

LIBRARY PR & MEDIA RELATIONS 101 – ACTION GUIDE

You can use this cheatsheet or action guide to remember the key parts of a basic library communications and public relations plan and record your own action steps. You can also copy the same note and action items to the digital app of your choice (*I recommend [Trello](#) and [Asana](#) for teams and project management - both are free*).

You don't have to complete all the steps at the same time and don't worry about if they are all 'right' – just keep practicing your public relations skills and build media relationships.

First, let's check in on your current publicity efforts. Use this chart to note how and where your library currently spends time and resources specifically on public relations. You should also be monitoring what is being said about your library, programs, and services by those in your community or the media. If you haven't done so, set up alerts with [Google Alerts](#) or [TalkWalker Alerts](#) and check your library on social monitoring tools like [SumAll](#).

Publicity SWOT

<p>How do you get publicity at the moment?</p>	
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<p>Where could publicity help your library in achieving its goals right now?</p>	
<p>What would you most like to change about your current public relations efforts?</p>	
<p>What is being said about your library or its services online and in the media?</p>	
<p>Who are the people talking about your library the most online? (users, supporters, non-users, community leaders, civic leaders, etc?)</p>	

<p>What are other civic, community, or campus organizations getting publicity or media coverage about?</p>	
<p>Is what is being said about your library in line with the message you want to put across?</p>	
<p>If not, how can new publicity activities help you shape or change the image and message you are aiming for?</p>	

Create Your Media Kit

Elements to include in your media kit – don't forget to create a page on your website where all key media kit items can easily be found. Check your website for what needs to be updated or added.

One page with key info using your preferred tool or the summary template provided, including:	✓
Library name, branch names – how library should be referred to in media	
Key facts about library system, branches – inc. ‘did you know?’ facts	
Social media accounts	
Short bios for key staff or spokespeople	
Contact information for spokespeople, media contacts	
Your contact details	
Additional items appropriate to your library:	
Photos – headshots of key staff, spokespeople; professional photos of exterior, interior of library	
Logos with guidelines on use	
Social Media Stats	
Team member bios	
Product & service overviews	
Link to events and outreach calendar/page	
Previous press releases	
Testimonials or quotes from users, supporters	
Most recent annual report	
Latest newsletter (printed/PDF or e-newsletter)	
List, logos, links to other publicity you have received (may link to past press releases that were picked up)	

Create Your Journalists & Influencers Contact List

Identify who you will contact, their coverage area, their interests, when it's appropriate to contact them, preferred follow-up methods, and any information that will help you target your pitches and press releases.

Your Top 10 List of Most Important Media Sources

	Media Contact	Details on Contact
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

Press Release Prep

Choose 3-5 key people from your Media Contacts and Influencers List, and for each person answer the following questions so you can craft a personalized message when seeking publicity for a program, event, or service. Do this for each contact and before sending any press releases. Also use this as an exercise to help you craft a release with a story and hook that is more likely to catch attention.

Contact Name	
Why would they be interested in this information?	
Is this information timely?	
How will they use it?	
Is this information helpful, interesting, or entertaining for their readers, viewers, listeners, or followers?	
Does this make their job easier?	

Basic Press Release Outline

Use the formula provided to write your 500-word press release so the content is framed as helpful, interesting, or entertaining. Body Copy section should include pull quotes – note from whom you will get quotes for this release.

Headline	
Dateline	
Opening Paragraph	
Body Copy	
About Us	
Contact Information	