

# Wellbeing and Scottish Public Libraries

(Prepared for APLS, Version 3)

## Communications Plan

January 2022

### 1 Overview

This communications plan supports the wellbeing toolkit for public libraries produced by the Association of Public Libraries in Scotland (APLS) with the support of Scottish Library and Information Council (SLIC). The plan is designed to be a suggested guide for library services and can be adapted to suit local requirements.

A communications plan enables you to effectively communicate information to a range of different stakeholders. It helps you identify the messages you need to promote, to whom, and on which channel(s).

This communications plan comprises:

- Aims of the plan
- Key audiences
- Key messages
- Main communication channels
- Planning the timetable
- Evaluation
- Planning table and action plan grid (draft, to adapt)

The complete wellbeing toolkit (which includes infographics, a presentation, supporting narrative and short video) can be found on the SLIC website: <https://scottishlibraries.org/advice-guidance/toolkits/>

### 2. Aims of the communications plan

- a Increase awareness and understanding of libraries' contribution to the wellbeing agenda.
- b Summarise libraries' contribution to four main types of wellbeing (social, cultural, economic, health).
- c Encourage members of the public to use libraries for wellbeing purposes: changes in behaviour and perceptions.

- d More people using libraries.
- e Libraries' contribution to wellbeing to feature in more local and national policy/strategy or planning documents.
- f Showcase library successes and impact in the area of wellbeing e.g. through personal stories and quotes.
- g Increase awareness of the size and scope of library reach (users, visits, branches etc) - particularly through some of the figures from the infographics.
- h Increase visibility of public libraries.

The plan is a guide for you to use and adapt locally. What you do will be affected by your resources (people, budget) and your local priorities.

### 3. Key audiences

With the wide reach of libraries there are a number of different internal and external audience groups. Here is a suggested list, but you may wish to add to it.

- Service users (targeted by different factors e.g. age, interests, New Scots, digitally excluded etc)
- General public / non users (targeted by different factors e.g. age, interests, New Scots, digitally excluded etc)
- Volunteers
- Library staff
- Other council/trust staff
- Elected members
- Community groups
- Local and national organisations and charities e.g Scottish Book Trust, Chartered Institute of Library and Information Professionals Scotland, National Library of Scotland, Edinburgh International Book Festival, Creative Scotland, Scottish Poetry Library, Libraries Connected (England)
- Other key stakeholders e.g. relevant Scottish Government departments and ministers
- Influencers - local or national supporters of libraries (and/or wellbeing) e.g. a local celebrity, well-known author.

Each audience group requires slightly different messages, methods of communications and frequency of communication. This will be expanded on in subsequent sections.

> ACTION > APLS to discuss contacting some of the broader national organisations as a specific task for 2022.

### 4. Key messages

There are a number of different messages about libraries and wellbeing. Here are some suggested ones which have been grouped into different areas of focus:

### **USPs (unique selling point) of libraries**

- Research shows that reading, whether for pleasure or to learn, has a significant impact on wellbeing.
- Libraries save you money, with newspapers, books, internet access, e-magazines, and audio books.
- Libraries are inclusive, free and welcoming spaces.

### **Wider contribution**

- Libraries contribute to wellbeing in many areas including social, cultural, economic, and health.
- “Scottish libraries are social spaces, physical and virtual, where people learn, share, participate and create; where everyone is equal and everyone is welcome; and where improving our shared wellbeing is at the heart of the service.” [The wellbeing toolkit statement]
- Libraries help local authorities meet their local wellbeing policy objectives / targets.

### **Social wellbeing benefits**

- Interacting with staff, taking part in activities, and feeling part of a community in a welcoming and non-judgemental space, are all key social wellbeing benefits of public libraries.
- Libraries have an extensive community spread through their local branches and online services

### **Cultural wellbeing benefits**

- Libraries are cultural centres which create a sense of place, a sense of community and bring the world to the library user.
- Creative opportunities, from crafts to writing, are supported and encouraged by libraries.

