



Newsletter

Information that matters for people who work in libraries

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The theme of this month's newsletter is storytelling, and promoting your library.

Marvellous Marketing toolkit

Spark Arts for Children, working with libraries, Friends Groups, community centres and artists, have developed a FREE toolkit with creative ideas to generate interest in your library events.

It covers everything from social media techniques to event checklists, and includes case studies and a top tips section.

**marvellous
marketing
for story
selling**

Creative ideas to generate
interest in your library events



Download this resource from:

<http://www.culturehive.co.uk/resources/marvellous-marketing-for-story-selling/>

People in Leeds libraries

We always aim to feature stories of library people in this section of the newsletter. Last month, Liam from Leeds got in touch and asked if he could share what he and several of his colleagues have been working on.

He wrote us a blog, which has now been published, and we'd love to feature more. Email us And share your work with colleagues across the sector.



Search #librarypeople on our blog

Libraries: Opportunities for Everyone (LOFE) Innovation Fund: Nottingham's Storysmash

Using digital gaming (Twine) to work with 11-25 year-olds and improve literacy, Nottingham's project ran workshops and masterclasses, reaching 100s of young people.



To read more, search: **storysmash** on our blog

IFLA: storytelling manual

By telling stories, based on solid evidence, we can win over hearts and minds, and encourage people – particularly decision-makers – to give us their support. IFLA recognise the power of stories, and

have created this FREE manual to help you shape yours.

Download from:

<https://bit.ly/2Ki0q1e>

Libraries and
the Sustainable Development Goals
a storytelling manual



Marketing Excellence Awards

CILIP's Publicity and PR group (PPRG) have launched their annual search to recognise good communications campaigns run by libraries. The closing date is 30 June.

Find out how to enter here: <https://bit.ly/2FiSicZ>

Do you have a story or suggestion of something that you would like to see here? Email: librarytaskforce@culture.gov.uk

Produced by

LIBRARIES
TASKFORCE

www.gov.uk/government/groups/libraries-taskforce
Contact: librarytaskforce@culture.gov.uk
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The Libraries Taskforce brings together partners who have a role in delivering and supporting public libraries across England. We are jointly sponsored by the Department for Digital, Culture, Media and Sport, and the Local Government Association. In December 2016 we published our vision for the future - Libraries Deliver: Ambition for public libraries in England 2016-2021.