

2022

Communication and Social Media Toolkit

FOR INSTANCES IN WHICH PART OF THE LIBRARY COLLECTION IS
LOST
LAUREL LINDQUIST

ELI M. OBOLER LIBRARY | Idaho State University

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Introduction

This document is to be used as guidance for library staff in instances where part of the library collection has been damaged or lost. These instances may be the result of an infrastructural failure, a natural disaster, an incident of theft, intentional vandalism, or other incidents that directly impact the quality of the library collection. For the purposes of this document, “damaged” refers to any text in the collection that may be able to be repaired and put back into circulation, whereas “lost” refers to any text in the collection that cannot be put back into circulation.

Purpose and Objectives

The purpose of this document is to provide guidelines for and examples of communications pertaining to incidents which resulted in damage to or loss of part of the library collection. This document will guide library staff through different communication situations and methods and define which members of the library staff are responsible for specific types of communication with the public. This document will also define the key publics involved, and provide a collection of resources to help staff create appropriate and engaging communications.

This document is an additional resource for members of the Crisis Communications Team for the Eli M. Oboler Library whose responsibilities, in the event of a crisis in which part of the collection is damaged or lost, involve communicating with the library community. The responsibilities of these members of the Crisis Communication Team may include but are not limited to: providing regular updates on recovery efforts, contacting former donors about rebuilding the collection, and informing Idaho State University staff, faculty, and students of any changes to regular library operations.

Key Communications

This section of the document will provide an overview of the key publics involved and appropriate methods of communication for each, a timeline of important communications, and the responsibilities of members of the Crisis Communication Team involved in communicating with key publics.

Key Publics and Methods

The publics listed in the table below are those who need to be informed of and updated on recovery efforts and inventory due to their patronage. ISU departments and officials who will be involved in recovery efforts from a financial, legal, or administrative standpoint are not included in this list of key publics and are to be contacted in accordance with the Crisis Communication Plan guidelines.

| Public | Method |
|----------------------------------|--|
| ISU Students, Faculty, and Staff | <ul style="list-style-type: none">• Email• Social Media• Physical Mail• Library Website |
| Public Patrons | <ul style="list-style-type: none">• Email• Library Website• Physical Mail |
| Previous Donors | <ul style="list-style-type: none">• Physical Mail |

Timeline and Responsibilities

This section includes general guidelines on when to contact specific publics about any incident in which part of the library collection is damaged or lost, as well as what information to provide at what times. Initial contact with patrons must occur within 48 hours of the incident per the Crisis Communication Plan. After initial contact, regular updates will be provided via various methods detailed in this section.

48 Hours

- Within 48 hours, the Crisis Communication team will email all patrons on record regarding the incident in question.

- The initial email must include the section that was impacted, early estimates on how much material is recoverable, and what, if any, regular library operations will be impacted by the incident.
- The initial email must be reviewed by the appropriate ISU administrative office, as well as the library administrators, before being sent to patrons.

Regular Updates

- The library's existing Social Media Coordinator is responsible for posting regular updates on a bi-weekly basis via the library's various social media pages.
- Each social media post must consist of one image, two to three sentences on recent progress, and a link to the library's website for further information and inquiries. A sample can be found in the *Samples and Examples* portion of this document.
- Social media updates should take a positive tone and focus on inventory and restorative work taking place after the incident.

Important Updates

- Major updates, such as completed inventory projects, recovery of part of the collection, or replacement of part of the collection, are to be detailed in emails sent to all patrons.
- These emails are to be written by a member (or members) of the Crisis Communication Team assigned by the library's Dean. A sample can be found in the *Samples and Examples* portion of this document.
- Important updates are defined as updates that will provide important information regarding the recovery of part of the collection, failure to recover part of the collection, or completion of major works regarding the damaged or lost part of the collection.

Contacting Donors

- Individuals who have previously donated to the library collection may be willing to do so again. In this spirit, previous donors are to be contacted via a printed letter written and signed by the library's Dean.
- This letter should be warm but formal, and is meant to gently inquire about the possibility for new donations, whether these be texts or financial contributions. A sample can be found in the *Samples and Examples* portion of this document.
- This letter must be approved by the appropriate ISU administrative office before being sent to previous donors.

Samples and Examples

This section of the document will provide samples, examples, and general guidelines on the various types of communication discussed in the previous section. These include social media updates, emails regarding major updates, and letter to previous donors. It should be noted that these examples are not to be copied, and are meant to provide guidance and stimulate unique, personable communications to the library community.

Sample Social Media Posts and Guidelines

The following images are examples of posts to several social media platforms on which the library has an existing presence. Guidelines for creating similar posts are included after the sample posts.

Twitter Sample



Instagram Sample

 Idaho State University Libraries [Follow](#)
Eli M. Oboler Library



♥ 💬 📍 📌

Liked by xyz and 20 others

Idaho State University Libraries This week we managed to recover one of our favorite books! Mark Twain's "Adventures of Huckleberry Fin" was water damaged when part of the roof collapsed due to a major storm, and we were worried it wouldn't make it, but our amazing mender salvaged this classic!
[#classicliterature](#) [#isu](#) [#library](#) [#isulibrary](#) [#huckfin](#) ... more

[View all 16 comments](#)

 Add a comment...

