**Wellbeing and Scottish Public Libraries**

(Prepared for APLS, Version 3)

Communications Plan

**January 2022**

# Overview

This communications plan supports the wellbeing toolkit for public libraries produced by the Association of Public Libraries in Scotland (APLS) with the support of Scottish Library and Information Council (SLIC). The plan is designed to be a suggested guide for library services and can be adapted to suit local requirements.

A communications plan enables you to effectively communicate information to a range of different stakeholders. It helps you identify the messages you need to promote, to whom, and on which channel(s).

This communications plan comprises:

* Aims of the plan
* Key audiences
* Key messages
* Main communication channels
* Planning the timetable
* Evaluation
* Planning table and action plan grid (draft, to adapt)

The complete wellbeing toolkit (which includes infographics, a presentation, supporting narrative and short video) can be found on the SLIC website: <https://scottishlibraries.org/advice-guidance/toolkits/>

# 2. Aims of the communications plan

1. Increase awareness and understanding of libraries’ contribution to the wellbeing agenda.
2. Summarise libraries’ contribution to four main types of wellbeing (social, cultural, economic, health).
3. Encourage members of the public to use libraries for wellbeing purposes: changes in behaviour and perceptions.
4. More people using libraries.
5. Libraries’ contribution to wellbeing to feature in more local and national policy/strategy or planning documents.
6. Showcase library successes and impact in the area of wellbeing e.g. through personal stories and quotes.
7. Increase awareness of the size and scope of library reach (users, visits, branches etc) - particularly through some of the figures from the infographics.
8. Increase visibility of public libraries.

The plan is a guide for you to use and adapt locally. What you do will be affected by your resources (people, budget) and your local priorities.

# 3. Key audiences

With the wide reach of libraries there are a number of different internal and external audience groups. Here is a suggested list, but you may wish to add to it.

* Service users (targeted by different factors e.g. age, interests, New Scots, digitally excluded etc)
* General public / non users (targeted by different factors e.g. age, interests, New Scots, digitally excluded etc)
* Volunteers
* Library staff
* Other council/trust staff
* Elected members
* Community groups
* Local and national organisations and charities e.g. Scottish Book Trust, Chartered Institute of Library and Information Professionals Scotland, National Library of Scotland, Edinburgh International Book Festival, Creative Scotland, Scottish Poetry Library, Libraries Connected (England)
* Other key stakeholders e.g. relevant Scottish Government departments and ministers
* Influencers - local or national supporters of libraries (and/or wellbeing) e.g. a local celebrity, well-known author.

Each audience group requires slightly different messages, methods of communications and frequency of communication. This will be expanded on in subsequent sections.

> ACTION > APLS to discuss contacting some of the broader national organisations as a specific task for 2022.

# 4. Key messages

There are a number of different messages about libraries and wellbeing. Here are some suggested ones which have been grouped into different areas of focus:

**USPs (unique selling point) of libraries**

* Research shows that reading, whether for pleasure or to learn, has a significant impact on wellbeing.
* Libraries save you money, with newspapers, books, internet access, e-magazines, and audio books.
* Libraries are inclusive, free and welcoming spaces.

**Wider contribution**

* Libraries contribute to wellbeing in many areas including social, cultural, economic, and health.
* “Scottish libraries are social spaces, physical and virtual, where people learn, share, participate and create; where everyone is equal and everyone is welcome; and where improving our shared wellbeing is at the heart of the service.” [The wellbeing toolkit statement]
* Libraries help local authorities meet their local wellbeing policy objectives / targets.

**Social wellbeing benefits**

* Interacting with staff, taking part in activities, and feeling part of a community in a welcoming and non-judgmental space, are all key social wellbeing benefits of public libraries.
* Libraries have an extensive community spread through their local branches and online services

**Cultural wellbeing benefits**

* Libraries are cultural centres which create a sense of place, a sense of community and bring the world to the library user.
* Creative opportunities, from crafts to writing, are supported and encouraged by libraries.

**Economic wellbeing benefits**

* Public libraries help NHS Scotland save an estimated £3.2m every year as a result of people using their services and activities
* Investment in libraries brings direct and indirect benefits to people’s wellbeing
* Everyday thousands of people benefit from free internet access and opportunities to learn, read and develop new skills with the public library service.

**Health and wellbeing benefits**

* Libraries provide useful, trusted health information in a range of formats, and signpost people to other trusted resources and organisations
* Reading for just 6 minutes a day can reduce stress levels by 68%.