### **Economic wellbeing benefits**

- Public libraries help NHS Scotland save an estimated £3.2m every year as a result of people using their services and activities
- Investment in libraries brings direct and indirect benefits to people’s wellbeing
- Every day thousands of people benefit from free internet access and opportunities to learn, read and develop new skills with the public library service.

### **Health and wellbeing benefits**

- Libraries provide useful, trusted health information in a range of formats, and signpost people to other trusted resources and organisations
- Reading for just 6 minutes a day can reduce stress levels by 68%.

### **Other ideas for messages**

You could also use **quotes** from your own users where they praise, recommend or thank you for any wellbeing related service/activity.

You could also use some of the **facts & figures from the wellbeing toolkit** and infographics e.g. on the size, scale and scope of the Scottish public library service in relation to other Scottish activities e.g. “there are 6.3 times more visits to public libraries than to the men’s Scottish Premiership games”. This helps show that libraries reach a large number of people.

You may also have some **generic key messages** you use e.g. encouraging library membership during/after an event to increase overall participation.

Once you have identified your audiences, you can then decide what they need to know and which messages are appropriate for them, and how often the message will be shared. Be aware that literacy levels, alternative languages and digital exclusion should be considered and addressed when thinking of how we communicate and with whom.

The messages can be adapted to suit the channel and audience.

For example, the original message may be 'Libraries provide useful, trusted health information in a range of formats' but on social media might become: 'Did you know we have a range of self-help and health books, from anxiety to urinary issues?'

It is useful to plan the messages for different audiences in a table or use another mapping/planning tool (see templates at end of document).

## 5. Communication channels

Once you have identified who you wish to communicate with, what you want to tell them, and when, you can then select the most appropriate communication channel/s.

Different messages and audiences will suit different channels, with overlapping/duplication likely. Some channels/methods may be free, some low cost, and some require a bigger budget and longer-term planning.

- Email newsletters (by the library service, council/trust) - internal & external audiences
- Printed newsletters (by the library service, council/trust) - internal & external audiences
- Website (library web pages, council/trust main pages, intranet)
- Blogs (by staff or other)
- Adverts (radio, local newspapers, billboards, bus stops, lamp post wraps, sides of buses)
- Broadcasts (radio, local TV)
- Press releases
- Flyers / posters (for internal and/or external audiences)
- Social media (Facebook, Twitter, Instagram, YouTube, others)
- Specific briefing / report
- Presentation / talk (for staff, elected members etc)
- Stakeholder meeting / update
- Wellbeing events (in library or virtual, by library service or hosted by others)

Different methods have different levels of resource implications, so consider budget and staff time available when choosing what would work best for your service.

### Social media #hashtags

APLS/SLIC may want to work together to agree on a common set of suitable hashtags. Some suggested ones are below:

- #LibrariesSupportWellbeing
- #LibrariesAreEssential [This is a CILIPS campaign]

- #HealthOnTheShelf
- #Wellbeing
- #ScottishLibraries

## 6. Dates and timetable

Some audiences and channels may be best suited to frequent messages e.g. one wellbeing post a week on social media for the public, whereas other messages, audiences and channels may work best less often e.g. briefing for elected members perhaps quarterly.

Timetables can be drawn up to suit your requirements and can include useful local or national relevant hooks. A draft timetable has been started below in the template section.

### Calendar of relevant wellbeing events

There are many awareness days, weeks, months and other campaign initiatives taking place throughout the year. Here are some suggested ones which relate to the four main areas of wellbeing.

NB some awareness days are fixed i.e. always 30<sup>th</sup> November for St Andrews Day, but others may move each year e.g. first Thursday of a particular month, so do check before using as a hook.

Where a date says 'c.' it means around this date, so double check before scheduling something.

