

# ILN Ambassador manual

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## Welcome to the International Librarians Network

Welcome to the organising team of the International Librarians Network (ILN). We are grateful for and honoured by the willingness of volunteers around the world to assist us with this project.

This document is designed to provide you with some guidelines on how to be an ILN Ambassador. It contains some information about what you can expect from the ILN Directors, details of some of the conditions and expectations placed on Ambassadors, and suggestions for how to make the most of your position.

In addition to any guidelines, conditions and expectations outlined in this document, we expect all our volunteers to abide by the ILN code of conduct, available on the ILN website at <http://interlibnet.org/about/code-of-conduct/>. This is a living document, and will change as the ILN grows and changes. We welcome your input into the document.

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## What is an ILN Ambassador?

ILN Ambassadors are in-country representatives of the program. As an Ambassador you have two roles:

- represent the ILN to people within your country, and
- represent your country to the other ILN organisers and participants outside your country.

The ILN is an international program that seeks participation from every country in the world. However it is often difficult to evaluate the legitimacy of a foreign program, and language and cultural barriers might prevent individuals from seeking more information from foreign sources. As an Ambassador, you act as a representative of the ILN to people inside your country to explain the program within the context of your country's professional environment, and assist people in your country with information about the program. The program is run in English, however it is assumed that Ambassadors can speak and write about the program in their national language.

You are your country's representative and contact to the ILN Directors and other Ambassadors. The program coordinators rely on Ambassadors to provide advice about marketing and promotional opportunities, as well as about the professional environment for libraries and librarians in their countries.

Ambassadors are not responsible for matching participants, nor for managing the ILN website. However, you are encouraged to contribute content for the website at any time and from time to time the ILN Directors will put out specific calls for content.

At the time of writing there is usually one Ambassador for each country. Each country is different, and there are differences in our professional environments. Some countries have many ILN participants, while others have very few. The volume of work required of our Ambassadors will differ, and is difficult to predict. If you feel that you are unable to manage the workload or need some assistance, please contact the Directors.

## Getting started

ILN Ambassadors have either applied for the position or been invited by the Directors. Either way, there'll be an email at some point confirming your appointment to the role.

The current requirements for applying to be an ILN Ambassador are set out on our website at <http://interlibnet.org/about/volunteering-with-the-iln>.

Once we have confirmed your appointment, we'll add your name to the list of Ambassadors on the ILN website as well as a short bio and a photo if possible.

Once this has happened you are welcome to speak publicly about being an ILN Ambassador.

## Social media

The ILN relies heavily on Twitter and Facebook as promotional and communication tools, and Ambassadors are welcome to tweet about the program or post to our Facebook page.

On Twitter, please use the hashtag #interlibnet, which will allow the Social Media Coordinator to capture the conversation. Where relevant, please encourage people to follow ILN at @InterLibNet.

The ILN Facebook page is <https://www.facebook.com/InterLibNet> and you are encouraged to share or comment on ILN posts, or write on the ILN wall. If your Library Association has a Facebook page, please let us know so that we can follow the page with the ILN account.

The ILN has a social media coordinator who can be contacted via [contact@interlibnet.org](mailto:contact@interlibnet.org).

## The ILN website

The ILN website ([interlibnet.org](http://interlibnet.org)) is the primary communication tool for the ILN and your name will be listed on this website. It is here that the ILN community can be seen. As such, we strongly encourage our Ambassadors to contribute content to our website.

The Directors post discussion topics for the program participants every fortnight and aim to post other blog entries in between. Many of these call for discussion through comments, and we encourage you to comment on these posts.

Guest blog posts are also welcome. If you wish to contribute a guest blog post about any aspect of your professional life please contact us using [contact@interlibnet.org](mailto:contact@interlibnet.org).

## Promoting the ILN

An important role played by you as an ILN Ambassador is to assist the Directors with identifying and using promotional opportunities within your country.

As an Ambassador, we expect you to promote the ILN and we ask you to seek out local promotional opportunities. This could be through formal networks, such as your local library professional associations, newsletters, magazines or workplace communication tools. Or it could be through informal networks, such as personal learning networks or networking events.

The ILN is run on a volunteer basis, and has no funding attached to it – we are currently limited to promotional opportunities that have no financial cost.

Once an opportunity has been identified, you are welcome to either use the opportunity yourself or contact the Communications Director ([contact@interlibnet.org](mailto:contact@interlibnet.org)) for assistance.

If you wish to promote the ILN directly, please inform the Communications Director prior to doing so for advice on current marketing strategies and whether there are upcoming deadlines that an audience may need to know about.

ILN directors can also assist with providing marketing content (copy), images and contact details, however we rely on Ambassadors to adjust copy to suit their local context.

If you don't feel comfortable writing an article or piece for a newsletter please let us know about the opportunity so that we can write something. You will need to include information about who to contact and whether there are deadlines to be aware of.

The Directors can contribute copy in English only – if copy is required in a local language we will rely on you for translation. You are always free to translate our copy into your own language, however if you do so, please ensure you emphasise that the program is only offered in English and that fluency in English is a requirement to participate.

## **Working with other ILN Ambassadors**

ILN Ambassadors are welcome to get in touch with each other to share ideas or concerns, or just to widen their professional networks.

There is a Google group established for the Ambassadors, your email address will be added to this group so please ensure you give us an email address that you check regularly. You are welcome to use the group to communicate, however please be mindful that all Ambassadors are volunteers and may not be willing or able to respond to a high number of requests or discussions. At all times communication must be in line with the ILN Code of Conduct.

## **What if I have problems?**

As a general rule, if you find yourself facing any problems or difficulties in your role as ILN Ambassador, get in touch with the Communications Director as quickly as possible.

## **Participant conduct**

If you know of an ILN participant that is behaving in a way that contravenes our [code of conduct](#), let the Directors know immediately on [contact@interlibnet.org](mailto:contact@interlibnet.org). Participants can be removed from the program if they refuse to comply with the code of conduct.

If any participants are treating you in a way that makes you feel uncomfortable, threatened or coerced, let the Directors know immediately.

## **ILN Ambassador conduct**

At all times we expect you to behave in line with both the ILN code of conduct and this document. You are to use your position and the communication tools made available to you for professional purposes only. Ambassadors seeking favours or financial benefit from their positions will be removed immediately.

## **Privacy and security**

### **Your privacy and security**

Please be mindful of privacy and security when acting as an ILN Ambassador. Your name will be listed on our website, along with other details if you wish – this may include your workplace, professional history, Twitter name and other contact details. Treat any unsolicited communication with care.

## **Participant privacy and security**

As an ILN Ambassador you may have access to information about ILN participants, including their name, place of work, and contact details. You may also be privy to information about their partnerships, including any personal information that they share with you.

At all times you are to keep this information confidential, and to use it only for the purposes of administering the ILN. No information about participants should be provided to third parties, including other participants. No information about participants should be sold for any reason.

## **Changes to this document**

The ILN Ambassador manual (this document) is a living document. It will change as the ILN develops, and the latest edition of the document will be provided to you. If any substantial changes are made that may impact on how you conduct yourself as an Ambassador, this will be brought to your attention.

If you feel that a change needs to be made to this document please contact the Communications Director to discuss the change.