**Other ideas for messages**

You could also use **quotes** from your own users where they praise, recommend or thank you for any wellbeing related service/activity.

You could also use some of the **facts & figures** **from the wellbeing toolkit** and infographics e.g. on the size, scale and scope of the Scottish public library service in relation to other Scottish activities e.g. “there are 6.3 times more visits to public libraries than to the men’s Scottish Premiership games”. This helps show that libraries reach a large number of people.

You may also have some **generic key messages** you use e.g. encouraging library membership during/after an event to increase overall participation.

Once you have identified your audiences, you can then decide what they need to know and which messages are appropriate for them, and how often the message will be shared. Be aware that literacy levels, alternative languages and digital exclusion should be considered and addressed when thinking of how we communicate and with whom.

The messages can be adapted to suit the channel and audience.

For example, the original message may be ‘Libraries provide useful, trusted health information in a range of formats’ but on social media might become: ‘Did you know we have a range of self-help and health books, from anxiety to urinary issues?

It is useful to plan the messages for different audiences in a table or use another mapping/planning tool (see templates at end of document).

# 5. Communication channels

Once you have identified who you wish to communicate with, what you want to tell them, and when, you can then select the most appropriate communication channel/s.

Different messages and audiences will suit different channels, with overlapping/duplication likely. Some channels/methods may be free, some low cost, and some require a bigger budget and longer-term planning.

* Email newsletters (by the library service, council/trust) - internal & external audiences
* Printed newsletters (by the library service, council/trust) - internal & external audiences
* Website (library web pages, council/trust main pages, intranet)
* Blogs (by staff or other)
* Adverts (radio, local newspapers, billboards, bus stops, lamp post wraps, sides of buses)
* Broadcasts (radio, local TV)
* Press releases
* Flyers / posters (for internal and/or external audiences)
* Social media (Facebook, Twitter, Instagram, YouTube, others)
* Specific briefing / report
* Presentation / talk (for staff, elected members etc.)
* Stakeholder meeting / update
* Wellbeing events (in library or virtual, by library service or hosted by others)

Different methods have different levels of resource implications, so consider budget and staff time available when choosing what would work best for your service.

### Social media #hashtags

APLS/SLIC may want to work together to agree on a common set of suitable hashtags. Some suggested ones are below:

* #LibrariesSupportWellbeing
* #LibrariesAreEssential [This is a CILIPS campaign]
* #HealthOnTheShelf
* #Wellbeing
* #ScottishLibraries

# 6. Dates and timetable

Some audiences and channels may be best suited to frequent messages e.g. one wellbeing post a week on social media for the public, whereas other messages, audiences and channels may work best less often e.g. briefing for elected members perhaps quarterly.

Timetables can be drawn up to suit your requirements and can include useful local or national relevant hooks. A draft timetable has been started below in the template section.

### Calendar of relevant wellbeing events

There are many awareness days, weeks, months and other campaign initiatives taking place throughout the year. Here are some suggested ones which relate to the four main areas of wellbeing.

NB some awareness days are fixed i.e. always 30th November for St Andrews Day, but others may move each year e.g. first Thursday of a particular month, so do check before using as a hook.

Where a date says ‘c.’ it means around this date, so double check before scheduling something.

