Raising Your Library's Profile
Making Your Community Relationships Work for You

Getting Started

**Federal Government**- Small Business Administration, Service Core of Retired Executives (SCORE)

**Community Groups**- Venture Cafe, Triad Navigator, Ecosystem, Nonprofits

**Community Colleges**- Guilford Tech, Forsyth Tech

**Local Government**- Economic Development, Chamber of Commerce, Visitor’s Bureau

**Social Media**- Fearless Winston Salem, Meetup App, Eventbrite, Kickstarter

**Private Sector**- Local Businesses, Co-working Space

**Financial Institutions**- Self Help, Piedmont Business Capital, Wells Fargo, Credit Unions

**Friends Groups**- Board of Visitors, Board of Trustees, Advisory Groups

**Alumni**- Retirees, Coworkers, Program Participants

**Students/Patrons**- Clients, Faculty, Neighbors

Recommended Reading


Best Practices

Don’t reinvent the wheel - Look for case studies, best practices, and opportunities in your own community to put great ideas into practice.

People as resources - Ask around and see who in your institution is already involved in community groups and can provide you an introduction. Consider the strengths of colleagues and customers too. A happy customer has their own unique network and can be your advocate!

Be persistent with outreach - Entrepreneurs, small business owners, and community organizations are busy. Don’t take it personally if they don’t answer or connect the first time.

Name drop - Already have a truly committed outside partner or advocate? Make sure other organizations within the same network know it!

Find “passion points” - Make connections with owners of businesses you’re passionate about. You'll have automatic talking points that are authentic.

All outreach counts - Outreach of any type still benefits the library. People seeing you in their community, challenges people’s assumptions about library service and purpose and creates good publicity for the whole organization.

Track partnerships - How did your customers/clients/outside organization hear about you, your resources, and services? Have a way to track your partnerships and any outcomes of those relationships. Remember: what gets measured, gets done.

Stay up to date with local news - Knowing what’s going on in a community can help you prioritize and take advantage of new or “hot” opportunities. See a new business opening up or being applauded - reach out!

Mine organizational contacts and connections - Utilize current connections and memberships your organization already participates in to your advantage.

Practice healthy networking/ work balance - Not all networking events are created equal. If a networking event isn’t your style or isn’t useful, don’t waste your time. Focus on what works.

Develop key relationships - Have a really committed partner? Don’t take that for granted! Show your level of commitment to the partnership. Don’t just go to them when you need something.

Drop us a line!

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