Welcome!

- Introduction to Storytelling
- Storytelling in Public Libraries
- Ongoing Storytelling
- Creating a Sustainable Action Plan
What is storytelling?

Why Storytelling Matters

Storytelling in Businesses & Organizations
Storytelling in Public Libraries

- Diverse community groups
- Collaborative opportunities
- Variety of stories with one overall concept

Start Storytelling Today to Create Library Advocates

- Make connections with existing library partners
- Integrate into programming
- Create structured storytelling initiatives
Different ways to Share Stories

- Ongoing technology series
- Programming
- Ongoing Activities

Ongoing Technology Series

- Podcasts
- Livestreams
- Videos

Programming

- Open Mic Night
- Storytelling Events
- Local History
- Promote Library Services
Ongoing Activities
- Library Story Corps
- Contribution walls/chalkboards/sticky notes
- Community Conversations

Social media and website promotion
- Short videos on social media/livestream features
- Active participation for reader's advisory, local history and town events
- Story blog/page on website

Sustainable Action Plan
- Library staff
- Budget
- Community Needs
- Focus on what matters- don’t try and be everything to everyone!
- Targeted goals
Thank you!

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- http://www.techsoupforlibraries.org/blog/how-to-advocate-for-your-library-through-storytelling
- https://www.youtube.com/watch?v=YbV3bl1sZs