

Listed below are over 50 ways you can be an advocate for teen services. Many of these activities can be incorporated into your regular work routine. Some will require time to initially establish, but then once going will meld into your typical work activities. Be sure to think about how your Teen Advisory Group (TAG) and/ or library friends group can assist you with many of the items that are listed. None of the activities below constitute lobbying.

## **Communicate**

1. Set aside a couple of minutes to share an advocacy message at each teen-focused program
2. Set aside a couple of minutes at each library staff meeting to provide an update about teen services
3. Compile and utilize an email list of elected officials and policy makers
4. Compile and utilize an email list of teen services advocates
5. Collect and incorporate testimonials from teen patrons, parents, teachers, local business owners, etc. into advocacy messages and materials
6. Send out regular messages to library leaders, officials & policy makers about what's happening in teen services. As appropriate, include photos, stories, testimonials, event calendars, copies of press releases, etc.
7. Use social media, such as Twitter and Facebook, to promote teen services activities and resources.  
<http://bit.ly/GCTV3n>
8. Create a 30 second elevator speech about teen services to use any time the opportunity arises
9. Encourage your TAG to spread the word about teen programs and services in the schools, via Facebook, etc.
10. Host a community forum or open house to communicate and demonstrate what the library is doing for teens and how the community benefits

## **Discuss**

11. Schedule periodical meetings with your library director to talk about teen services successes and challenges
12. Meet with key elected officials periodically, such as the County Commissioner, to update them on accomplishments and challenges relating to teen services. Bring your director and an advocate
13. Talk about the library to everyone
14. Host a candidates forum at the library your TAG can help plan and/or emcee the event (be sure all candidates are invited and that the library does not take any position supporting or opposing any political candidate)

## **Educate**

15. Post news and information about teen services activities in the library break room
16. Add officials and policy makers to your newsletter mailing list
17. Encourage elected officials and their staff to get and use a library card
18. Encourage officials and their staff to attend & observe library programs or services

19. Attend monthly meetings of key groups, such as city council, the school board and the Chamber of Commerce (staff can take turns attending meetings) and share news, information or data about teen services
20. Share white papers and national guidelines with library leaders, elected officials, policy makers, etc. [www.ala.org/yalsa/guidelines](http://www.ala.org/yalsa/guidelines)
21. Encourage teen patrons to write op-ed pieces on the value of their library
22. Visit and speak at library trustee and school faculty meetings and services
23. Create and

- a. Informational sessions
- b. Research/data
- c. Reports, fact sheets
- d. Annotated bibliographies
- e. Speakers
- f. Focus groups
- g. Talking points
- h. Personal stories
- i. Photos
- j. Onsite exhibitions or demos
- k. Library tours

## **Build Relationships**

- 39. Interact regularly with all other library staff
- 40. Learn who the elected officials and policy makers are in your community
  - a. Place photos of elected officials where library staff will see them frequently so that when they enter the library the staff will recognize them and be sure to offer them excellent

57. Participate in national events (National Library Week, National Library Legislative Day, Teen Read Week, etc.)
58. Create "I love my library" buttons & give incentives to patrons who get
59. Wear library t-shirts, lapel pins, etc.
60. Encourage key groups, such as the Chamber of Commerce or School Board to meet at the library
61. Create a poster(s) that features local personalities who love the library
62. Highlight teen patron stories in a library display, in library publications and/or on the web site
63. Create PSAs or use ones provided by organizations like ALA & YALSA and share them with local radio and/or TV stations
64. Host a "What my library has done for me" contest & publish winning essays, videos, etc.

***For more teen services advocacy resources, visit [www.ala.org/yalsa/advocacy](http://www.ala.org/yalsa/advocacy)***