State Library of Oregon

Early observations

Initial assessment of communications

State Library of Oregon

Communication goals

Based on Coraggio Group study

1. Build awareness of State Library and services. What is value and how do I use it?
2. Coordinate outreach across divisions as much as possible.
3. Need to work on “shared language” to use across divisions. (our brand story).
4. State employees (specific audience)
   - **We will help you find** the information, training, resources to do your job

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Current channels

- Website
- Social media
- ListServ
- Newsletters
- Events
- Table at other agencies (in person)
- Embedded librarians
- Consulting
- Brochures

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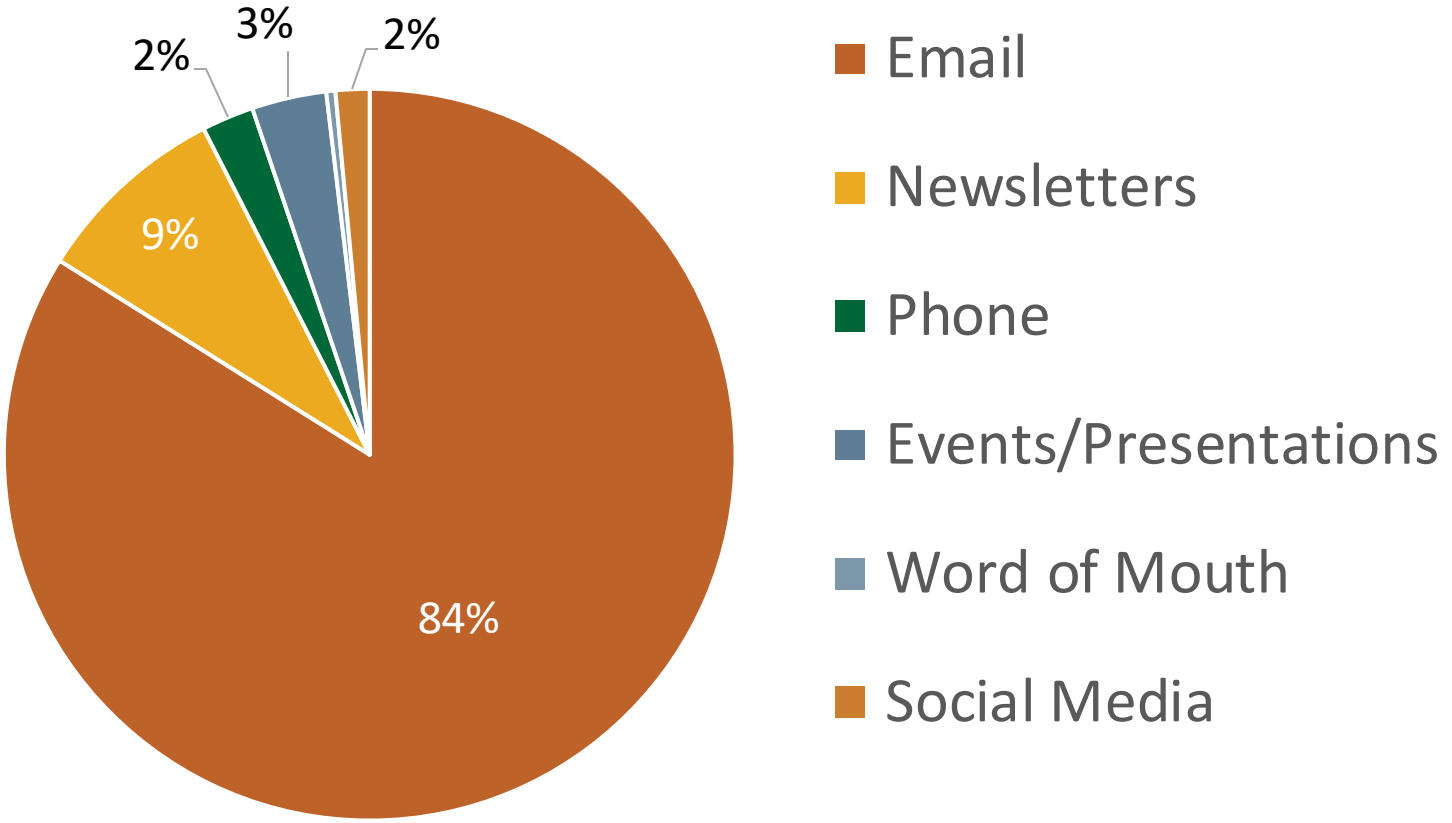
Current channels

People prefer to hear from us through ...