6 August

Facebook Sample

 Idaho State University Libraries
Today at 6:00am · 🌐

This week we managed to recover one of our favorite books! Mark Twain's "Adventures of Huckleberry Fin" was water damaged when part of the roof collapsed due to a major storm, and we were worried it wouldn't make it, but our amazing mender salvaged this classic!



👍 Like 💬 Comment ➦ Share

👤 David and 4 others

 Write a comment... 😊 📷 🗨️ 🗑️

Guidelines

- Major updates sent via email should start with a reminder of the inciting incident. Not every patron comes into the library physically, so not every patron will remember what happened as they may not have been heavily impacted.
- These emails can come from any member of the Crisis Communication Team, however it is preferred that they come from the library's Dean.
- The email should first announce the major update, then mention current progress on projects that may be finished within the next few weeks.
- The signoff for the email should always thank patrons in some way.
- Email updates should generally include a link to the library's website and information on how to find the library on social media for biweekly updates.

Sample Letter and Guidelines

The following image is an example of a letter that might be sent to previous donors in the event that part of the library collection is lost or damaged. Guidelines for writing similar letters are included after the sample.

Sample Letter

Dear John Doe,

Our records indicate that in the past you have been generous enough to have donated to the Eli M. Oboler Library. As you may know, we have recently suffered the loss of part of our collection as a result of part of the roof collapsing during a severe storm. We are reaching out to those who have helped support us in the past to ask for help in restoring our collection.

Our records of your donation indicate that you provided texts to the health sciences section of the library, which has been heavily hit by this disaster. If you or anyone you know would be willing to donate additional texts in this or other categories, we would truly appreciate your assistance.

Additionally, we would like to thank you again for your initial donation. Contributions from community members like you are greatly appreciated and are vital to the continued function of the library. The services we offer would be impossible without your generosity, and we are deeply grateful.

If you would like to donate texts to the library, please contact Cheryl Sebold at +1(208) 282-3246 or email her at sebocher@isu.edu. To inquire about financial contributions, please contact the Idaho State University Office of the University Controller at +1(208) 282-4127 or email Angie Dobbins at dobbangi@isu.edu.

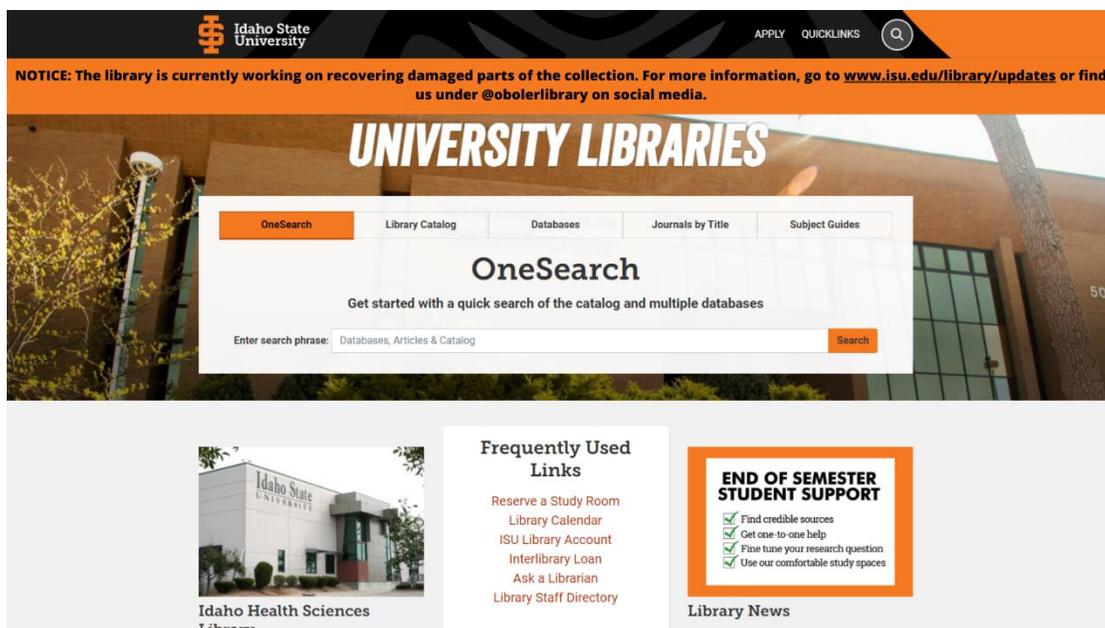
Thank you for your continued support,
Sheryl Sebold, Library Dean

Guidelines

- The letter should begin with an explanation of why it was sent. Generally this will include information about previous donation from the individual receiving the letter and a statement of the current need for new donations.
- The letter should include a mention of which parts of the library collection were impacted by the incident. This will help prevent an excess of donations that cannot be used to replace parts of the collection.
- The letter should include a statement of gratitude at previous donations. This should come after the inquiry for new donations to prevent sounding ungrateful for the donor's previous support.
- The letter should have the information of individuals who can be contacted in regards to either text donations or financial donations.
- The library's Dean **must** write the letter. The Dean is the administrator and the highest figure in the library's administration, and is responsible for this level of formal inquiry.

