

#### **APPENDIX:**

# PRACTICAL RESOURCES TO HELP STRENGTHEN AWARENESS AND UNDERSTANDING OF LIBRARIES AS COMMUNITY INFORMATION PARTNERS

#### Introduction

Welcome to the Appendix of Practical Outreach Materials for Librarians, a companion to the toolkit, "Strengthening Libraries as Community Information Partners." It is crafted to empower you and other dedicated librarians with a set of actionable resources to build and maintain meaningful connections based on mutual trust and understanding within your local communities. As key figures in helping patrons understand our current information landscape, this Appendix might serve as a resource for creating or assessing information partnership initiatives, or enhancing the ones you have already implemented.

The Appendix is divided into major categories meant to move from a macro-level of fostering understanding of libraries as institutions, drilling down to teaching about library resources and processes, and ending with how librarians are trained as information professionals. We also provide a general list of information literacy resources at the end of the document that may be helpful as you consider how best to encourage patrons to reflect on their evolving information habits.

Each major category ("Trust in Library Institutional Values & Processes," "Trust in Library Resources," and "Trust in Librarians") has three subsections, each tailored to address an aspect of library outreach and patron engagement.

Below is a brief overview of what to expect from each section and how to use these materials to strengthen your library's role as a trusted community partner.

#### **Social Media Outreach**

This section offers ready-to-use social media posts and content ideas to highlight important aspects of libraries and librarianship. You can use these models to engage your audience in meaningful dialogue about the significance of libraries, how they have evolved over time, and the processes they have put in place to provide patrons with high-quality information.

#### Tips, Tutorials, and Educational Content

This part of the Appendix includes tutorials, fact sheets, quizzes, and more to build understanding, equipping your patrons with tools to access and utilize library resources effectively.

#### Newsletter, Programming, and Other Features

Use the ideas in this section to create interactive experiences that encourage discussion and critical thinking about libraries and their roles as information hubs. These resources are designed to inspire learning and community engagement through creative programs and events, or longer-form media shares (as opposed to short social media posts).

# Collaboration with Whitehall Public Library

This Appendix is enriched by a collaboration with Whitehall Public Library located in Allegheny County in Western Pennsylvania. Whitehall's contribution showcases practical examples of successful outreach initiatives, providing you with templates of materials that can be adapted to your library's context. These examples and templates can be found archived here: <a href="https://bit.ly/4cq20J4">https://bit.ly/4cq20J4</a>. While we ask you to attribute us when sharing these materials for use in other libraries, no attribution is necessary when sharing them with the public as part of your own social media, education, or programming campaigns.

#### **How to Use This Appendix:**

**Identify Your Goals:** Determine what you wish to accomplish with your outreach efforts and select materials that align with your objectives.

**Adapt and Personalize:** While these materials are ready to use, feel free to tailor them to fit your library's unique context and community.

**Engage and Assess:** Implement the materials across various platforms and formats, then evaluate the effectiveness of your outreach and gather feedback.

**Share Out:** In communities of practice, share your successes and iterations with other librarians, or feel free to report back to us on how your efforts evolve.

We understand the challenges you face in an era of information overload and skepticism. This appendix is crafted to support your role as a trusted information partner, providing you with the tools to promote critical thinking, digital literacy, and a love for learning. Thank you for what you do to build deep ties in your local communities.

#### A Note on Content Degradation and Document Sustainability

Please note that while this document may experience degradation over time—such as broken links—we believe that its underlying contribution and value will remain intact. While information literacy needs in your community may change, a focus on building trust will remain relevant for years to come. We encourage readers to consider when this guide was published (2024) to assess its timeliness and functionality for your evolving outreach needs.

This Appendix was produced by the University of Pittsburgh Institute for Cyber Law, Policy, and Security in collaboration with Whitehall Public Library.

