



My Library Is...

Status Report for RAILS Board January 2021

Background/Introduction

RAILS developed our My Library Is... campaign in response to feedback from all types/sizes of libraries asking for help telling their story and promoting their value to different stakeholders. We officially introduced the campaign via the debut of the [My Library Is... website](#) in July 2019.

At the July 2020 RAILS Board meeting, we shared [a report](#) on the first year of the campaign and a plan for year two. At the January 15, 2021 board meeting, we will discuss recent campaign developments and highlight some of our plans for the remainder of FY 2021.

My Library Is... Website

The website is one of our primary ways of sharing information/tools to help members tell their stories and to help them share best practices/ideas.

- The top five pages for FY 2021 thus far, other than the home page, are:
 - [Blog](#) page
 - “The Virtual Life of Outreach or How to Remain Relevant in the Time of Social Distancing” [blog post](#) (Fountaindale Public Library District)
 - “Sidewalk Obstacle Course” [blog post](#) (Illinois Prairie District Public Library)
 - Library Stories page
 - “How E-Content Bridged the Gap during Library Building Closures” [blog post](#) (RAILS)
- Wednesday remains the day of highest website usage (day RAILS E-News is published with at least one article about My Library Is...)
- Libraries are still visiting the [Sharing Showcase](#), but other than videos, they are not posting new content to this section
- Goal is to double the number of website pageviews from FY 2020
 - FY 2020 pageviews – 27,355
 - FY 2021 pageviews so far (July – December 2020) – 11,951

Recent Developments

- Enhancing blog page on My Library Is... website – combined blog posts with stories, added tags, made blog posts searchable
- Forming My Library Is... Advisory Group, with staff from all types of libraries
- Targeting [My Library Is... grants](#) at school libraries
- Regular promotion of campaign to Association of Illinois School Library Educators (AISLE) Board – including talking points for school libraries
- Increased collaboration with Illinois Library Association

Plans for Second Half of FY 2021

- Continue to develop blog section of website and to recruit additional blogs posts/stories
- Reintroduce [Elders of the Internet](#) video close to the anniversary of its debut (February 14 – Library Lovers Day) via social media campaign and other publicity
- Find ways to keep [talking points](#) for all types of libraries uppermost in the minds of library staff
- Meet with Illinois Heartland Library staff to discuss ways they can partner with us on the My Library Is... campaign and website
- Conduct survey (with IHLS) of all Illinois libraries to determine how we can best help them tell their stories through the My Library Is... campaign
- Determine what changes to make to the My Library Is... website, including the Sharing Showcase, based on survey and other feedback
- Continue with [plan for year two](#) of the campaign shared with board in July 2020

How the RAILS Board Can Help

- Spread the word about the My Library Is... campaign and website to other board and/or staff members at your library and at other RAILS libraries
- Spread the word about the [talking points](#) to staff/trustees at your library and to staff/trustees at your type of library. The talking points cover a wide range of topics and can be used in a variety of situations and with a variety of audiences (library users, administrators, funders, elected officials, colleagues, family, friends, neighbors, etc.)

- Spread the word about the [Elders of the Internet](#) video as a great way for libraries of all types to show why they are needed more than ever in the internet age. Share our [ideas for promoting the video](#) with your library and/or library type.
- Contribute blog posts/stories or other content to the My Library Is... website, and/or encourage staff from your library and/or type of library to contribute
- Share your feedback on how RAILS can help your library and/or type of library via the campaign
- Invite staff from your library and/or library type to share feedback on how RAILS can help them via the campaign by contacting communications@railslibraries.info