**Ideas Powered: It’s What We Do**

Campaign Website



*Header/entire site to prominently feature logo and hashtag* ***#poweredlibraries*** *in the design.*

**LANDING PAGE / HOME**

*Animated logo transitioning into simple landing page.*

*Must feature #poweredlibraries and eventually featuring video.*

**ABOUT**

*Graphics/photos optional, text below:*

**About the Campaign**

2015-2016 Texas Library Association President Susan Mann charged the TLA PR & Marketing Committee with the task of creating a big campaign to raise awareness about Texas libraries and the library profession in general, which would have wide appeal to all types of libraries and would be both an internal and external rebranding of today’s libraries.

Together, the committee brainstormed and selected a campaign that would emphasize the innovation and technology-centered work being done in today’s libraries. Libraries are places where the creation and cultivation of ideas happen, and the *Ideas Powered* campaign emphasizes the many ways in which libraries have evolved to meet the demands of an ever-changing, fast-paced digital environment, revealing the many ways that libraries contribute beyond the books that most people first associate with libraries.

The campaign initially launched in early 2016, to coincide with the peak of Susan Mann’s TLA presidency, and an exclusive launch party for the campaign is planned for the TLA Annual Conference in April 2016.

**Broad Objectives and Goals**

*Ideas Powered: It’s What We Do* seeks to broaden the awareness of library services to the public and provide resources to librarians working in the state in order to promote libraries as vital, technology-centered institutions in the community.

The campaign provides a platform for the sharing of ideas and resources that strengthen the image of the library profession and the services provided by libraries in Texas.

Related goals include: providing librarians with the tools necessary to influence key supporters, shifting the perspectives of libraries as a center for books to a center for emerging technology and the cultivation of ideas, and spreading the message of the campaign through both traditional and social media outlets.

Librarians and information professionals are encouraged to actively participate in the campaign through social media outlets, using the hashtag #poweredlibraries, and by contributing content in the *Ideas Shared* portion of the campaign website.

**Key Messages**

Messaging will be centered on supporting existing library professionals in a re-branding effort to raise support and awareness of library services to the public.

The Campaign will include the following key messages:

* Libraries are essential to the creation and sharing of ideas in the community
* Libraries are forward-thinking, technology-driven institutions, more vital today than ever before
* What libraries do reflects a truly diverse field of information work, representative of the variety and scope of libraries and librarians in the state



**About the Texas Library Association**

The Texas Library Association was established in 1902 to promote, support, and improve library services in Texas. Now more than a century old, TLA is the largest state library association in the U.S. Its 7,000+ members are employed in all types of libraries: academic, public, school, and special. TLA's membership also includes library vendors and citizens who support libraries as trustees, members of Friends of the Library organizations, and library users. For more information, visit the TLA website: [www.txla.org](http://www.txla.org)

**TOOLKIT**

*Downloadable Campaign Materials for library professionals*

*Buttons leading to subpages or one large page covering the topics below (depends on quantity)*

**Toolkit**

Here are the tools and downloadable materials for #powedlibraries everywhere. Use these campaign designs to showcase the innovation happening in your library! Check back as we continue to update this page with new content.

**Logos**

Campaign logos in various formats for use on your own customized designs.

**Print Materials**

Flyers, bookmarks, posters and more!

**Web & Interactive**

Graphics for social media and the Web.

Coming soon: #poweredlibraries campaign video!

**PR & Marketing**

Sample press releases, emails, and customizable content for a variety of library types: school, academic, public, and special.

**IDEAS SHARED**

*Graphic heavy page, with images and descriptions of innovative programming ideas taking place in libraries, with links to the contributing library websites accompanying the ideas shared.*

**Ideas Shared**

Looking for inspiration from other #poweredlibraries? Browse below to learn about creative and innovative library activities that are taking place around you.

Library professionals are encouraged to share ideas and program success stories! What innovative or non-traditional services do you provide? Do you have photos or videos describing how you power ideas in your institution? If so, visit our *Contact Us* page to upload content for consideration to be added to this site. Thank you for sharing!

**CONTACT**

*Can either be a sub-section of the* About Us *page, or a stand-alone link.*

*Standard submission form with the ability to upload documents for the* Ideas Shared *section.*

**Contact Us**

Have a question or comment? Want to contribute a summary and photos or video of your innovative programs for the Ideas Shared section? Please get in touch!

NAME:

EMAIL:

PHONE:

ADDRESS: ?

MESSAGE:

ATTACHMENTS (upload)