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#### **Trust in Library Institutional Values & Processes**

**Download Whitehall Public Library Examples** and Templates for "History of Libraries":

https://bit.ly/4cq2oJ4





#### **Social Media Outreach**

	Social Media Posts	Links, Suggestions, and Additional Information
	Post: Confidence isn't earned overnight, but libraries have been building it since the mid-1700s! Read more about the early history of libraries.	<ul> <li>Link: <u>ALA Library History</u></li> <li>Follow-up: Consider a post with your library's history and photos.</li> <li>Additional Link: <u>A History of US Public Libraries</u></li> </ul>
HISTORY	Post: True trust means acknowledging past flaws while celebrating progress. Learn from the history of libraries and their evolution toward inclusivity. #Libraries #Inclusivity #Progress	Link: <u>The Dark History of Segregation</u>
	Post: Why rely only on the internet when you can consult a library? With years of curated resources and expert guidance, we're here to help you separate fact from fiction.	Visual: Feature a popular fiction novel and something interesting from your non-fiction collection.
	Post: Institutions earn trust through consistency and reliability, and our library is no exception.	<ul> <li>Note: Highlight media coverage about your library.</li> <li>Applied Example: 'Saving Stories' preserves tales from refugees in Baldwin, Whitehall</li> </ul>
MISSION	Post: In an age of skepticism, institutions like ours provide a foundation of reliability. Our mission is to [insert library mission statement].	<ul> <li>Note: If your local library doesn't have a mission statement, use one from your county library or state library system as an example.</li> <li>Link: Mission Statement Example</li> </ul>
	Post: Did you know libraries adhere to ethical standards including the ALA Code of Ethics, valuing privacy, confidentiality, and intellectual freedom to provide you with the best information possible with your needs in mind?	<ul> <li>Link: <u>ALA Code of Ethics</u></li> <li>Follow-up: Link to your own strategic plan or a wider consortium/state plan.</li> </ul>
	Post: Did you know that libraries collaborate with reputable publishers and academic institutions to bring you the latest and most reliable information?	<ul> <li>Visual: Highlight the selection criteria ALA uses or your library uses to make collection decisions.</li> </ul>
PROCESSES	Post: Ever wonder how books and DVDs make it to the shelf? It's not magic; it's a standardized process you can trust to get vetted materials into your hands.	<ul> <li>Note: Consider highlighting weeding, curation, vetting, or other processes.</li> <li>Link: <u>Behind the Stacks: Cataloging!</u></li> </ul>





HISTORY

## Tips, Tutorials, and Educational Content

Educational Content	Links, Suggestions, and Additional Information
Tip: Create and share a library history quiz as in-library activity. Offer a prize to engage your patrons.	Link: National Library Week Quiz
Fact Sheet: Share a series of facts in shorter-form social media posts or info sheets about your local library.	<ul> <li>Link: <u>Fun Facts about Books and Libraries</u></li> <li>Note: Share about your local library for a personal touch</li> </ul>
Video Resource: Explore the "The Library: A Fragile History" for insights into library history.	Link: Watch on <u>YouTube</u>
Tip: Utilize the ALA-branded "Libraries Transform" initiative materials and educational resources for inspiration on how to highlight the mission of libraries.	Link: #LibrariesTransform Initiative
Vlog Idea: Consider creating a vlog about how you weed a collection to educate patrons on curation.	• Link: Weeding?



**MISSION** 

MISSION

**PROCESSES** 

#### Newsletter, Programming, and Other Features

Feature Content	Links, Suggestions, and Additional Information
Podcast Feature: Share podcasts that explore the role of libraries in society like the Pew Podcast on "Trust in Libraries" or create your own tailored to your library.	Link: <u>Listen to Podcast</u>



#### **Trust in Library Resources**



#### **Social Media Outreach**

Download Whitehall Public Library Examples and Templates for "History of Libraries":

https://bit.ly/4cq2oJ4

	Social Media Posts	Links, Suggestions, and Additional Information
PURPOSE OF RESOURCES	Post: Recently [Patron] used [library resource] to conduct research on [example]. For [Patron] the library has become a trusted information access point.	<ul> <li>Visual: Include a quote, picture, or story of someone who has benefited from the collection.</li> </ul>
	Post: Unsure about the credibility of a news article or website? Ask a librarian! We are here to help you evaluate sources and fact-check claims. Let us put our skills to work.	Note: Emphasize the role of librarians as resources in assisting with information evaluation.
<b>AVAILABLE</b>	Post: Don't get the local newspaper? We do! Come in and see what's happening in [your city] today.	Visual: Feature the print materials you receive regularly.
RESOURCES	Post: Knowledge is a superpower! Access reliable information on subscription-based research databases all for FREE with your library card.	Suggestion: Consider highlighting a different database each day of the week.
USING RESOURCES	Post: Confused about how to use [resource]? Check out our eResource page for helpful tutorials.	Suggestion: Create a tutorial or guide like the <u>Carnegie Library</u> <u>Resource Page</u> .