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Current channels

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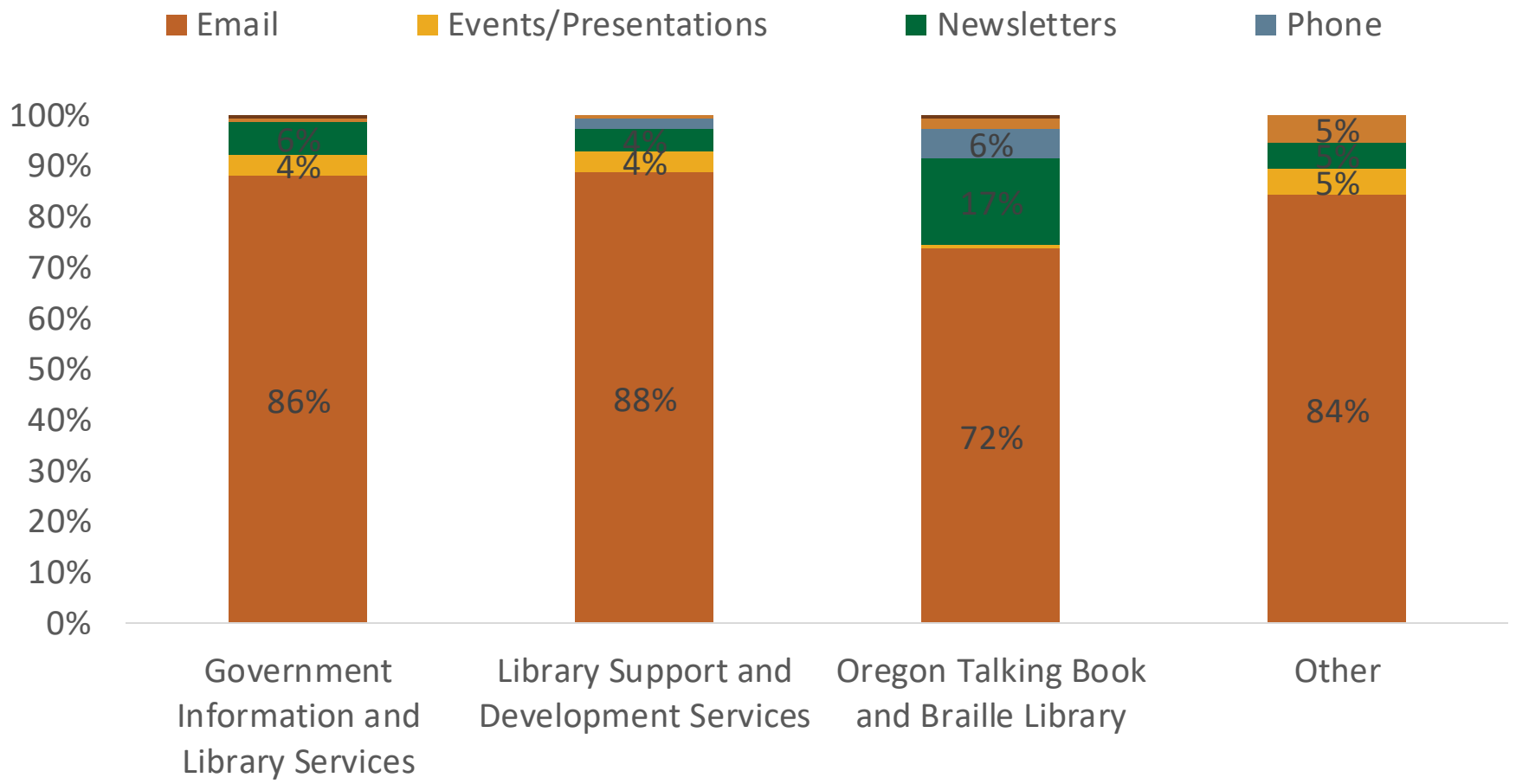

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Current channels

- Email (newsletters, e-blasts):
  - Best way to create/deliver
- Assess new website:
  - What works, what to change
  - Look at other agencies
  - Differences (where am I?)

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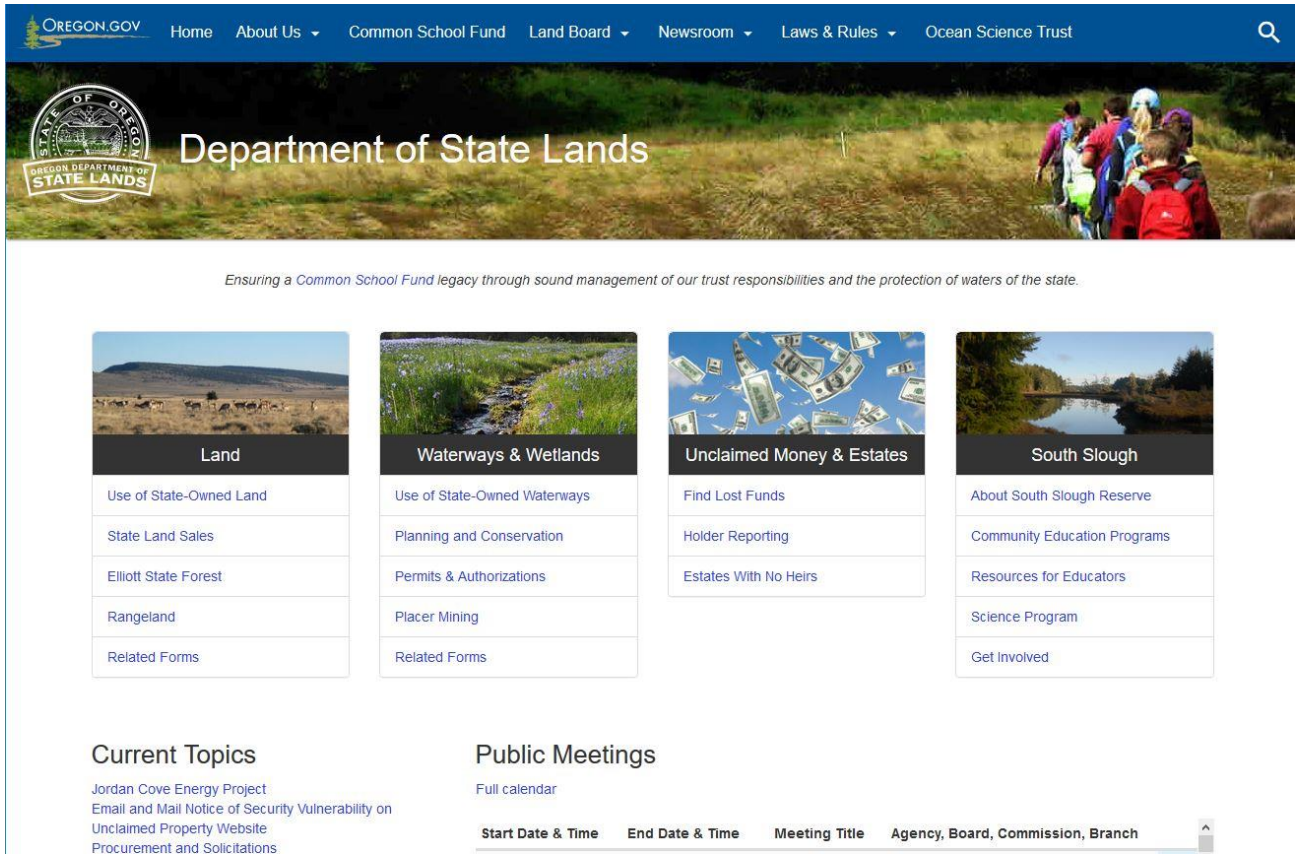