|  |  |  |
| --- | --- | --- |
| **Date/s** | **Theme** | **Wellbeing area** |
| January | Veganuary | Healthy eating |
| January | Dry January | Health wellbeing |
| c. 3rd January | Festival of sleep day | Health wellbeing |
| 3rd Monday in January | Blue Monday | Health wellbeing |
| 3rd week of January | Sugar awareness week | Health wellbeing |
| Last week of January | Storytelling week | Social /Cultural |
| 1st week of Feb | Children’s mental health week | Health |
| **Date/s** | **Theme** | **Wellbeing area** |
|  |  |  |
| c.2nd Feb (1st Wed) | World read aloud day | Social / Cultural |
| c.4th Feb | Time to talk day | Health |
| c. 4th Feb | World cancer day | Health |
| March | Ovarian Cancer Awareness Month | Health |
| March | Brain Tumour Awareness Month | Health |
| 1st week | Endometriosis Awareness Week | Health |
| c.3rd March | World Book Day | Cultural |
| c.3rd March | World Hearing Day | Health |
| 2nd week | World Glaucoma Week | Health |
| 2nd week | World Salt Awareness Week | Health |
| 2nd week | National Feet Week | Health |
| c.10th March | National No Smoking Day | Health |
| c.16th March | Disabled Access Day | Social |
| c. 19th March | World Sleep Day | Health |
| c.20th March | International Day of Happiness | Health |
| c.20th March | World Storytelling Day | Cultural |
| Last week of March | Debt Awareness Week | Economic |
| Last week of March/into April | World autism week | Health |
| April | IBS Awareness Month | Health |
| April | Stress Awareness Month | Health |
| c.2nd April | International Children's Book Day | Cultural |
| c.2nd week April | Parkinson Awareness Week | Health |
| c. 7th April | World Health Day | Health |
| c.3rd week April | Allergy Awareness Week | Health |
| c.3rd week April | MS Awareness Week | Health |
| c.21st April | World Creativity and Innovation Day | Cultural |
| **Date/s** | **Theme** | **Wellbeing area** |
|  |  |  |
| 23rd April | World Book Night | Cultural |
| May | Local and Community History Month | Cultural |
| May | National Crime Reading Month | Cultural |
| May | National Share a Story Month | Cultural |
| 1st week May | Children's Book Week | Cultural |
| c.4th May | World Asthma Day | Health |
| c.2nd week May | Mental Health Awareness Week | Health |
| c.9th May | Peter Pan Day | Cultural |
| c.2nd week May | Dementia Action/Awareness Week | Health |
| c.13th May | National Numeracy Day | Economic |
| c.17th May | International Day against Homophobia, Transphobia and Biphobia | Social |
| c.2nd week May | Mental Health Awareness Week | Health |
| c.3rd week May | BookBug Week | Cultural |
| 1st two weeks of June | Hi VIS - Visually impaired in Libraries | Health |
| June | Audiobook Appreciation Month | Cultural |
| June | Pride month | Social |
| 1st week June | Volunteers week | Social  |
| c. Mid-June | Adult Learners week | Economic  |
| c. 15th June | National Reading Group Day | Cultural  |
| c. 3rd week June | Loneliness Awareness Week | Social  |
| c. 3rd week June | Men's Health Week | Health  |
| c. mid-June | Carnegie & Greenaway winners announced | Cultural  |
| 21st June | International day of yoga | Health  |
| c. last week of June | World wellbeing week | Health |
| c.23rd June | National writing day | Cultural |
| c. last week of June | Children’s art week | Cultural |
| **Date/s** | **Theme** | **Wellbeing area** |
|  |  |  |
| c. 2nd week July | Health information week | Health |
| c.15th July | World Youth Skills Day | Economic |
| c.30th July | Paperback Book Day | Cultural |
| c. 2nd August | National Colouring Book Day | Cultural |
| c.12th August | International Youth Day | Social |
| c.9th August | Book Lovers Day | Cultural |
| c.9th August | International Day of the World's Indigenous Peoples | Cultural |
| September | Festival of Learning Have a Go Month | Economic |
| September | World Alzheimer's Month | Health |
| c.6th September | National Read a Book Day | Cultural |
| 8th September | International Literacy Day | Cultural |
| 13th September | Roald Dahl Day | Cultural |
| c. 15th September | Pension Awareness Day | Economic |
| c. 3rd week September | National Coding Week | Economic |
| 23rd September | International Day of Sign Languages | Health |
| c.last week September | Banned Books Week | Cultural |
| c.26th September | European Day of Languages | Cultural |
| End September | Scottish Family Learning Festival | Cultural / economic |
| October | Black History Month | Cultural |
| October | International School Library Month | Libraries |
| 1st Thurs in October | National Poetry Day | Cultural |
| Early October | National libraries week | Cultural |
| 1st w/e October | Fun Palaces Weekend | Cultural / economic |
| 2nd week October | National Arthritis Week | Health |
| c.10th October | World mental health day | Health |
| c.27th October | National Tell a Story Day | Cultural |
| **Date/s** | **Theme** | **Wellbeing area** |
|  |  |  |
| November | Men's Health Awareness Month | Health |
| November | National Novel Writing Month | Cultural |
| November | Non-Fiction November | Cultural |
| November | Picture Book Month | Cultural |
| 1st week November | International Stress Awareness Week | Health |
| 1st/2nd week Nov | International Games Week in Libraries | Libraries |
| 2nd week November | Talk Money Week | Economic |
| c. 13th November | World Kindness Day | Wellbeing |
| c. 3rd week November | Alcohol Awareness Week | Health |
| c.3rd week November | Book Week Scotland | Cultural |
| c.3rd week November | Nursery Rhyme Week | Cultural |
| c. 3rd week November | National Mobile Libraries Day | Libraries |
| 1st December | World Aids day | Health |
| 5th December | International Volunteers day | Social |
| 21st December | National Short Story Day | Cultural |