PURPOSE OF RESOURCES

**AVAILABLE RESOURCES** 

USING RESOURCES

#### Tips, Tutorials, and Educational Content

Educational Content	Links, Suggestions, and Additional Information
Tip: Share information literacy quizzes in a way that highlights how the resources you offer can help patrons conduct their own independent research.	<ul> <li>Link: Media Smarts (kids)</li> <li>Link: Find the Fake (kids)</li> <li>Link: U Cambridge Misinformation Susceptibility Test</li> </ul>
Tip: Highlight popular readings on information/media literacy for kids, teens, and adults.	Link: Information Literacy Reading     List
Tutorial: Highlight databases and other eResearch resources.  Describe a use case. In separate post or in comments link to tutorials to help guide patrons in their usage.	Database Examples: Opposing Viewpoints, Infobase



#### **Newsletter, Programming, and Other Features**

	Feature Content	Links, Suggestions, and Additional Information
EC	Create interactive, hands on learning experiences using archival materials.	Example: Open Archive Public     Library Program



#### **Trust in Librarians**



#### **Social Media Outreach**

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	Social Media Posts	Links, Suggestions, and Additional Information
	Post: Did you know many librarians have a degree in library science? That means they're trained to be information experts you can rely on.	<ul> <li>Suggestion: Share education qualifications of some of your librarians including where they went to school and their areas of expertise.</li> </ul>
LIBRARIANS AS EXPERTS	Post: Can you fact check like a librarian? Through training and practical experience, we take the time to get things right!	<ul> <li>Suggestion: Have librarians share their own experiences fact checking something or a favorite information finding tip.</li> </ul>
£3	Post: What did [Name of librarian] do this weekend? Our librarians are more than friendly faces behind the desk, they're active members in their community.	Visual: Picture of local librarian engaging in a favorite hobby.
LIBRARIANS AS COMMUNITY MEMBERS	Post: Did you know that [Name of librarian] volunteers at [Location]? In addition to knowing a lot about [area of expertise] they love to [activity] with family and friends in the neighborhood.	Visual: Picture of local librarian volunteering.



#### Tips, Tutorials, and Educational Content

Educational Content	Links, Suggestions, and Additional Information
Tip: What does it mean to "fact check"? Become an expert with these tips from an information professional.	Link: How to Fact Check Like a Pro
Quiz: Share quizzes or polls about what it takes to be a librarian, or what patrons think it means to be a librarian.	Link: <u>Librarian Quiz</u>
Tip: Have librarians share the hardest or most interesting classes they took in library school, or a unique experience they have learning about information. Have them come up with a tip, or something important they learned that they wished everyone knew.	Video: Tutorial of information- finding tips from the point of view of a librarian.



**LIBRARIANS** AS EXPERTS

#### **Newsletter, Programming, and Other Features**

	Feature Content	Links, Suggestions, and Additional Information
LIBRARIANS AS EXPERTS	Newsletter: Spotlight different kinds of librarians and their job descriptions (i.e. areas of expertise) in emails or print newsletters	
IBRARIANS AS COMMUNITY MEMBERS	Newsletter: Highlight not only a library programming event coming up, but especially highlight the librarians who planned it and why they approached it the way they did.	



## General Information Literacy Resources

An important note: The resources in this section offer valuable insights into navigating the complex information landscape of today. However, it's crucial to approach them with a mindful perspective focused on building trust and fostering positive engagement with your community.

**Consider the "Why":** Before sharing, reflect on the purpose and potential impact of the resource. Does it empower individuals to think critically or does it potentially heighten fear and skepticism?

