



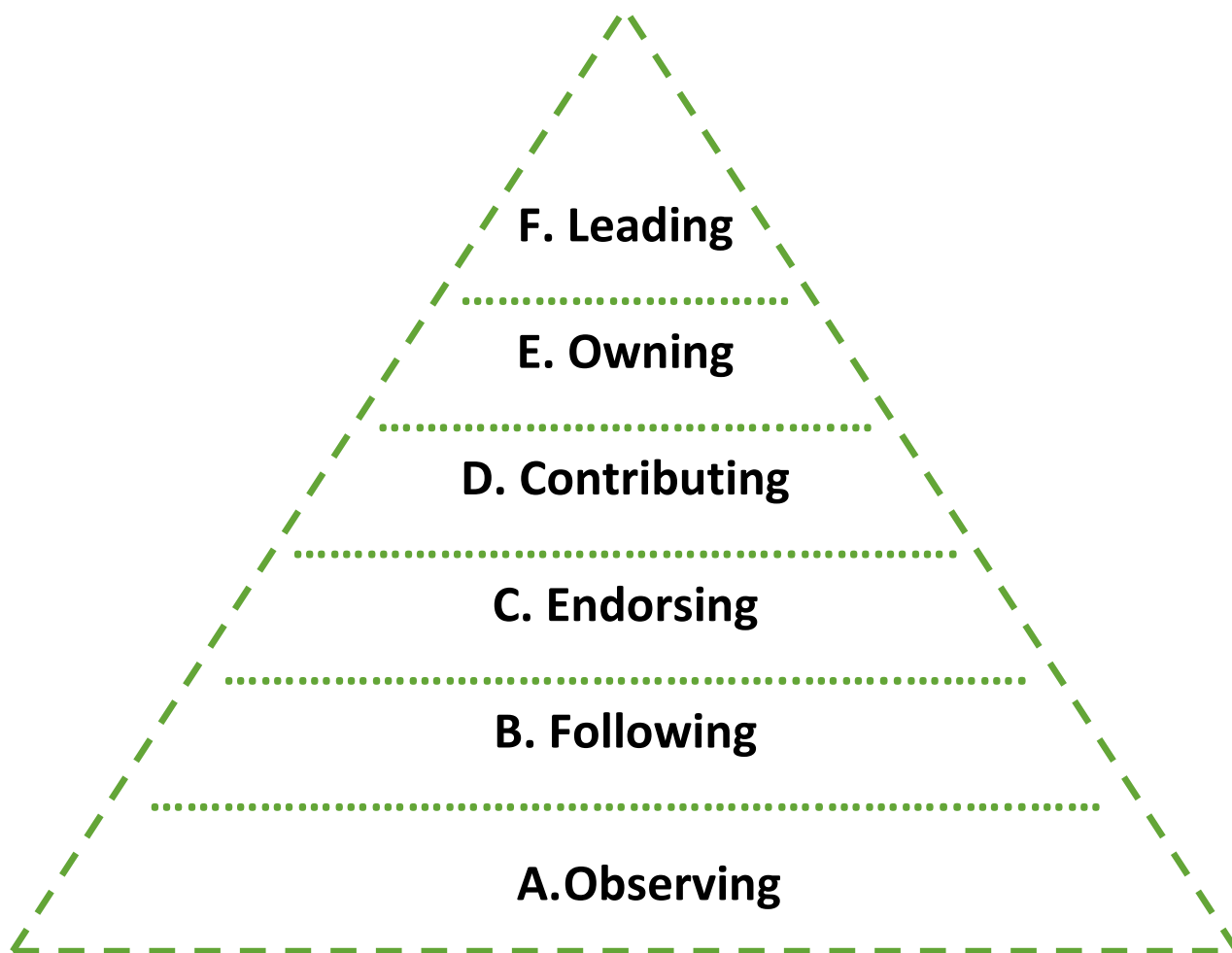
International Federation of Library Associations

Knowledge Management Standing Committee Section

Communication Plan - Jan 2018 – Dec 2019

Engaging librarians and information workers in the power and importance of Knowledge Management (KM) is one of the primary responsibilities of the IFLA KM SC. Expanding and growing engagement is taking place by our focus on direct and simple efforts, such as working on individuals to give increasingly greater sums or putting out more announcements to increase attendance. Our vision is to go beyond using *The Engagement Pyramid: Six levels of Connecting People and Social Changer via Ground wire* (as presented at the **IFLA Communication Officers Training session, WLIC 2017, Wrocław, Poland.**)

The follow plan outlines how the IFLA KM SC will achieve our communication goals in 2018-2019 for each level: Observing, Following, Endorsing, Contributing, Owning and Leading.