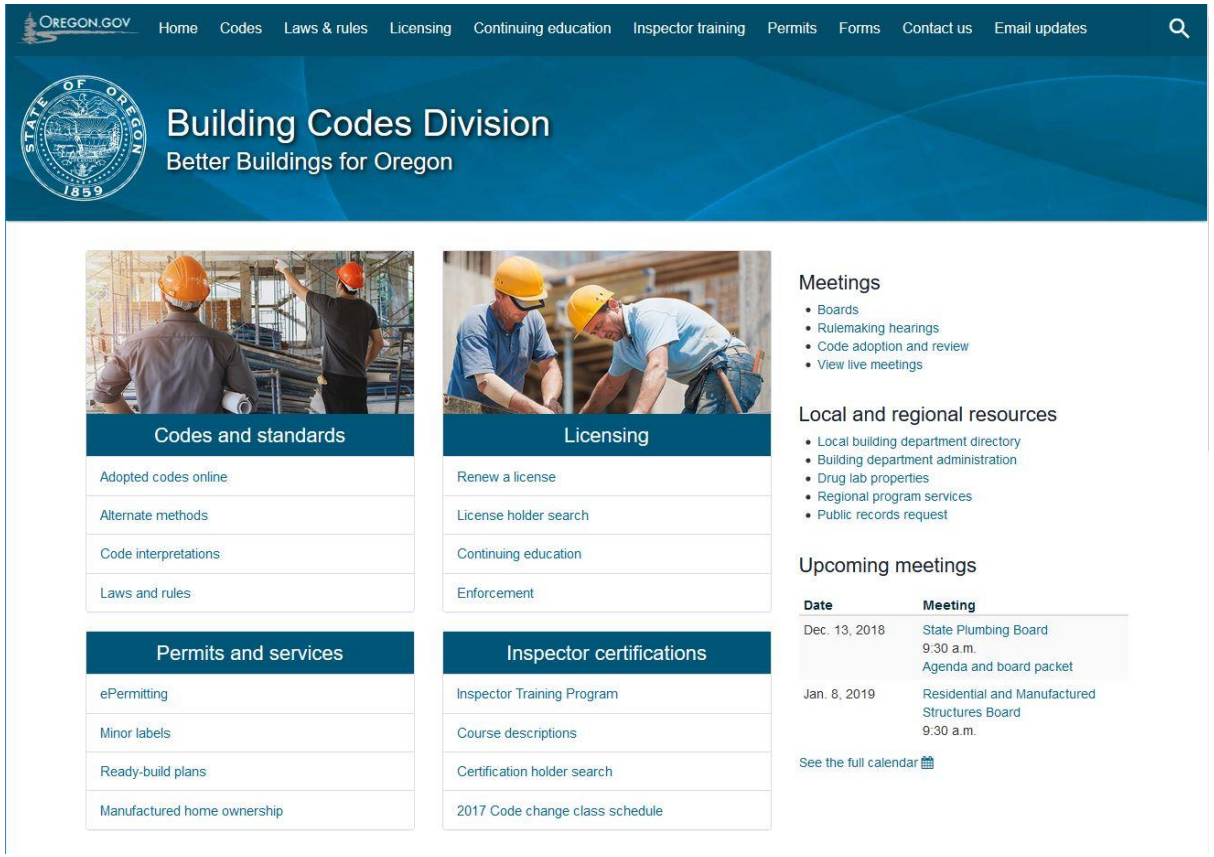
Current channels





