Building Your Library Association

Slides: Topic 9: Communication

International Federation of
Library Associations and Institutions

Learning Objectives

- At the completion of this topic you should be able to:
  - Describe the importance of effective communication for an association
  - Describe the essentials of effective communication
  - Identify common methods of communication for an association
  - Describe the characteristics of an effective messenger
  - Explain the reasons it is important to have a communication plan for your association

Communication skills

- Who do you need to communicate with?
- All stakeholders about the plans and achievements of the association
- The message – what are the essentials of effective communication?
- Simple and clear message – keep it brief and as simple as possible
- Know your audience and target their needs/interests in relation to the priorities for the association

Communication methods

- Reports
- Emails – with caution
- Public meetings
- One-on-one meetings
- Group meetings
- Telephone
- Submissions
- Letters – private and public
- Brochures, leaflets
- Web site

Effective messengers

- Knows how to get and use resources
- Is an effective communicator - with a range of target groups
- Knows how get meetings with decision makers (or who else can get them)
- Follows up – and says thank you
- Understands it is not about them – that the focus is on those with whom you wish to communicate and what they need to know

Activity 14: Communication Strategy

- Draft a communication strategy for membership services in your library association
- Communication strategies should include all stakeholders, including funding bodies, and the audience being targeted by the initiative, in this case, membership services
- For each stakeholder group associated with membership services, document what information they need to receive, how often and using what medium
- Consideration of both internal and external communication methods is important in this exercise
- See **Annex 8** for a communication strategy template