(This information has been taken from a mega-spreadsheet prepared by Grainne Crawford and Cleo Jones at Edinburgh Library Service. If you wish to see the full spreadsheet contact grainne.crawford@edinburgh.gov.uk or cleo.jones@edinburgh.gov.uk )

Other ideas for date hooks include:

* Scotland Year of …. (2022 = Year of Stories; to take place [every two years](https://www.visitscotland.org/about-us/what-we-do/themed-years))
* Summer Reading Challenge
* [First Minister’s Reading Challenge](https://www.readingchallenge.scot/)
* Book awards, Scotland and UK wide e.g.
	+ [Costa Book Awards](https://www.costa.co.uk/behind-the-beans/costa-book-awards/welcome) (c. end January/early February)
	+ [James Tait Black Prizes](https://www.ed.ac.uk/events/james-tait-black) (August)
	+ [Saltire Society Book Awards](https://www.saltiresociety.org.uk/pages/category/scotlands-national-book-awards) (c.November)
	+ [Women’s Prize for Fiction](https://www.womensprizeforfiction.co.uk/) (June)
	+ [Booker Prize](https://thebookerprizes.com/) (November)
	+ British Book Awards (‘Nibbies’ by [The Bookseller](https://www.thebookseller.com/british-book-awards), May)
	+ [CILIP Carnegie & Kate Greenaway Children’s Book Awards](https://carnegiegreenaway.org.uk/) (June)
	+ [McIlvanney Prize](https://bloodyscotland.com/take-part/the-mcilvanney-prize/) (Scottish crime novel - Bloody Scotland festival, September)
	+ [Welcome Prize](https://wellcomebookprize.org/) (paused)

 There are others listed on the [Wikipedia page](https://en.wikipedia.org/wiki/List_of_British_literary_awards) for British book awards and links via the [Waterstone’s page](https://www.waterstones.com/category/cultural-highlights/book-awards) on book awards.

**Other sources of health planning dates:**

* NHS <https://www.nhsemployers.org/events/calendar-national-campaigns> - there are hundreds of health awareness days/weeks/months, some have been included in the table above, but there are many, many more to choose from.
* Awareness Days <https://www.awarenessdays.com/>

# 7. Evaluation

Gathering feedback is important to see what worked well and what worked less well. For many of the communication methods, the impact or result may be unknown. For example, a member of the public read the library email newsletter and a week later decided to borrow a self-help book for the first time.

Some methods can elicit immediate responses e.g. likes or shares on social media, although how many people subsequently take action and use the library services as a result of this is also difficult to measure.

If briefings are presented in person (or virtually) to staff, elected members or other groups of people, it’s possible to ask at the end if the information was useful and how the attendees might use it or take action.

When you are planning your communication, consider ‘what will success look like?’. Evaluation is likely to be an ongoing process throughout the delivery of the comms plan and may lead to changes to the plan as you work through it.

Some suggested evaluation measures include:

* number of click-throughs from an e-bulletin
* social media metrics (engagement, reach, comments, shares etc.)
* hits to your website, and to any specific wellbeing sections on the site - and engagement eg booked ticket to event
* loans of books from identified health collections
* attendance at events/activities, particularly health and wellbeing ones
* new members joining
* inclusion in future council policies
* increase in investment from local council/trust
* new stakeholders undertaking joint partnership activity/service
* media coverage before/after an event

