

Eco-Friendly Library Advocacy Project

By Tiffany Newton

Executive Summary

The goal of this project is to raise awareness about sustainability and to decrease the library's carbon footprint.

This info-gram shows library administrators simple and inexpensive ways to decrease the library's carbon footprint. I hope that after seeing how easy it is, they will take larger steps to create a more sustainable library.

The target audience is the library administrators, library policy makers, and library decision makers. The audience could also be library users who wish their library was more eco-friendly. They could share this graphic with their library.

This info-gram will reach the audience through pinterest, twitter, Facebook, through emails, etc. I have posted this personally on pinterest, twitter, and Facebook and have asked others to share the graphic with others by pinning it to their boards on pinterest, retweeting it on twitter, and sharing with friends through Facebook. I might also share it on a few library listservs or print the graphic in the form of a flyer to pass out.

I chose to use this graphic format for several reasons. The graphics are eye catching and easy to pin, tweet, and share. It contains little text and is easy to read. I also chose this format because it can be shared with any library. Since I currently do not work at a library, and am in the process of moving, I did not want to start a new project at my local library. I hope that I will be able to do something more in depth with this idea after I do begin working at a library or settle down in a new community.

The graphic is located here: <http://pinterest.com/pin/80431543318296107/>