Date/s	Theme	Wellbeing area
January	Veganuary	Healthy eating
January	Dry January	Health wellbeing
c. 3 <sup>rd</sup> January	Festival of sleep day	Health wellbeing
3 <sup>rd</sup> Monday in January	Blue Monday	Health wellbeing
3 <sup>rd</sup> week of January	Sugar awareness week	Health wellbeing
Last week of January	Storytelling week	Social /Cultural
1 <sup>st</sup> week of Feb	Children's mental health week	Health
c.2nd Feb (1 <sup>st</sup> Wed)	World read aloud day	Social / Cultural
c.4th Feb	Time to talk day	Health
c. 4th Feb	World cancer day	Health
March	Ovarian Cancer Awareness Month	Health
March	Brain Tumour Awareness Month	Health
1 <sup>st</sup> week	Endometriosis Awareness Week	Health

c.3rd March	World Book Day	Cultural
c.3rd March	World Hearing Day	Health
2 <sup>nd</sup> week	World Glaucoma Week	Health
2 <sup>nd</sup> week	World Salt Awareness Week	Health
2 <sup>nd</sup> week	National Feet Week	Health
c.10th March	National No Smoking Day	Health
c.16th March	Disabled Access Day	Social
c. 19th March	World Sleep Day	Health
c.20th March	International Day of Happiness	Health
c.20th March	World Storytelling Day	Cultural
Last week of March	Debt Awareness Week	Economic
Last week of March/into April	World autism week	Health
April	IBS Awareness Month	Health
April	Stress Awareness Month	Health
c.2nd April	International Children's Book Day	Cultural
c.2nd week April	Parkinson Awareness Week	Health
c. 7 <sup>th</sup> April	World Health Day	Health
c.3rd week April	Allergy Awareness Week	Health
c.3rd week April	MS Awareness Week	Health
c.21st April	World Creativity and Innovation Day	Cultural
23 <sup>rd</sup> April	World Book Night	Cultural
May	Local and Community History Month	Cultural
May	National Crime Reading Month	Cultural
May	National Share a Story Month	Cultural
1 <sup>st</sup> week May	Children's Book Week	Cultural
c.4th May	World Asthma Day	Health

c.2nd week May	Mental Health Awareness Week	Health
c.9th May	Peter Pan Day	Cultural
c.2nd week May	Dementia Action/Awareness Week	Health
c.13th May	National Numeracy Day	Economic
c.17th May	International Day against Homophobia, Transphobia and Biphobia	Social
c.2nd week May	Mental Health Awareness Week	Health
c.3 <sup>rd</sup> week May	BookBug Week	Cultural
1 <sup>st</sup> two weeks of June	Hi VIS - Visually impaired in Libraries	Health
June	Audiobook Appreciation Month	Cultural
June	Pride month	Social
1 <sup>st</sup> week June	Volunteers week	Social
c. Mid June	Adult Learners week	Economic
c. 15 <sup>th</sup> June	National Reading Group Day	Cultural
c. 3 <sup>rd</sup> week June	Loneliness Awareness Week	Social
c. 3 <sup>rd</sup> week June	Men's Health Week	Health
c. mid June	Carnegie & Greenaway winners announced	Cultural
21 <sup>st</sup> June	International day of yoga	Health
c. last week of June	World wellbeing week	Health
c.23rd June	National writing day	Cultural
c. last week of June	Children's art week	Cultural
c. 2 <sup>nd</sup> week July	Health information week	Health
c.15th July	World Youth Skills Day	Economic
c.30th July	Paperback Book Day	Cultural
c. 2 <sup>nd</sup> August	National Colouring Book Day	Cultural
c.12th August	International Youth Day	Social
c.9th August	Book Lovers Day	Cultural

c.9th August	International Day of the World's Indigenous Peoples	Cultural
September	Festival of Learning Have a Go Month	Economic
September	World Alzheimer's Month	Health
c.6th September	National Read a Book Day	Cultural
8 <sup>th</sup> September	International Literacy Day	Cultural
13 <sup>th</sup> September	Roald Dahl Day	Cultural
c. 15 <sup>th</sup> September	Pension Awareness Day	Economic
c. 3 <sup>rd</sup> week September	National Coding Week	Economic
23 <sup>rd</sup> September	International Day of Sign Languages	Health
c.last week September	Banned Books Week	Cultural
c.26th September	European Day of Languages	Cultural
End September	Scottish Family Learning Festival	Cultural / economic
October	Black History Month	Cultural
October	International School Library Month	Libraries
1 <sup>st</sup> Thurs in October	National Poetry Day	Cultural
Early October	National libraries week	Cultural
1 <sup>st</sup> w/e October	Fun Palaces Weekend	Cultural / economic
2 <sup>nd</sup> week October	National Arthritis Week	Health
c.10th October	World mental health day	Health
c.27th October	National Tell a Story Day	Cultural
November	Men's Health Awareness Month	Health
November	National Novel Writing Month	Cultural
November	Non-Fiction November	Cultural
November	Picture Book Month	Cultural
1 <sup>st</sup> week November	International Stress Awareness Week	Health
1st/2nd week Nov	International Games Week in Libraries	Libraries



2 <sup>nd</sup> week November	Talk Money Week	Economic
c. 13 <sup>th</sup> November	World Kindness Day	Wellbeing
c. 3 <sup>rd</sup> week November	Alcohol Awareness Week	Health
c.3rd week November	Book Week Scotland	Cultural
c.3rd week November	Nursery Rhyme Week	Cultural
c. 3 <sup>rd</sup> week November	National Mobile Libraries Day	Libraries
1 <sup>st</sup> December	World Aids day	Health
5 <sup>th</sup> December	International Volunteers day	Social
21 <sup>st</sup> December	National Short Story Day	Cultural

(This information has been taken from a mega-spreadsheet prepared by Grainne Crawford and Cleo Jones at Edinburgh Library Service. If you wish to see the full spreadsheet contact [grainne.crawford@edinburgh.gov.uk](mailto:grainne.crawford@edinburgh.gov.uk) or [cleo.jones@edinburgh.gov.uk](mailto:cleo.jones@edinburgh.gov.uk) )

Other ideas for date hooks include:

- ☐ Scotland Year of .... (2022 = Year of Stories; to take place every two years)
- ☐ Summer Reading Challenge
- ☐ [First Minister's Reading Challenge](#)
- ☐ Book awards, Scotland and UK wide e.g.
  - ☐ [Costa Book Awards](#) (c. end January/early February)
  - ☐ [James Tait Black Prizes](#) (August)
  - ☐ [Saltire Society Book Awards](#) (c.November)
  - ☐ [Women's Prize for Fiction](#) (June)
  - ☐ [Booker Prize](#) (November)
  - ☐ British Book Awards ('Nibbies' by [The Bookseller](#), May)
  - ☐ [CILIP Carnegie & Kate Greenaway Children's Book Awards](#) (June)
  - ☐ [McIlvanney Prize](#) (Scottish crime novel - Bloody Scotland festival, September)
  - ☐ [Wellcome Prize](#) (paused)

There are others listed on the [Wikipedia page](#) for British book awards and links via the [Waterstone's page](#) on book awards.

#### Other sources of health planning dates:

- NHS <https://www.nhsemployers.org/events/calendar-national-campaigns> - there are hundreds of health awareness days/weeks/months, some have been included in the table above, but there are many, many more to choose from.
- Awareness Days <https://www.awarenessdays.com/>

## 7. Evaluation

Gathering feedback is important to see what worked well and what worked less well. For many of the communication methods, the impact or result may be unknown. For example, a member of the public read the library email newsletter and a week later decided to borrow a self-help book for the first time.

Some methods can elicit immediate responses e.g. likes or shares on social media, although how many people subsequently take action and use the library services as a result of this is also difficult to measure.

If briefings are presented in person (or virtually) to staff, elected members or other groups of people, it's possible to ask at the end if the information was useful and how the attendees might use it or take action.

When you are planning your communication, consider 'what will success look like?'. Evaluation is likely to be an ongoing process throughout the delivery of the comms plan and may lead to changes to the plan as you work through it.

Some suggested evaluation measures include:

- number of click-throughs from an e-bulletin
- social media metrics (engagement, reach, comments, shares etc)
- hits to your website, and to any specific wellbeing sections on the site - and engagement eg booked ticket to event
- loans of books from identified health collections
- attendance at events/activities, particularly health and wellbeing ones
- new members joining
- inclusion in future council policies
- increase in investment from local council/trust
- new stakeholders undertaking joint partnership activity/service
- media coverage before/after an event

## 8. Templates

### a) Planning table

The table below is an example of the planning you can do for your Comms Plan. Each audience group (identified in section 3 earlier) has several key messages specific channels which would be best suited to them. This is not set in stone and is just a suggestion to get you started.

Audience	What they need to know	Key messages - may need tweaking to suit audience	Key channels	Frequency
Service users	<p>What wellbeing services, resources and activities libraries offer</p> <p>How libraries can help improve their wellbeing</p> <p>How to access the library services</p>	<p>Libraries help improve people's wellbeing</p> <p>Libraries provide useful, trusted health information in a range of formats</p> <p>Libraries signpost people to other trustworthy resources and organisations</p> <p>Libraries save you money, with newspapers, books, internet access, e-magazines, and audio books.</p> <p>Research shows that reading, whether for pleasure or to learn, has a significant impact on wellbeing.</p> <p>Libraries are inclusive, free and welcoming spaces</p>	<p>Library (e)-newsletter</p> <p>Library website &amp; council/trust pages</p> <p>Social media</p> <p>Local broadcast options</p> <p>Flyers &amp; posters</p>	<p>Newsletter - monthly (different focus each time)</p> <p>Website – specific area for health &amp; wellbeing; activities/events promotion</p> <p>Social media – weekly, alternate the messages</p> <p>Local radio - before event speak on relevant programmes</p> <p>Flyers/posters - before events</p>
Non users & general public	<p>What wellbeing services, resources and activities libraries offer</p>	<p>Libraries are inclusive, free and welcoming spaces</p>	<p>Library (e)-newsletter</p> <p>Library website &amp; council/trust</p>	<p>Newsletter - monthly (different focus each time)</p>

	<p>How libraries can help improve their wellbeing</p> <p>How to access the library services</p>	<p>Libraries save you money, with newspapers, books, internet access, e-magazines, and audio books.</p> <p>Research shows that reading, whether for pleasure or to learn, has a significant impact on wellbeing.</p> <p>Libraries help improve people's wellbeing</p> <p>Libraries provide useful, trusted health information in a range of formats</p> <p>Libraries signpost people to other trustworthy resources and organisations</p> <p>Interacting with staff, taking part in activities, and feeling part of a community in a welcoming and non-judgemental space, are all key social wellbeing benefits of public libraries.</p> <p>Creative opportunities, from crafts to writing, are supported and encouraged by libraries.</p> <p>Libraries have an extensive community spread through their local branches and online services</p>	<p>pages</p> <p>Social media</p> <p>Local broadcast options</p> <p>Flyers &amp; posters</p>	<p>Website – specific area for health &amp; wellbeing; activities/events promotion</p> <p>Social media - weekly, alternate the messages</p> <p>Local radio - before event speak on relevant programmes</p> <p>Flyers/posters – general H&amp;WB ones; specific ones for events/activities</p>
Volunteers	<p>Opportunities available in the library</p> <p>Benefits of taking part</p>	<p>Interacting with staff, taking part in activities, and feeling part of a community in a welcoming and non-judgemental space, are all key</p>	<p>Library (e)-newsletter</p> <p>Library website &amp; council/trust pages</p>	<p>Newsletter - monthly</p> <p>Website – specific area for volunteer opportunities</p>