A. OBSERVING:

The KM Section communication plan for 2018-2019 includes the development of content that inspires initial and repeat contact with the Section in ways to raise interest, information sharing and awareness building.

Messages will be timely and therefore sporadic and indirect. The Section will work with IFLA Headquarters to ensure that our communication reflect the re-design of the official IFLA website.

Actions and Metrics

What	Action	Who	✓	Specifics and Metrics #s & +/- %	Specifics
The IFLA KM Webpages					
Home Page	Home page text will be updated, refreshed and revised (Annually, following WLIC)	IC	<input type="checkbox"/>	Yes/No	
About us	More about this group will be updated, refreshed and revised (Annually)	IC		Yes/No	✓
Members	Standing Committee members will be updated (Annually)	IC		Yes/ No	✓
News	News stories will be added as requested and/or needed (Ad hoc)	IC		Nb of news stories	2017: 10 2018: 0 (to July)
Publications	Publications will be added as soon as they are approved by the Chair and Secretary (Ad Hoc)	IC	<input type="checkbox"/>	Yes/No Nb of publications added	2017: 6 2018: 5 (to July)
Conferences	Information about conference activities will be added as they become available (incl.: Theme, dates, CFP, Program, etc.)	IC	<input type="checkbox"/>	Yes/No	✓
Minutes	Meeting Minutes will be added to the website as soon as they are approved at WLIC (1 x per year)	IC		Yes/No	
FLICKR					

Account	An IFLA KM specific flickr account will be shared for 2018 - images going forward (due to loss of Emilio)	IC	<input type="checkbox"/>	Nb of followers	Sept 2017: 2 Dec 2017: 2 July 2018: 3 Sept 2018: Dec 2018:
Images added	Images from KM events and activities are solicited are added to flickr.	ALL SC	<input type="checkbox"/>	Nb posts;	Sept 2017: 55 Dec 2017: 55 July 2018: Sept 2018: Dec 2018:
NEWSLETTER					
December	December issue - goes live on time and is distributed through social media channels	IC	<input type="checkbox"/>	Yes/No	✓ Dec 2017 ✓ Dec 2018
June	June Issue - goes live on time and is distributed through social media channels	IC	<input type="checkbox"/>	Nb of downloads	✓ June 2017 ✓ June 2018

B. FOLLOWING

The KM Section communication plan for 2018-2019 includes a focus on raising interest and attention with regular, direct and proactive messages to the section members and all individuals globally who have an interest in Knowledge management.

Followers receive ongoing stream of communications focused on information sharing and piquing interest. These updates keep the work of the KM Section and the topic of Knowledge Management front-of-mind and build enthusiasm.

What	Action		<input checked="" type="checkbox"/>	Specifics and Metrics #s & +/- %	
Membership	The Section will add to the number of members, targeting diversity of gender, nationality, languages, professional backgrounds	Chair	<input type="checkbox"/>	#s of members	Sept 2017 Dec 2017 July 2018 Sept 2018 Dec 2018

Mailing List IFLA KM-L	Regular, direct communications Information and news about KM disseminated to all interested	Secretary	<input type="checkbox"/>	Email subscribers; RSS subscribers	Sept 2017: 700 Dec 2017: 655 July 2018: 644 Sept 2018 Dec 2018
Twitter	Regular, direct communications	IC and others	<input type="checkbox"/>	Twitter followers	-Aug 2017 - Oct 2017 36.8K impressions, 101, clicks, 117 retweets, 177 likes, 110 replies, 100 followers -Nov 2017-Jan 2018: 30.2 impressions, 48 clicks, 33 retweets, 44, likes, 0 replies, 184 followers -Feb 2018 - Apr 2018 7.9 k impressions, 32 clicks, 38 retweets, 54 likes, 0 replies, 202 followers -May 2018 – Jul 2018 15.3 impressions, 51 clicks, 66 retweets, 78 likes, 1 reply, 224 followers - Aug 2018 Oct 2018
Facebook	Regular, direct communications	IC and others	<input type="checkbox"/>	Facebook fans	Aug 2017: 1003 likes Apr 2018: 1156 likes followers, 1146 likes July 2018 1174 likes, 1164 followers Sept 2018 Dec 2018
Instagram	Account is created, access shared with others, and content is added and promoted	IC and others	<input type="checkbox"/>	Instagram followers	Yes/No Followers

