

## Storytelling Matters: Reach Out with Digital Advocacy Stories

**Library Value(s):** \_\_\_\_\_

**Target Audience(s):** \_\_\_\_\_

<b>What we say about our library values:</b>	<b>What patrons/community members say they want/need:</b>
<b>What we say about our patrons/community members:</b>	<b>What patrons/community members say about library services:</b>

**Meme (Clear/Concise/Compelling/Connected):** \_\_\_\_\_

**One-sentence Theme:** \_\_\_\_\_

**Web 2.0 Tool(s):** \_\_\_\_\_

**Media Sources (Original/Copyright-free)** \_\_\_\_\_

**Field Test via Social Media:** \_\_\_\_\_