# 8. Templates

### a) Planning table

The table below is an example of the planning you can do for your Comms Plan. Each audience group (identified in section 3 earlier) has several key messages specific channels which would be best suited to them. This is not set in stone and is just a suggestion to get you started.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Audience** | **What they need to know** | **Key messages - may need tweaking to suit audience** | **Key channels** | **Frequency** |
| Service users | What wellbeing services, resources and activities libraries offerHow libraries can help improve their wellbeingHow to access the library services | Libraries help improve people’s wellbeingLibraries provide useful, trusted health information in a range of formatsLibraries signpost people to other trustworthy resources and organisationsLibraries save you money, with newspapers, books, internet access, e-magazines, and audio books.Research shows that reading, whether for pleasure or to learn, has a significant impact on wellbeing.Libraries are inclusive, free and welcoming spaces | Library (e)-newsletterLibrary website & council/trust pagesSocial mediaLocal broadcast optionsFlyers & posters | Newsletter - monthly (different focus each time)Website – specific area for health & wellbeing; activities/events promotionSocial media – weekly, alternate the messagesLocal radio - before event speak on relevant programmesFlyers/posters - before events |
| Non users & general public | What wellbeing services, resources and activities libraries offerHow libraries can help improve their wellbeingHow to access the library services | Libraries are inclusive, free and welcoming spacesLibraries save you money, with newspapers, books, internet access, e-magazines, and audio books.Research shows that reading, whether for pleasure or to learn, has a significant impact on wellbeing.Libraries help improve people’s wellbeingLibraries provide useful, trusted health information in a range of formatsLibraries signpost people to other trustworthy resources and organisationsInteracting with staff, taking part in activities, and feeling part of a community in a welcoming and non-judgmental space, are all key social wellbeing benefits of public libraries.Creative opportunities, from crafts to writing, are supported and encouraged by libraries.Libraries have an extensive community spread through their local branches and online services | Library (e)-newsletterLibrary website & council/trust pagesSocial mediaLocal broadcast optionsFlyers & posters | Newsletter - monthly (different focus each time)Website – specific area for health & wellbeing; activities/events promotionSocial media - weekly, alternate the messagesLocal radio - before event speak on relevant programmesFlyers/posters – general H&WB ones; specific ones for events/activities |
| Volunteers | Opportunities available in the library Benefits of taking part  | Interacting with staff, taking part in activities, and feeling part of a community in a welcoming and non-judgmental space, are all key social wellbeing benefits of public libraries.Libraries have an extensive community spread through their local branches and online servicesLibraries are cultural centres which create a sense of place, a sense of community and bring the world to the library user. | Library (e)-newsletterLibrary website & council/trust pagesSocial mediaThird sector/ local organisations (their newsletters etc.) | Newsletter - monthly Website – specific area for volunteer opportunitiesSocial media - once a monthOther organisations – depends on their mailing frequency or other opportunities  |
| Library staff | How various library activities contribute to different types of wellbeing The different elements of wellbeing (social, cultural, economic and health)What local wellbeing policy targets / objectives are | Libraries contribute to wellbeing in many areas including social, economic, cultural and health and wellbeing. “Scottish libraries are social spaces, physical and virtual, where people learn, share, participate and create; where everyone is equal and everyone is welcome; and where improving our shared wellbeing is at the heart of the service.” [The wellbeing toolkit statement]Libraries help local authorities meet their local wellbeing policy objectives / targets  | Staff briefings Staff training Specific presentationSpecific briefing / report | Depends on local frequency, but possibly monthly or quarterly to choose a different library service or activity and show how it benefits wellbeing, and use the wellbeing toolkit Specific presentation or report every six months or year |
| Council / Trust staff | How libraries contribute towards different types of wellbeing Investment in libraries brings direct and indirect benefits to people’s wellbeingThe range of relevant wellbeing services and activities available through the library network and onlineLibrary services are there for council/trust staff to use | Libraries contribute to wellbeing in many areas including social, economic, cultural and health and wellbeing. “Scottish libraries are social spaces, physical and virtual, where people learn, share, participate and create; where everyone is equal and everyone is welcome; and where improving our shared wellbeing is at the heart of the service.” [The wellbeing toolkit statement]Libraries help local authorities meet their local wellbeing policy objectives / targets Libraries save you money, with newspapers, books, internet access, e-magazines, and audio books. Libraries are inclusive, free and welcoming spaces | Internal newsletters / staff briefings IntranetNoticeboards  | Newsletters / briefings – quarterly include different wellbeing topic and/or promote events (latter more frequently) Intranet – if available - dedicated library area, events pagesNoticeboards – posters for events / activities |
| Elected members | Libraries save health services moneyLibraries have incredible reach in terms of different people, groups, communitiesLibraries contribute towards social, cultural, economic and health wellbeing. | Libraries help local authorities meet their local wellbeing policy objectives / targetsPublic libraries help NHS Scotland save an estimated £3.2m every year as a result of people using their services and activities – at a local level this could translate to considerable savings for some servicesInvestment in libraries brings direct and indirect benefits to people’s wellbeingEveryday thousands of people benefit from free internet access and opportunities to learn, read and develop new skills with the public library service. | Specific briefing / reportPresentation / talk  | Dependent upon slot given to libraries at relevant meetingsQuarterly / every six months / annually  |
| Community groups | Which wellbeing services, resources and activities libraries offerLibraries work with local groups on a range of relevant wellbeing issuesHow to access the library servicesSize of library reach (people, area)Which library wellbeing services/activities relate to the group’s goals | Libraries are inclusive, free and welcoming spacesLibraries have an extensive community spread through their local branches and online servicesLibraries are cultural centres which create a sense of place, a sense of community and bring the world to the library user.Creative opportunities, from crafts to writing, are supported and encouraged by libraries.Libraries signpost people to trustworthy health resources and organisations | Social media (Facebook, Twitter, Instagram, YouTube, others) with @ reference to appropriate groupsSpecific or general briefing /update Presentation / talk (for staff)Stakeholder meeting / update | Social media – monthlyBriefing – quarterly on different topics; annual if generalPresentation / meetings – as requested; every six months  |
| Organisations(these may need more tweaking as the range of relevant organisations is very broad) | Size of library reach (people, area)Which library wellbeing services/activities relate to the organisation’s goalsLibraries work with local groups on a range of relevant wellbeing issuesHow to access the library services | Libraries are inclusive, free and welcoming spacesLibraries have an extensive community spread through their local branches and online servicesLibraries are cultural centres which create a sense of place, a sense of community and bring the world to the library user.Creative opportunities, from crafts to writing, are supported and encouraged by libraries.Libraries signpost people to trustworthy health resources and organisations | Social media (Facebook, Twitter, Instagram, YouTube, others) with @ reference to appropriate groupsSpecific or general briefing /update Presentation / talk (for staff)Stakeholder meeting / update | Social media – monthlyBriefing – quarterly on different topics; annual if generalPresentation / meetings – as requested; every six months Annual updates depending on the organisation |
| Stakeholders(these may need more tweaking as the range of relevant stakeholders is very broad) | Size of library reach (people, area)Libraries work with local groups on a range of relevant wellbeing issuesWhich wellbeing services, resources and activities libraries offer | Libraries are inclusive, free and welcoming spaces“Scottish libraries are social spaces, physical and virtual, where people learn, share, participate and create; where everyone is equal and everyone is welcome; and where improving our shared wellbeing is at the heart of the service.” [The wellbeing toolkit statement]Libraries help local authorities meet their local wellbeing policy objectives / targets Investment in libraries brings direct and indirect benefits to people’s wellbeingEveryday thousands of people benefit from free internet access and opportunities to learn, read and develop new skills with the public library service. | Social media (Facebook, Twitter, Instagram, YouTube, others) with @ reference to appropriate groupsSpecific or general briefing /update Presentation / talk (for staff)Stakeholder meeting / update | Social media – monthlyBriefing – quarterly on different topics; annual if generalPresentation / meetings – as requested; every six months Annual updates depending on the organisation |
| Influencers  | Key media-friendly facts & figures about libraries and wellbeing  | Public libraries help NHS Scotland save an estimated £3.2m every year as a result of people using their services and activitiesOther facts and figures from the infographics  | Social mediaBlogs, website | Social media – around relevant ‘hooks’, dates, activities etc.Blog, website – as appropriate e.g. if the person is coming to an event highlight before and after  |