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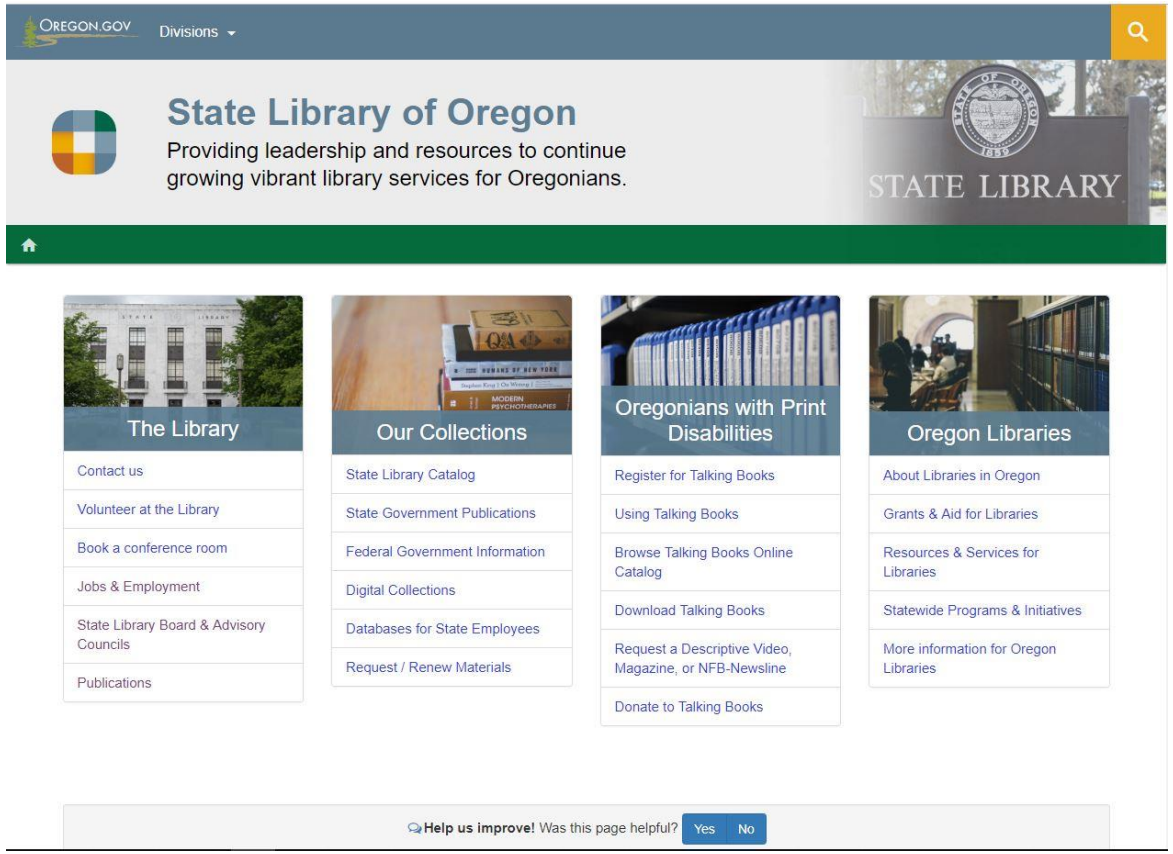
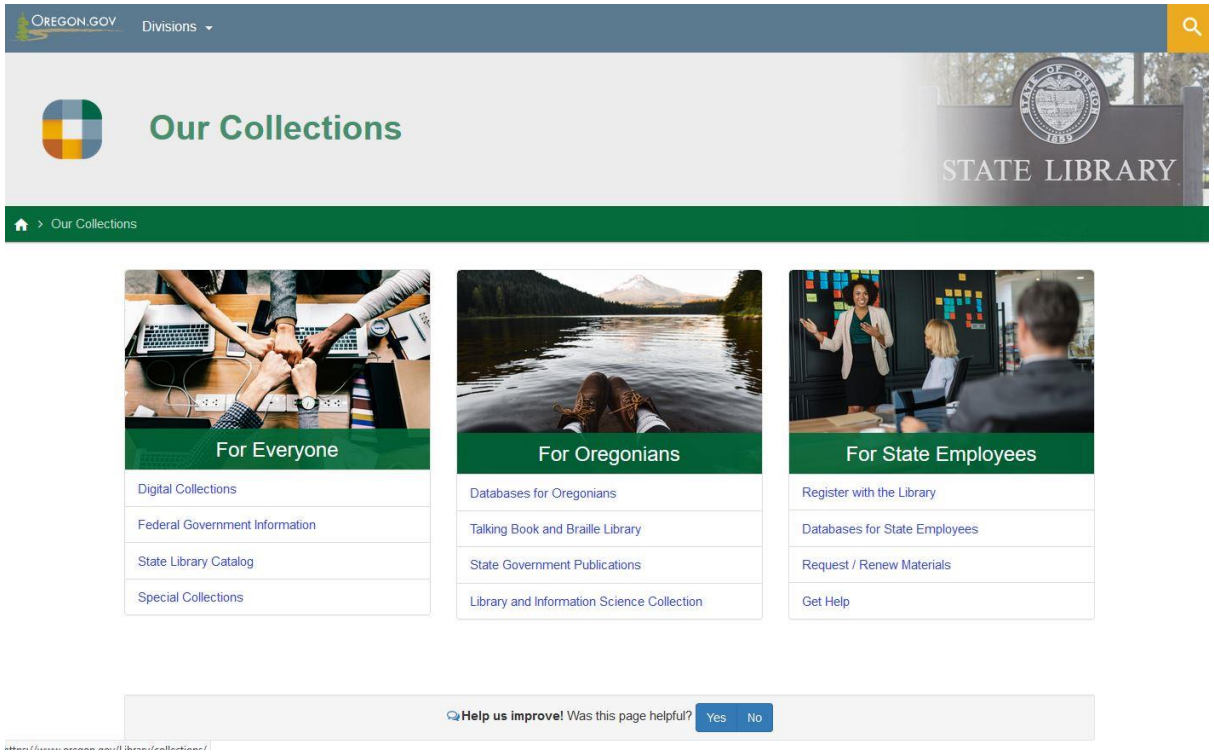
Current channels





