



United for Infrastructure Week #BuildLibraries Social Media Advocacy

From **May 10th-14th**, we're joining dozens of organizations from around the country to celebrate [United for Infrastructure Week](#), highlighting the critical need for infrastructure investment. This is a perfect moment to uplift the need for investment in library facilities – as critical hubs for community growth, libraries are integral to a community's infrastructure, and it's time for Congress and the President to invest in libraries accordingly. During UFIW, we need library advocates to tell Congress just how important an investment in library infrastructure, like the Build America's Libraries Act, would be.

Join us during UFIW by posting to social media about the infrastructure needs at your library and/or highlighting the critical role your library plays in the community. Remember to tag your members of Congress to make sure they see the message ([House Twitter accounts](#); [Senate Twitter accounts](#)). We've created several sample posts and included real world examples from advocates to help guide you as you share your story!

Your advocacy is essential in the campaign to #BuildLibraries. Sharing your community's story with Congress is the most effective way to show the importance of library infrastructure, and to make the case for an historic investment in America's libraries. We're grateful to every library advocate who has helped make the case to #BuildLibraries, and we can't wait to see the stories you share this UFIW!

Messaging Guidance

During United for Infrastructure Week, we want to underscore the importance of libraries, the role they play as community infrastructure, and the needs facing libraries in communities across the country. To most effectively communicate that message, we have a few tips and tools that can help guide your storytelling.

1. Share concrete examples of library facility needs and successes.

- Is the roof leaking in your neighborhood library? Are there accessibility issues that have not been addressed? Sharing these examples, **with images if possible**, can help show our elected officials the state of library infrastructure.
- Conversely, has your library recently renovated? Is there a new library building in your community? Showing these examples of success and innovation tells Congress that

libraries, when given the support, can execute major construction and further integrate their resources into the community

2. Images are the most compelling.

- If you can, include images of your library infrastructure, whether it is aging and in need of repair, or an example of a brand new facility.
- Images are more compelling for members of Congress and the public – by giving a visual example, you help make the issue tangible. It's much easier to understand library infrastructure needs by seeing a leaky roof than by reading about it. If you can include an image, it will make your post much more effective.

3. Tag your members of Congress.

- If you don't tag them, they won't see your message! It's critical that you remember to include your members of Congress on your posts.
- You can find a list of Representatives on Twitter [here](#) and Senators on Twitter [here](#).

4. Tag your post with #BuildLibraries & #RebuildBetter.

- United for Infrastructure Week, at its core, is about helping rebuild the infrastructure that powers the country. Libraries, as critical infrastructure, must be a part of that conversation.
- Make sure to use these tags to help bring libraries into the infrastructure conversation!

Sample Posts

If you have examples to show of your local library, you can use these samples below to craft your own posts. If you don't have local examples to show or speak to, look further down the page for general UFIW/#BuildLibraries content.

Customizable (Remember to include pictures!)

Here in [CITY/TOWN], our library infrastructure is connecting the community with [LIBRARY SUCCESS], but we need funding to address [INFRASTRUCTURE NEED]. @[members of Congress] this United for Infrastructure Week, we need your support to #BuildLibraries! #RebuildBetter

Our library infrastructure continues to support [LIBRARY SUCCESS] despite a need for [INFRASTRUCTURE NEED]. This United for Infrastructure week, I hope @[members of Congress] see how important it is to invest in library infrastructure! #BuildLibraries #RebuildBetter

Advocate example



Additional Samples (You can adapt any of these examples for your own community - remember to customize the members of Congress!)

We're excited about United for Infrastructure Week! Our library provides vital workforce programming, but the heating & cooling are in need of repair. @RepSmith, @SenJohnson, @SenJefferson, we need support for library infrastructure! #RebuildBetter #BuildLibraries [IMAGE OF A/C UNIT, IMAGE OF WORKFORCE CLASS MEETING]

This United for Infrastructure Week, we're grateful for the extended wi-fi at our local library. With additional funding, our library could address the need for a new ramp to increase accessibility - @RepSmith, @SenJohnson, @SenJefferson, we need your support to #RebuildBetter & #BuildLibraries! [IMAGE OF PATRONS USING WIFI + IMAGE OF ENTRANCE WHERE RAMPS ARE NEEDED]

As we look to #RebuildBetter, our local library needs funding to weatherize its facilities. @RepSmith, @SenJohnson, @SenJefferson, will you #BuildLibraries and help modernize facilities across the country this United for Infrastructure Week? @SmithvilleLibrary is critical infrastructure! [IMAGE OF THE LIBRARY AFTER A STORM]

Sample posts without local examples

You can use these samples if you don't have pictures or examples from your local library! Be sure to use our #BuildLibraries graphics ([Facebook](#); [Twitter](#)) to help spread the word. Remember to customize the members of Congress!

Libraries are critical infrastructure, connecting patrons with everything from job search assistance to vaccine appointments. This United for Infrastructure Week, I'm celebrating @SmithvilleLibrary and urging @RepSmith, @SenJohnson, and @SenJefferson to #BuildLibraries! #RebuildBetter [#BUILDLIBRARIES GRAPHIC]

Library infrastructure is aging across the country, but Congress hasn't allocated funding for facility construction/renovation since 1997. @RepSmith, @SenJohnson, @SenJefferson, will you invest in critical library infrastructure & #BuildLibraries? #RebuildBetter [#BUILDLIBRARIES GRAPHIC]

United for Infrastructure Week celebrates the critical infrastructure that supports everyone in this country – what's a better example than libraries? @RepSmith, @SenJohnson, @SenJefferson, I hope you will support community growth by standing up to #BuildLibraries! #RebuildBetter [#BUILDLIBRARIES GRAPHIC]

Sample Share graphic:

