



COMMUNICATIONS PLAN FOR ***THE LAUNCH OF SOUTH AFRICAN LIBRARY WEEK***

LIBRARY AND INFORMATION ASSOCIATION OF SOUTH AFRICA (LIASA)

DATE:

VENUE:

THEME:

DRAFT 1

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1. INTRODUCTION

This introduction provides the purpose and scope of this document and the background and objectives of communications activities. (The contents of this Plan is based on the SALW 2017 and details will change every year.)

1.1 PURPOSE OF THE DOCUMENT

This section outlines the purpose of the Communications Plan.

This Communications Plan outlines the overall approach for communicating with stakeholders about SALW 2017.

- It outlines key messages, describes key stakeholders, and describes communications activities and how their success will be evaluated. It also provides a communications budget and communications schedule.

1.2 SCOPE OF THE DOCUMENT

This section outlines the scope of the Communications Plan. For example, if the plan only covers internal communications for a particular phase of a project or excludes certain activities that will be done by another party, that information should be provided here.

This Communications Plan covers the Pre-Event, During Event and After-Event communications of all internal and external stakeholders / parties involved in the event, relating to:

- Media,
- Website,
- Social Media,
- Internal Communication,
- Branding

1.3 PROJECT BACKGROUND

This section provides a brief background (Rationale) on the project being supported by this Communications Plan. Keep this section brief -- half a page or less. (Please note: Content is based on the SALW 2017 Communications Plan. Every year the venue, year and themes will change.)

South African Library Week (SALW) is an annual event which was initiated in 2001 by the Library and Information Association of South Africa (LIASA) to be a commemorative period recognized by government. During this prestigious event all types of libraries across the

country use this opportunity to market their services in an effort to contribute to the understanding of the important role that libraries play in a democratic society, advancing literacy, making the basic human right of freedom of access to information a reality, and to promote tolerance and respect among all South Africans.

The Library and Information Association of South Africa (LIASA) is celebrating South African Library Week from **18-26 March 2017** with the theme *“My Library, your library”* and sub-themes: *“My Library, My Home”*, *“Mind your Library”* and *“Tell me about your Library”*.

The National Launch will be held at the **Sunrise View Primary & Secondary Schools, Bojanala, Retladirela, 14133 Molapo Drive, Rustenburg, North West Province, on Friday, the 17th of March 2017.**

The theme *“My Library, Your library”* takes libraries into the heart of the community and strives to awaken a sense of ownership in each community member. Although not recognized as such, a library nourishes and sustains its community so this theme encourages and motivates members of our society to reflect on the role and value of libraries in their lives. The theme encourages people to take libraries to heart and to treat these as their homes so that destroying libraries and burning books becomes unthinkable.

“My Library, Your Library” is a reminder to all library users that the library is a communal space that caters to specific needs whether these are educational, social, recreational or informative. The sub-themes: *“My Library, My Home”*, *“Mind your Library”* and *“Tell me about your Library”* encourage the conversation from the community’s perspective on the importance they attach to libraries. It is intended that this dialogue will not only amplify the recognition of the place of libraries in communities but also that communities will make input to the ideal present day library thereby, making it an indispensable part of their everyday lives.

1.4 COMMUNICATIONS OBJECTIVES

This section lists the main objectives of communications activities.

- Highlight the SALW theme and its objectives.
- Profile librarianship as a profession.
- Create awareness about the role that libraries play in educating communities and the nation at large.
- Promote access to information.

2. COMMUNICATION PLAN

2.1 KEY MESSAGES

Key messages are the three or four most important statements about a project the team wishes to share with stakeholders. They should communicate both key facts and motive.

THEME: MY LIBRARY, YOUR LIBRARY

This theme is a reminder to all library users that the library is a communal space that caters to specific needs whether these needs are educational, social, recreational or informative.

MESSAGES:

- **Creating awareness of the role of and celebration of libraries:**
 - Libraries across the country use this annual event as an opportunity to market their services to the users, the broader community, civil society as well as decision makers
 - The theme strives to awaken a sense of ownership in each community member and motivates them to take libraries to heart and treat them as their homes so that the destroying of libraries and burning of books becomes unthinkable.
- **Promoting Outreach and Advocacy:**
 - Promoting the services through information materials and branded souvenirs that promote library use via community outreach, library programmes, promotional launches and media interaction
- **Encourages conversation and dialogue about the importance of libraries in the community**
 - It is intended that this dialogue will not only amplify the recognition of the place of libraries in communities, but also that communities will make input to the ideal present day library and thereby making it indispensable part of their everyday lives.
- **Create awareness about the role that libraries play in educating communities and the nation at large:**
 - Libraries nourishes and sustains its community and therefore members of society are encouraged to reflect on the role and value of libraries in the community.
- **Creating awareness about our National heritage:**

- Encouragement of national pride in our country's intellectual and literacy heritage
- **Promote access to information:**
 - Making the basic human right of freedom of access to information a reality and giving life to the NDP vision especially Outcome 14 which seeks to help in the Building of a Reading Nation.

