# Llyfrgell Ceredigion Library LogoA black background with a blue and white striped sock Description automatically generated

# Communications Plan - Aberaeron Library Relocation

1. **Objectives**:
   * Increase awareness of the library’s opening hours
   * Promote the library’s services and resources.
   * Encourage community engagement.
2. **Target audience**:
   * Members
   * Council Staff
   * Local residents
   * Schools
   * Businesses
   * Community organisations.
3. **Key messages**:
   * Communicate the project aims and the benefits of the new library.
   * Highlight the new and additional services, maker space, ICT suite, Work areas, book study rooms.
   * Link to wider services and cooperation.
   * Highlight new location for customer services.
   * Promote how to join the library and the online digital resources.
   * Encourage community engagement and develop early outreach program.
   * Highlight timeline and progress.
   * Highlight rooms and facilities available for community use.
4. **Communication channels**: communication channels to reach the target audience, such as social media, email, press releases, flyers, and posters.
   * **Social media:** Facebook, Instagram, social media
   * **Websites:** Intranet, Ceredigion Council website, Council My Account, Library website
   * **Newsletter:** Corporate newsletter to residents, Carers Newsletter
   * **Press releases:** Cambrian News, Tivyside
   * **Post Office:** Flyers to community area
   * **Library posters:** Notice of moving, plans and drawings, progress updates, current photos etc. Build excitement with current users.
   * **Consultation with current users:** Basic paper and feedback form via QR code.
5. **Timeline**:
   * **Grant award**: Highlight success and excitement and thank WG team for funding.
   * **Start of building work**: Notify staff internally, highlight project, aims and designs.
   * **6 months before opening:** Begin promoting the library’s opening and services through social media and email newsletters.
   * **6 Month before opening:** Seek VIPs, authors, schools, book clubs etc to visit post opening and help promote via their channels.
   * **3 months before opening**: Distribute press releases to local media outlets and post flyers and posters in the community.
   * **1 month before opening**: Host a community event to showcase the library’s services and resources.
   * **After opening**: Continue regular on brand messages to promote the library’s services and resources through social media, email newsletters, and community events. Ensure monthly outreach event is highlighted and any VIP visitors.
   * **After Opening**: Highlight success of previous months event.
   * **After Opening**: Invite local schools to individual school event, termly.
   * **Continued regular and sustained updates.**
6. **Budget**:
   * Flyers £600
   * Advertising social media £300
7. **Evaluation**:
   * Track website traffic and social media engagement to measure the effectiveness of the communication plan.
   * Monitor attendance at library events to gauge community engagement.
   * IOT visitor feedback: as per airport smiley faces. Promote IOT workshop simultaneously.
   * Track loan figures