		<p>social wellbeing benefits of public libraries.</p> <p>Libraries have an extensive community spread through their local branches and online services</p> <p>Libraries are cultural centres which create a sense of place, a sense of community and bring the world to the library user.</p>	<p>Social media</p> <p>Third sector/ local organisations (their newsletters etc)</p>	<p>Social media - once a month</p> <p>Other organisations – depends on their mailing frequency or other opportunities</p>
Library staff	<p>How various library activities contribute to different types of wellbeing</p> <p>The different elements of wellbeing (social, cultural, economic and health)</p> <p>What local wellbeing policy targets / objectives are</p>	<p>Libraries contribute to wellbeing in many areas including social, economic, cultural and health and wellbeing.</p> <p>“Scottish libraries are social spaces, physical and virtual, where people learn, share, participate and create; where everyone is equal and everyone is welcome; and where improving our shared wellbeing is at the heart of the service.” [The wellbeing toolkit statement]</p> <p>Libraries help local authorities meet their local wellbeing policy objectives / targets</p>	<p>Staff briefings</p> <p>Staff training</p> <p>Specific presentation</p> <p>Specific briefing / report</p>	<p>Depends on local frequency, but possibly monthly or quarterly to choose a different library service or activity and show how it benefits wellbeing, and use the wellbeing toolkit</p> <p>Specific presentation or report every six months or year</p>
Council / Trust staff	How libraries contribute towards different types of wellbeing	Libraries contribute to wellbeing in many areas including social, economic, cultural and health and wellbeing.	<p>Internal newsletters / staff briefings</p> <p>Intranet</p> <p>Noticeboards</p>	Newsletters / briefings – quarterly include different wellbeing topic and/or promote events (latter more frequently)

	<p>Investment in libraries brings direct and indirect benefits to people's wellbeing</p> <p>The range of relevant wellbeing services and activities available through the library network and online</p> <p>Library services are there for council/trust staff to use</p>	<p>"Scottish libraries are social spaces, physical and virtual, where people learn, share, participate and create; where everyone is equal and everyone is welcome; and where improving our shared wellbeing is at the heart of the service." [The wellbeing toolkit statement]</p> <p>Libraries help local authorities meet their local wellbeing policy objectives / targets</p> <p>Libraries save you money, with newspapers, books, internet access, e-magazines, and audio books. Libraries are inclusive, free and welcoming spaces</p>		<p>Intranet – if available - dedicated library area, events pages</p> <p>Noticeboards – posters for events / activities</p>
Elected members	<p>Libraries save health services money</p> <p>Libraries have incredible reach in terms of different people, groups, communities</p> <p>Libraries contribute towards social, cultural, economic and health wellbeing.</p>	<p>Libraries help local authorities meet their local wellbeing policy objectives / targets</p> <p>Public libraries help NHS Scotland save an estimated £3.2m every year as a result of people using their services and activities – at a local level this could translate to considerable savings for some services</p> <p>Investment in libraries brings direct and indirect benefits to people's wellbeing</p>	<p>Specific briefing / report</p> <p>Presentation / talk</p>	<p>Dependent upon slot given to libraries at relevant meetings</p> <p>Quarterly / every six months / annually</p>

		Everyday thousands of people benefit from free internet access and opportunities to learn, read and develop new skills with the public library service.		
Community groups	<p>Which wellbeing services, resources and activities libraries offer</p> <p>Libraries work with local groups on a range of relevant wellbeing issues</p> <p>How to access the library services</p> <p>Size of library reach (people, area)</p> <p>Which library wellbeing services/activities relate to the group's goals</p>	<p>Libraries are inclusive, free and welcoming spaces</p> <p>Libraries have an extensive community spread through their local branches and online services</p> <p>Libraries are cultural centres which create a sense of place, a sense of community and bring the world to the library user.</p> <p>Creative opportunities, from crafts to writing, are supported and encouraged by libraries.</p> <p>Libraries signpost people to trustworthy health resources and organisations</p>	<p>Social media (Facebook, Twitter, Instagram, YouTube, others) with @ reference to appropriate groups</p> <p>Specific or general briefing /update</p> <p>Presentation / talk (for staff)</p> <p>Stakeholder meeting / update</p>	<p>Social media – monthly</p> <p>Briefing – quarterly on different topics; annual if general</p> <p>Presentation / meetings – as requested; every six months</p>
Organisations (these may need more tweaking as the range of relevant organisations is very broad)	<p>Size of library reach (people, area)</p> <p>Which library wellbeing services/activities relate to the organisation's goals</p> <p>Libraries work with local groups on a range of relevant</p>	<p>Libraries are inclusive, free and welcoming spaces</p> <p>Libraries have an extensive community spread through their local branches and online services</p> <p>Libraries are cultural centres which create a sense of place, a sense of</p>	<p>Social media (Facebook, Twitter, Instagram, YouTube, others) with @ reference to appropriate groups</p> <p>Specific or general briefing /update</p> <p>Presentation / talk (for staff)</p> <p>Stakeholder meeting / update</p>	<p>Social media – monthly</p> <p>Briefing – quarterly on different topics; annual if general</p> <p>Presentation / meetings – as requested; every six months</p>

