the Belk Distinguished Lecture Series.
- In 2008, library donors created a fund for the Library Student Employee Scholarships program, which offers seven endowed scholarships made possible by its current funding. Since the program's establishment, more than 150 student workers have been awarded these scholarships.
- University Archives contains the records and publications of Appalachian State University, as well as oral histories, scrapbooks and photographs that document student life and the history of the institution. The Libraries hold several special collections: The W. L. Eury Appalachian Collection, The Stock Car Racing Collection, The Bill and Maureen Rhinehart Collection on British History and Rare Books, the Max Smith Collection for Rare Music Books and Manuscripts.
- The Matanya Ophee Collection, one of the largest collections of classical guitar music in the world, is housed in the Special Collections Research Center.
- The Erneston Music Library, located in App State's Broyhill Music Center, supports the Hayes School of Music with books, scores, A/V materials, and electronic resources for classical, popular, and world music.
- The Instructional Materials Center provides resources and services to support the teacher preparation and media specialist programs of the Reich College of Education.
- Our Makerspace brings ideas to life! The 1,900-square-foot space features a workshop area, multiple work tables and additional equipment in the form of 3D printers, laser cutters and various tools, along with crafting supplies, 800+ Ellison Die cuts, laminating machines, a comb binder and more.
- University Libraries' Access and Public Services team launched the [Programming Space](#) in the 2021–2022 academic year to host both library and campus programs and events in keeping with the library's academic mission. The space, located on the first floor of Belk Library and Information Commons, also offers the Dr. Betsy E. Brown Visualization Wall.