2.2 BRANDING AND VISUAL IDENTITY

If a brand or visual identity is being developed for the project, this section summarizes related activities and any known requirements.

Branding with campaign look and feel to be developed

For LIASA the following will be produced:

- One Backdrop banner / Pull up banner
- Three Telescopic (event look and feel)

Partners: DAC as main sponsor to bring:

- Three Telescopic
- Two Pull up banners

Other partners

- Two Telescopic
- One Pull up banner

Exhibition site

- One gazebo per partner
- One pull up banner at the Exhibition

2.3 KEY SPOKESPERSONS

This section provides key spokespersons of the key stakeholders – both internal and external.

Spokespersons

- Minister/Deputy Minister of the Department of Arts and Culture
- LIASA President/ President Elect
- National Librarian/ Deputy National Librarian
- Heads of Communications from the Department of Arts and Culture, LIASA and NLSA

2.4 STRUCTURES AND PROCESSES

This section provides the structures and processes with regard to the formation of a communications team and communication with key stakeholders – both internal and external. It also lists the recommended communications vehicles.

A communications team comprising of LIASA, Department of Arts and Culture, NLSA, Representatives from North West (e.g. MEC SRAC, MEC BE)

- LIASA will provide content for the development of communication products.
- Media Liaison contact person: in all LIASA Branches there should be a LIASA Media liaison contact person to provide information on SALW2017 in a mother tongue language.
- Media invitations/statements/speeches will be sent to the media database of all concerned stakeholders.
- Broadcast proposal/media alerts should be sent to SABC, SABC Channel Africa, Morning Live, SA FM After8 Debate, Soweto TV, Caxton Magazine, ETV (Sunrise), Metro FM, SA FM Literacy Programme, BBC, Sky News, CNN, and TV soapiers.

Targeted media:

National Newspapers, and Community Newspapers Radio and TV channels; E.g. Tshwane Sun, Media 24, Daily Sun, Citizen, The Star, Sowetan, SA FM, GCIS, Kaya FM, Radio 702, Business Day, Motweding FM, Sowetan, Caxton, SABC news, Mughana Lonene FM, Thobela FM, Ukhosi FM, Umhlovo we nene FM, Ligwalagwala FM, Phalaphala FM, Ikwekwezi FM, The Times, Beeld newspaper, Radio Today, ETV,

Radio Bushbugridge, SABC radio, Metro FM, Pretoria News, Morning Live, Soweto TV, RTGA Media (DRC), SA FM After 08h00 Debate, City Life Arts Magazine, City Press, Sunday World, Foreign Exchange, CNN, BBC News, SABC Channel Africa, Rainbow FM, Jozi FM.

2.5 COMMUNICATION ACTIVITIES AND EVENTS

*This section lists the project's communications activities and events. It first itemizes **Pre-Event activities**, which happen repeatedly and may include regular meetings, regular status reports, or the periodic release of a media statement. It also itemizes **During the Event activities**, which often happen only once, and may include such things as a project launch meeting with stakeholders, and lastly the **Post Event activities** which includes evaluating the communication effectiveness.*

2.5.1 PRE-EVENT:

Media, Website, Internal Communications

- Audience
- Communications opportunity
- Communications Activity
- Time frame
- Cost
- Responsibility
- Status

2.5.2 DURING EVENT:

Media, Website, Internal Communications

- Audience
- Communications opportunity
- Communications Activity
- Time frame
- Cost

- Responsibility
- Status

2.5.3 AFTER EVENT:

Media, Website, Internal Communications

- Audience
- Communications opportunity
- Communications Activity
- Time frame
- Cost
- Responsibility
- Status

2.6 ROLES AND RESPONSIBILITIES

This section outlines the roles and responsibilities of staff undertaking communications activities. It should align with the overall project organization chart and role descriptions as outlined in the Project Plan and provide more detail.

NAME	TITLE AND ROLE

APPENDIX A: COMMUNICATIONS PLAN (EXAMPLE of SALW 2017)

Insert here the communications plan as outlined in 2.5 above.

