



My Library Is... Campaign

Presentation for RAILS Advocacy Committee

Thursday, June 8, 2023

Purpose of the campaign

The Reaching Across Illinois Library System (RAILS) developed the My Library Is... campaign to help member libraries tell your stories and prove your library's value to stakeholders, including: current and potential library users, funders, governing boards, parent institutions/companies, colleagues, elected officials, and more.



Campaign resources

- Dreams Take Flight/Elders of the Internet videos
- Downloadable My Library Is... talking points documents for all four types of libraries
- My Library Is... grant program
- Training webinars
- Links to outside resources



Sharing Showcase

- Over 81 videos from libraries all over the country
- Downloadable style guides, marketing plans, press releases, and printables
- Available to anyone; only staff w/ L2 accounts can post items



Blog

- Over 200 blog posts representing all library types
- The most popular page on the MLI website
- Topics include advocacy, marketing, new ideas/programs
- Shared w/ ILA for legislative anecdotes
- Available to anyone; only staff w/ L2 accounts can post items

Other resources

- Advisory team – helps write blog posts, helped plan events, and determine the future of the campaign
- Video series:
 - My Library Is... Conversations – 9 videos
 - Specialized Library Spotlight – 12 videos
- Conference presentations:
 - AISLE Annual Conference – 2019
 - ILA Annual Conference – 2019
 - ILA Annual Conference – 2020

How you can help

- Encourage coworkers/colleagues to help us write blog posts
- Encourage coworkers/colleagues to add resources to the Sharing Showcase
- Share Dreams Take Flight/Elders of the Internet videos
- Share talking points documents w/ community stakeholders