	<p>wellbeing issues</p> <p>How to access the library services</p>	<p>community and bring the world to the library user.</p> <p>Creative opportunities, from crafts to writing, are supported and encouraged by libraries.</p> <p>Libraries signpost people to trustworthy health resources and organisations</p>		<p>Annual updates depending on the organisation</p>
<p>Stakeholders</p> <p>(these may need more tweaking as the range of relevant stakeholders is very broad)</p>	<p>Size of library reach (people, area)</p> <p>Libraries work with local groups on a range of relevant wellbeing issues</p> <p>Which wellbeing services, resources and activities libraries offer</p>	<p>Libraries are inclusive, free and welcoming spaces</p> <p>“Scottish libraries are social spaces, physical and virtual, where people learn, share, participate and create; where everyone is equal and everyone is welcome; and where improving our shared wellbeing is at the heart of the service.” [The wellbeing toolkit statement]</p> <p>Libraries help local authorities meet their local wellbeing policy objectives / targets</p> <p>Investment in libraries brings direct and indirect benefits to people’s wellbeing</p> <p>Everyday thousands of people benefit from free internet access and opportunities to learn, read and develop new skills with the public library service.</p>	<p>Social media (Facebook, Twitter, Instagram, YouTube, others) with @ reference to appropriate groups</p> <p>Specific or general briefing /update</p> <p>Presentation / talk (for staff)</p> <p>Stakeholder meeting / update</p>	<p>Social media – monthly</p> <p>Briefing – quarterly on different topics; annual if general</p> <p>Presentation / meetings – as requested; every six months</p> <p>Annual updates depending on the organisation</p>



Influencers	Key media-friendly facts & figures about libraries and wellbeing	Public libraries help NHS Scotland save an estimated £3.2m every year as a result of people using their services and activities  Other facts and figures from the infographics	Social media  Blogs, website	Social media – around relevant ‘hooks’, dates, activities etc  Blog, website – as appropriate eg if the person is coming to an event highlight before and after
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## b) Action Plan

Although planning creates several tables (or however you collate the information), and the above may feel like a big task, you may wish to create another planning tool where you specify what you’ll do and when, and what the result was - see the draft Action Plan below.

You can adapt this to suit your library service - you may want to have a column for estimated costs/budget and/or who will undertake the work.

Date	Message	Channel	Audience	Impact / result
2 <sup>nd</sup> Feb	[World Read Aloud Day]  “Reading for just six minutes a day can reduce stress levels by 68%”  & refer to any library reading groups	Social media	Public	
4 <sup>th</sup> Feb	[World Cancer Day]  “We have trusted cancer information in many formats for you and your	Social media  Briefing to local cancer support groups [do this several weeks in	Public  Cancer groups – promote services, resources and activities available for them to	

	family”  Summary of cancer support groups or referral services locally,	advance of 4 <sup>th</sup> Feb]	share with their clients	
2 <sup>nd</sup> week of Feb	[Promote health & wellbeing events coming up in March]	Social media Newsletters Press and local media Posters, flyers	Public, staff	
3 <sup>rd</sup> week of Feb	Economic wellbeing messages	Staff briefing	Staff – internal	
4 <sup>th</sup> week of Feb	Case study published	Social media – link to ...: Blog / website featuring the case study Feature in newsletter	Service users & non users Council/trust staff Local community groups / stakeholders	
End April	Previous year’s health and wellbeing successes (facts and figures, quotes) – infographic or summary report	Staff briefing Wider organisation’s report Briefing for external stakeholders	Staff Council / Trust Stakeholders	