C. ENDORSING

The IFLA KM SC will see to increase trust with our members and followers. Messages seeking endorsement will be regular direct and simple. We will engage in activities that help us learn about each other by developing New Surveys (using survey gizmo, Zoom etc.) and/or Petitions (we will sign them and encourage our member libraries to sign them).

What	Actions		✓	Specifics and Metrics #s & +/- %	
Surveys			<input type="checkbox"/>	People answering	
	<i>Endorsements solicited for activities of the section or other IFLA initiatives (engagement of members)</i>	Chair and Secretary	<input type="checkbox"/>	Endorsers #s	

D. CONTRIBUTING

The IFLA KM SC will seek to involve all members in Section activities deepening commitment to the mission and the work of the section

	Actions		✓	Specifics and Metrics #s & +/- %	
	<i>Schedule virtual meetings between congresses for all SC members</i>		<input type="checkbox"/>	Metrics are less quantitative, more subjective	
	Leader Meeting notes are shared to all members	Secretary	<input type="checkbox"/>		
			<input type="checkbox"/>		
IFLA Global Vision	Online survey at https://www.universite-paris-saclay.fr/en/ifla-global-vision-program-2018-km-section-dhds-sig and via IFLA KM-L	Secretary		Nb Respondents	Sent to 22 people plus the KM-L. 9 replies (18 June – 8 July 2018)

E. OWNING

The IFLA KM SC will seek to involve all members in Section activities deepening commitment to the mission and the work of the Section.

	Actions		✓	Specifics and Metrics #s & +/- %	
	<p><i>Increase numbers of members involved in Section activities</i></p> <p><i>Organizing</i> <i>Writing for website</i> <i>Writing for social media</i> <i>Writing for newsletter</i> <i>Conference supporting activities (i.e. Knowledge Café)</i></p>		<input type="checkbox"/>	Nb of members of the section involved in at less one program during the year	
	<i>Satellite meeting 2018, theme: Is library science the new knowledge management?</i>			Program team: Long Xiao, Sylvia Piggott, Spencer Acadia, Frank Cervone, Elisabeth Freyre	2018: 5 members
	<i>Joint open session 2018, theme: Digital scholarship and knowledge management: building confidence in the digital world (organizers: KM, ARL, RBSC Sections)</i>			Program team on behalf of KM: Steffen Waffra, Agnes Haidu, Liz Turner	2018: 3 members
	<i>Knowledge café: Theme: Continuous learning for successful info pros in the knowledge economy (organizers: KM, CPDWL and LRSP Sections)</i>			Program team: Monica Ertel, Jane Dysart	2018: 2 members
	<i>DH/DS SIG: Theme: The transforming digital scholarship model: from service provider to interdisciplinary</i>			Convenor: Xuemao Wang	2018: 1 member

	<i>partner (SIG sponsored by KM Section)</i>				
	<i>Advocacy documents</i>			Team: Jane K. Burpee, Sylvia Piggott, Mary Augusta Thomas	2018: 3 members
	<i>IFLA journal special issue on KM</i>			Team: Leda Bultrini, Wilda Newman	2018: 2 members
					TOTAL: 2018: 16

F. LEADING

The IFLA KM SC will seek to involve all members in Section activities deepening commitment to the mission and the work of the Section. We will seek to develop leadership skills and opportunities for all SC members.

	Actions		<input checked="" type="checkbox"/> Specifics and Metrics #s & +/- %	
	We seek stories		<input type="checkbox"/> <i>Metrics become less-quantitative and more subjective -- the people in this level are the most important to your organization.</i>	