**Audience Awareness:** Tailor your approach to the specific needs and concerns of your community.

**Language Matters:** Choose language that is empowering and avoids accusatory or alarmist tones. Focus on building skills and confidence, rather than highlighting negativity.

**Open Dialogue:** Foster an environment where open discussion and questions are encouraged, creating a safe space for learning and growth.



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**EVALUATION BEHAVIORS** 

## Social Media Outreach + Tips, Tutorials, and Educational Content

	Content Focus	Links, Suggestions, and Additional Information
	Cross Check: Build confidence in information by cross-checking. Explore multiple sources to gain a well-rounded perspective and ensure the information you rely on is accurate. Librarians can help you find diverse, trustworthy sources.	Link: Web Literacy for Student Fact- Checkers (e-book)
	Go Upstream: Trace information to its roots. Discover the origin and context of information by going upstream to the original source. Librarians can guide you in finding primary sources and evaluating their credibility.	Link: Go Upstream to Find the Source
	Consider Context: Become a critical thinker. Understanding the context of information—who created it, when, where, and why—helps you interpret its meaning and assess its reliability. Librarians can provide tools and resources to help you analyze information effectively.	
	Evaluate Expertise: Seek out credible voices. Learn to identify and rely on information from experts in their fields. Librarians can connect you with authoritative sources and help you evaluate the credentials and reputation of information providers.	
	Read Laterally: Expand your information horizons. Practice lateral reading by exploring multiple sources and perspectives to gain a comprehensive understanding of a topic. Librarians can assist you in finding diverse viewpoints and navigating complex information landscapes.	Link: <u>Lateral Reading</u>
	Be Skeptical of Skepticism: While we shouldn't believe everything, sometimes being too skeptical actually makes us less likely to believe facts. Use an array of media and information literacy to empower yourself to evaluate sources so you can learn who/what to trust—not just who to distrust.	Link: People Arguing Real Videos are Deepfakes

Content Focus	Links, Suggestions, and Additional Information
Information Creation Processes: Uncover the story behind information. Explore how information is created and disseminated to understand its purpose, potential biases, and trustworthiness. Librarians can guide you in understanding the information creation process and selecting reliable sources.	Visual: Information Lifecycle Infographic (see attribution at bottom)
Information Access Points: The way you access information influences its credibility. Libraries offer a curated selection of trustworthy resources, ensuring you have access to accurate and reliable information.	
Information Dissemination Methods: Transparency builds trust. Reliable information sources are open about their methods and potential biases. Libraries champion transparency and provide access to information with clear origins and editorial processes.	
Information Need: Find the right tools for your information journey at the library. Different information needs require different approaches. Libraries offer a wealth of resources and expert guidance to help you find the best information for your specific needs, going beyond basic internet searches.	
Provenance: Become an information detective. Trace the origins of information, especially in the age of AI, to ensure its authenticity and reliability. Let us help guide you to find verifiable information by asking us for help, or by using our vetted resources like [give an example of a resource you recommend often to patrons].	• Link: What is Provenance?
Al Generated Content: Use the SIFT method to critically evaluate information and identify potential Al-generated content. We are also offering a [Workshop Title] program to help you stay informed about Al.	• Link: <u>SIFT Method</u>
Deepfakes vs. Shallowfakes: Stay ahead of the curve. Learn about deepfakes and other manipulative technologies to become a more discerning consumer of information. In this confusing time it is even more important to remember that libraries provide access to trustworthy sources and educational materials like [link to library resource].	Link: <u>Al Generated or Real?</u>
Al Facts: Learn about Al and remember, libraries will remain committed to putting vetted information into your hands no matter what computers start to generate.	Visual: News Literacy Infographic
Prebunking: Spot information manipulation techniques before you consume questionable information. Look for emotional language, fake experts, and arguments that hinge on rhetorical fallacies.	<ul> <li>Quiz: Information Manipulation Techniques</li> <li>Further Reading: Prebunking Misinformation</li> </ul>