PRE-EVENT

AUDIENCE	COMMUNICATIONS OPPORTUNITY	COMMUNICATION ACTIVITY	TIME FRAME	COST	RESPONSIBILITY	STATUS
MEDIA						
Public And Media	Publicize the Launch Event	Sending media alert /media statement	28 February	None	LIASA	
		Advertorial to Sunday Times/ Independent News/AD24	02 March	LIASA,DAC	LIASA	
		Sending Media Release to Community Newspapers	03 March	None	LIASA	
		Draft and issue media invitation: all partners will distribute the same media invitation to the media	06 March	None	LIASA & Partners	
		Radio announcement	06 March	None	LIASA & Partners	
		Media RSVP: LIASA will consolidate the final list	10 March	None	LIASA	
		Facilitate media interviews and prepare interview schedule	10 March	None	LIASA & Partners	
		Prepare Media pack	11 March	None		
		Broadcast Proposal/ Media Alert to:	14 March	None		

		SABC, Morning Live, SAFM, Soweto TV, Caxton Magazine, ETV, Metro FM, SAFM Book Programme, etc.				
		Continues	15 March	None	LIASA & Partners	
WEBSITE						
Public and Media	Publicize the Launch event	Place a moving message at the website, under news, calendar and Facebook page, listserv and Intranet. Create link to LiASA Website All partners to publicize the event in their respective websites.	28 February	None	LIASA & Partners	
		Finalize branding for the event: (co-branding at the formal event venue)	11 March	None	NLSA & Partners	
SOCIAL MEDIA						
		Develop social media banner for the duration of the campaign:				

		<ul style="list-style-type: none"> • Subtheme social media banner, focussing on the weekly theme • Each week will have its own # with #My Library, Your Library” being the main one • Sub-themes per week until the campaign end • 20-24 March: # “My library, My home” • 27-31 March: # ”Tell me about your Library” • Key messages will be used as part of the content • Banners will also be placed on the website • Increase footprint by tagging each other. Provide handles 				
INTERNAL COMMUNICATIONS						
Public and Media	Publicize the launch event	Awareness of the event to the library staff: <ul style="list-style-type: none"> • Notice boards • Email • Email, Banner with library week dates 	Period of 06 – 26 of March	None	LIASA & Partners	
		Posters	Period of 06 – 26 March			

		<ul style="list-style-type: none"> • Posters will be placed within and outside the libraries • Posters to be circulated around other libraries, schools and other relevant stakeholders 				
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DURING EVENT

AUDIENCE	COMMUNICATIONS OPPORTUNITIES	COMMUNICATIONS ACTIVITIES	TIME FRAME	COST	RESPONSIBILITY	STATUS
MEDIA						
Public and media	Publicize the launch event	Issue media statement and media packs	17 March	None	Spokespersons of LIASA & Partners	
		Media interviews at the event	17 March	None	Spokespersons of LIASA & Partners	
		Monitor coverage	Ongoing	None	LIASA and Partners	
WEBSITE						
Public and media	Publicize the launch event	Update website	Ongoing	None	LIASA & Partners	
BRANDING						

Public and media	Publicize the launch event	<p>Brand the venue</p> <p>Branding with campaign look and feel to be developed (please confirm)</p> <p>The following will be produced: One Backdrop banner / Pull up banner Three Telescopic (event look and feel)</p> <p>PARTNERS DAC as main sponsor to bring: Three Telescopic Two Pull up banners</p> <p>OTHER PARTNERS Two Telescopic One Pull up banner</p> <p>EXHIBITION SITE One gazebo per partner One pull up banner at the Exhibition</p>	16/17 March	None	LIASA & Partners	
SOCIAL MEDIA						
Public and media	Publicize the launch event	<p>Update Social media platforms on proceedings of the day</p> <p>Increase footprint by tagging and retweeting each other's post</p>				

POST EVENT

AUDIENCE	COMMUNICATIONS OPPORTUNITIES	COMMUNICATIONS ACTIVITIES	TIME FRAME	COST	RESPONSIBILITY	AUDIENCE
MEDIA						
Public and media	Media monitoring	Monitor media coverage	During and post event	None	LIASA & Partners	
		Media Interviews	During and post event	None	LIASA & Partners	
		Draft Exit report: LIASA to Draft Exit report	29 March		LIASA	
		Obtain copies of media interviews and mentions in the printed media for the LIASA website and for archival purposes	Pre, During and post event	Not sure of cost	LIASA	
SOCIAL MEDIA						
Public and media	Campaign closure	27-31 March: Update content under "Tell me about your Library" Assess social media campaign impact	31 March	N/A	ALL	

APPENDIX B: COMMUNICATIONS BUDGET

Insert here a budget for communications activities. This budget should be consistent with the overall Project Budget but provide more detail on the cost of communications activities such as designing and printing materials and hosting events.

- **Income**

- **Expenses**

APPENDIX C: COMMUNICATIONS SCHEDULE

Insert here a schedule for communications activities. It must be consistent with the overall Project Schedule, but it should include more detail on the timing of communications activities and events.