Website Formatting Example

The following image is an example of what the library's home page may look like while work relating to recovering the collection and repairing the library is underway. Note that the notice is a fixture of the page and not a pop-up. The notice should be big enough to be immediately noticeable, and should always be on an orange background.



Resources

This section will include appropriate photos and infographics that may be used in communications, sample testimonials and statements as well as guidelines on how to ask for quotes from library staff and patrons, answers to frequently asked questions that comply with social media word limits, and a list of useful and important links.

Pictures and Infographics

The following images are pictures and infographics that could be especially useful in social media communications. These images also provide a benchmark for the quality and content expected in any photos or infographics the Social Media Coordinator might take, create, or obtain.

5 Ways to Help the Library Infographic Sample





Suggestions

- When the need arises for an infographic, poster, or other such informational image, use the library's Canva Pro account to access templates and free design elements.
- When looking for stock images to use in social media posts, please use the three approved sites listed in the *Useful Links* section of this document.
- When taking pictures to use for a social media post or other type of update, please use a phone built within the last three years or a professional camera to obtain high quality pictures.
- Try to stick to Idaho State University colors in any graphics you design. For infographics other colors are appropriate for readability, but use black and orange as the primary pallet as much as possible.

Testimonials and Statements

This portion of the document contains several sample testimonial and statement quotes. These quotes can be used in any type of update communication. They also provide examples of appropriate formatting. When attributing these or any quotes obtained from students and staff, please list the person's full name, staff position or college, and year in school if applicable.

Library Praise Testimonies

- “I love to study at the library, especially on the third floor because it’s so quiet, so it’s sad that it’s shut down right now. I’m excited to see it after the repairs!”— Noah Owens, College of Business, Senior.
- “I know the library is working really hard to get more and better books than they lost. I can’t wait to see what they add to the collection!”— Laurel Lindquist, College of Arts and Letters, Senior.

Library Staff Statements

- “We’ve been able to recover a lot of books, almost 75% of the damaged section, and we’re trying to repair even more. We lost a few, but we’ve really pulled together to save what we could.”— Allison Badger, Archiving and Collections.
- “Crews have been working hard to make the library better than it was before the damage. That means better books, better study areas, better seating, better everything. We took this as an opportunity to improve instead of simply repair, and I’m excited to show the ISU community the work we’ve done.”— Sandy Shropshire, Library Dean.
- “People have been so generous about donating to the parts of the collection that were lost, we’ve not only replace most of the books that were too damaged to save but we’ve also grown the collection! I think students and faculty are really going to enjoy the new books.”— Cheryl Sebold, Reference and Acquisition.

ISU Administrators Statements

- “Our entire community has been impacted by the losses the library suffered, but I’m proud to say that we’re rebuilding better than ever before. When we’re done, the library will be a hidden gem on campus that welcomes students, faculty, and the public with open arms.”— Kevin Satterlee, President of Idaho State University

Frequently Asked Questions

The following bullet points are sample questions and sample answers that are complicit with certain social media word counts. As such, these answers can be shared on any platform and are brief and comprehensive. If the need arises to answer a question not on this list, please be cognizant of adhering to the 280 character word count and maintaining a positive, helpful tone.

- How long is inventory going to take?
 - While our timeline is dependent on staff availability, we expect that inventory will take two months to complete, at which time we will send an update to all patrons listing the texts that were lost and could not be recovered.
- Why did you close the whole floor if only part of it is damaged?
 - The floor is closed so that repairs can be made uninterrupted and quickly. We're sorry for any inconvenience this may cause, and we are more than happy to retrieve materials for you if you need them.
- Is my tuition paying for these upgrades?
 - Our library is a recognized federal depository, so part of our emergency budget comes from federal grants to repair such facilities. Beyond that, the repairs are being funded by the University's emergency fund and donations from generous community members.
- I was using books from the damaged section for research. How will I use them while it's closed?
 - Library staff is available to retrieve any resources you request so long as they're available. Unfortunately, some resources may have been lost or damaged, and they may be unavailable. Please be patient while we work to repair and replace damaged portions of the collection.

Useful Links

Please refer to this section of the document for links to sites that provide free stock photos, sites the library uses for graphics design, and links to relevant ISU guidelines and departments.

Stock Photo Sites

- <https://www.pexels.com/>
- <https://picjumbo.com/>
- <https://www.shutterstock.com/>

Graphics Design Sites

- Canva Pro: www.canva.com

ISU Resources

- ISU Public Relations: <https://www.isu.edu/marcom/services/public-relations/>
- ISU Social Media Guidelines: <https://www.isu.edu/marcom/services/social-media/>
- Eli M. Oboler Library Crisis Communication Plan:
<https://d.docs.live.net/51ec0ec631f1961e/Documents/Crisis%20Communication%20Plan.pdf>