INFORMATION EVALUATION AND AI

INFORMATION LITERACY CONCEPTS

	Content Focus	Links, Suggestions, and Additional Information
	Vetting News: There are steps you can take to vet a news source. You can always also ask a librarian to help you verify information!	Visual: <u>SmartNews Infographic</u>
	Click Bait: Look beyond the headlines. Develop critical reading skills to evaluate news stories thoroughly. We are offering [workshop title] workshop to help you identify clickbait and assess the credibility of news content.	
NEWS LITERACY	Journalistic Standards: Seek out reliable news sources. Understand the principles of journalistic integrity and seek news outlets that are transparent about their standards and practices. We offer access to a diverse range of credible news sources to help you stay informed.	Link: PBS Journalistic Guidelines     Example
	Genre: Genre matters! Learn to distinguish between different information genres, such as news, satire, and opinion, to accurately interpret the information you encounter. Libraries offer diverse collections and guidance to help you navigate various information formats.	Further Reading: A Study about     Satirical News
	Confirmation Bias: Biases. We've all got them! Be aware of confirmation bias and its influence on your information choices. Libraries encourage critical thinking to help you broaden your understanding and challenge your own biases.	
<b>∆</b> °∆ BIAS	Rhetorical Framing: Think critically about persuasive techniques online. Learn to identify rhetorical framing and other persuasive strategies used in information presentation. Our upcoming [Workshop Title] will cover persuasive arguments online and will help you think about how information is framed as part of your information evaluation process.	
	The Halo Effect: Think critically about online personalities. Be aware of the halo effect and its potential influence on your judgment of information shared by social media influencers. In fact, maybe it's better just to come to the library to do your research rather than relying on a non-expert.	• Link: What is the Halo Effect?
	The Attention Economy: Help your kids understand social media. Learn how the attention economy shapes your online experiences and gain valuable insights into responsible digital engagement. Remember, libraries are here to help you and your kids access reliable and timely source material.	Educational Resource: Khan     Academy and the Center for     Humane Technology's Social Media     Literacy Course
SOCIAL MEDIA	Digital Citizenship: Libraries can help you teach your kids to be responsible digital citizens. Start here and begin your conversations with your children today.	Link: Media Smarts Centre for Digital Media Literacy <u>Reading on Digital</u> <u>Citizenship</u>
LITERACY	Kids and Teens: Empower the next generation! Libraries offer resources and programs to equip kids and teens with the critical thinking skills needed to navigate the digital world safely and responsibly.	<ul> <li>Educational Resource: Act for Youth Toolkit (including games, tutorials, and more)</li> <li>Note: This program also has resources for sexual health, HIV literacy, etc. so it could be controversial to share; consider your audience.</li> </ul>

	Content Focus	Links, Suggestions, and Additional Information
SCAMS  HEALTH INFORMATION LITERACY	Phishing: Learn to recognize and avoid phishing attempts that aim to steal your personal information. In addition to the guidelines in this link, please consult a librarian if you have questions or if something smells "phishy."	Link: Federal Trade Commission     Consumer Advice
	Al Scams: With the help of your local library you can stay vigilant about scams that use Al technology, such as voice cloning and deepfakes, to deceive you. We can provide guidance to help you stay safe from emerging online threats.	<ul> <li>Link: <u>Better Business Bureau Tips</u></li> <li>Note: As this is an emerging issue, we encourage you to keep an eye on developing resources to share with patrons</li> </ul>
	Evidence-Based Information: Looking for reliable health information? Check out Those Nerdy Girls for expert insights on health and wellness. Consulted by scientists and health professionals, this resource helps you stay informed with factual, evidence-based content. Explore more at Those Nerdy Girls.	Link: Those Nerdy Girls
	Scientific Consensus: Looking for accurate health information?	Link: <u>Health Feedback</u>

#### **Other Resources**

Other resources like these can be found in the final section of our Strengthening Libraries as Community Information Partners resource guide.

Health Feedback is a global network of scientists dedicated to verifying the accuracy of health and medical claims in the media.

- **Programming Librarian Fighting Misinformation**
- <u>Digital Inquiry Group Civic Online Reasoning curriculum</u>
- **News Literacy Project**

- Poynter Media Wise Toolkit
- **ALA Super Searcher's Toolkit**
- ALA InfoLit Guide

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