### b) Action Plan

Although planning creates several tables (or however you collate the information), and the above may feel like a big task, you may wish to create another planning tool where you specify what you’ll do and when, and what the result was - see the draft Action Plan below.

You can adapt this to suit your library service - you may want to have a column for estimated costs/budget and/or who will undertake the work.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Message** | **Channel** | **Audience** | **Impact / result** |
| 2nd Feb | [World Read Aloud Day]“Reading for just six minutes a day can reduce stress levels by 68%”& refer to any library reading groups  | Social media | Public |  |
| 4th Feb | [World Cancer Day]“We have trusted cancer information in many formats for you and your family” Summary of cancer support groups or referral services locally,  | Social media Briefing to local cancer support groups [do this several weeks in advance of 4th Feb] | Public Cancer groups – promote services, resources and activities available for them to share with their clients |  |
| 2nd week of Feb | [Promote health & wellbeing events coming up in March] | Social mediaNewslettersPress and local mediaPosters, flyers | Public, staff |  |
| 3rd week of Feb | Economic wellbeing messages  | Staff briefing | Staff – internal |  |
| 4th week of Feb  | Case study published | Social media – link to …:Blog / website featuring the case studyFeature in newsletter | Service users & non usersCouncil/trust staffLocal community groups / stakeholders  |  |
| End April | Previous year’s health and wellbeing successes (facts and figures, quotes) – infographic or summary report  | Staff briefingWider organisation’s reportBriefing for external stakeholders  | Staff Council / TrustStakeholders  |  |