

Communications Excellence Award

To recognize and celebrate Florida libraries' exceptional efforts in communication through web, social media, and print. This award highlights innovative strategies, effectiveness, and exemplary practices in engaging and communicating with the public and library users.

Eligibility:

Nominee must:

- Be a single library or a library system in a Florida (academic, public, special, or school library)

The nominator must be a current member of the Florida Library Association.

Criteria:

Eligible nominees should show excellence in the following:

- Variety of communication methods (Website, Social Media, Print)
- Innovation and Creativity
- Content and overall user experience
- Metrics and Impact

Supplemental documentation should include:

- Supporting materials may include any of the following: photos, clippings or media coverage, testimonials and patron comments, research, key messages, promotional pieces, screenshots of websites, electronic or social media promotion.

Questions:

1. Why are you nominating this library or library system for the communications excellence award? (Character Limit: 400)
2. How does the library utilize multiple platforms e.g web, social media, and print to communicate with and engage its audience? (Character Limit: 2,000)
3. How does the library display originality and creativity in its communication methods? (Character Limit: 2,000)
4. What is the quality of the content and overall user experience? Does the library create relevant and engaging content and is information easy to find? (Character Limit: 2,000)

5. Please summarize the metrics associated with communication efforts, highlighting key aspects such as engagement, reach, and impact. (Character Limit: 2,000)