



GET WITH IT AND ADVOCATE!

So you want to be an advocate for the LIS sector but are not sure where to start? INCITE gives you the heads up.

As can be seen from many examples throughout life, just one person making the effort to advocate can make a big difference. We all have the ability to advocate for better things; we just have to choose to do so. Advocating for your industry is not only important but also essential to helping your LIS sector innovate, grow and prosper. But where to start?

There are a number of ways to be an advocate.

- You can promote the benefits and activities of your industry to those outside your industry, including government representatives and the general public
- You can also promote change within your organisation.

But why be an advocate? Advocacy opens up opportunities for innovation. Wherever your industry has more potential for success, it's our collective responsibility to recognise it and take action.

As an advocate for your industry you need to understand the challenges and trends affecting not only your organisation, and your role in particular, but also other professionals across the LIS sector. The most effective advocate is someone who talks from personal experience.

'If you believe in great things, you may be able to make other people believe in them, too.'

Oliver Wendell Holmes

HERE ARE A FEW TIPS TO GET YOU THINKING ABOUT HOW YOU CAN BE AN EFFECTIVE ADVOCATE:

Build partnerships with other advocates

Find like-minded people within your industry. Work together to build strong communities that can promote and resolve issues. Join groups, meet and converse regularly. Discuss ways you can work together for everyone's benefit.

Go global

Network, network, network! Attend conferences to meet other librarians. Learn from their experiences and the actions they have taken that have been successful.

Develop your story

Think about your own role within the bigger picture of your industry. Define your mission – what you perceive needs to be improved.

Think about your audience

Is there a particular group that you want to influence? This could be the industry as a whole, your members, or those higher up in your organisation. Think about the best ways to communicate with your audience. What

information do you need to get across to achieve your goal?

Be passionate about your organisation and your industry

Demonstrating your passion for the information profession will be infectious. When you advocate passionately, you will find that others will follow you and support you.

Write and speak about your industry from the heart

Talking about your real-life experiences within your industry will make your advocacy more effective.

Don't be afraid of sharing your message

Advocating is fun and rewarding. This is your industry and you want it to prosper. You will help to improve it by being an advocate.

Drive positive outcomes

Don't let minor setbacks stop you. Stick with it. The rewards will be great!

Make use of your industry association

ALIA is here to advocate for you and help you advocate for yourself. Take advantage of ALIA's networking and professional development opportunities.

ALIA is here to advocate for you and help you advocate for yourself. Take advantage of ALIA's many networking and professional development opportunities. So raise your voice and be heard inside and out of the industry and, more often than not, we'll all flourish and find ways to work toward a better future for everyone. ✨