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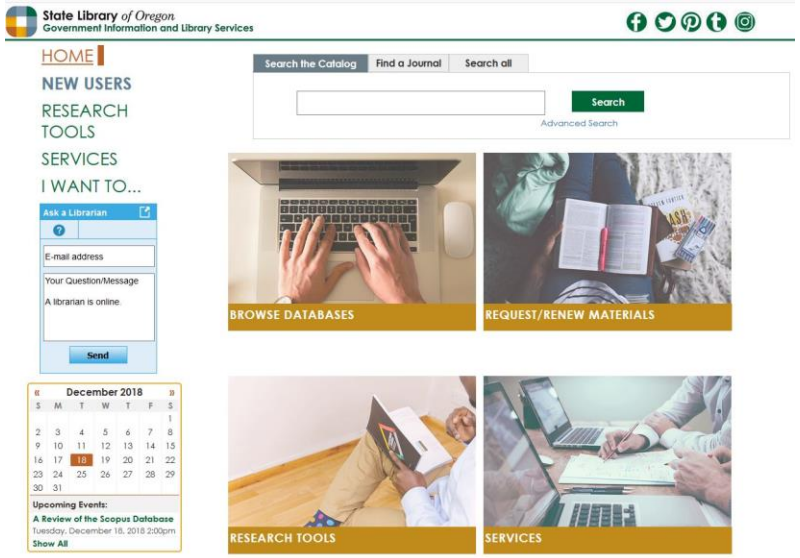
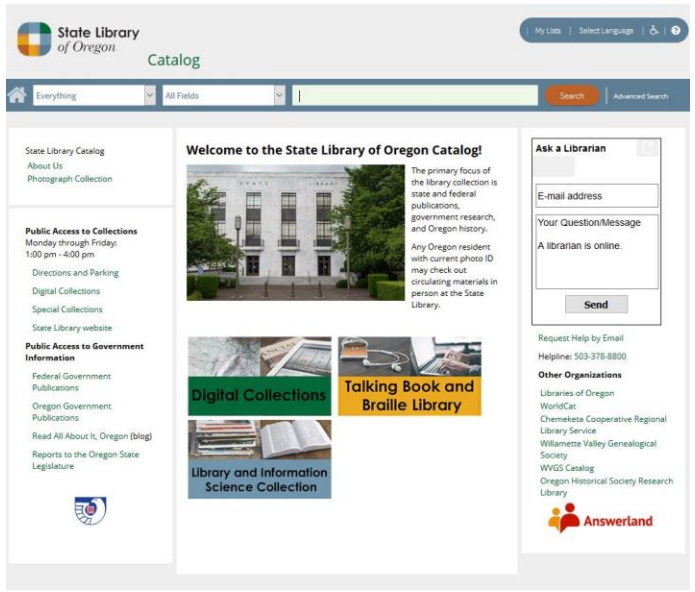
Current channels





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Current channels

- Social media
  - Define goals/call to action
  - Consolidate?
  - Guidelines
  - Ways to improve engagement
    - Photos of trainings or embeddeds working with state employees
    - Announcements (visits, trainings, grant opps, etc.)

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To do

- Create agency-wide communications plan/editorial calendar
  - Try to use theme across channels/divisions
- Continue to refine website to make sure people can find info, resources such as Safari
- In what areas can we actually create more awareness?

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To do Gov't Services

- Ways/tips for embedded librarians to do outreach
- Use "success stories" as examples of how we help
- Connect with HR/Communications in agency to get info out to new employees
- Use trainings as a way to do outreach