Getting Started with Advocacy
An ongoing process
How we communicate

Sender | Encoding | Message | Decoding | Receiver

Noise

Feedback
When?
Realise need to do something → PANIC! → Ignore it for a while → Do some research

PANIC AGAIN! → More research/training/experiments → Talk to IT → Start Planning

Talk to stakeholders/management → Write Business Plan → Pilot → Revised Business Plan

Procure System → Do digital preservation!
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Advocacy

Start Planning → Revised Business Plan
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Advocacy
Know your audience
**Awareness raising**

**Audience:** Broad

**Do:** Educate, be helpful.

**Don’t:** Give too many specific details about digital preservation, try to persuade your audience to commit to supporting your cause straight away.

Advocacy is an ongoing process
**Audience:** More targeted, Key personnel

**Do:** Provide educational information tailored to this audience, deliver messages specific to their own interests or priorities, be helpful.

**Don’t:** Go over the top, send information that isn’t applicable.

Advocacy is an ongoing process

1. **Awareness Raising**
2. **Engagement**
3. **Making the Case**
4. **Advocacy**
Make the case

**Audience:** Key personnel, champions

**Do:** Talk about the benefits, demonstrate how it can support their own areas of interest or concern, offer solutions, (if you can) use current affairs or business opportunities to create a sense of urgency.

**Don’t:** Bombard your audience with lots of calls and emails!

Advocacy is an ongoing process

1. **Awareness Raising**
2. **Engagement**
3. **Making the Case**
4. **Advocacy**
Advocacy

**Audience:** Your champions!

**Do:** Give helpful information, keep demonstrating how digital preservation can support the organisation, collect feedback.

**Don’t:** Stop interacting with your audiences or showing how digital preservation adds value to your organisation.
Who?

- Colleagues within your department
- IT department
- Finance department / budget holders
- Senior Executives
- Policy makers
- Funders
- External stakeholders

Aligned interests
Resources, technology, security
Cost, return on investment, core business
Strategic objectives
Policy landscape, strategic objectives
Impact, Sustainability
...
Talking to IT
It can be a challenge!

• Can be a key ally, but how do we get them to engage?
• Differences in terminology
• Different ways of working
  • Normally concerned with the now
  • We need them to think about past, present, future
• Some issues with territory guarding!
Steps to engage with IT

- Understand policies, programs, terminology
- Frame digital preservation as a novel problem
- Find a key ally
- Start a working group
- Develop a shared vocabulary
- Be prepared to ask and answer questions

Prater, Scott, “How to Talk to IT About Digital Preservation” - https://minds.wisconsin.edu/handle/1793/78844
Topical Notes

• Aimed at non-specialist audience
• Explain key digital preservation issues:
  • Introduction to Digital Preservation
  • Storage
  • Metadata
  • Authenticity
  • File Naming and Formats
  • Various types of content including emails, images, and websites

Make a connection

• Think personal
  • Professional or role related
  • Personal interests
  • Tell a story
Heart:
• Find a hook that interests them in the collection e.g. written works, community activities, or technical challenge

Head:
• Explain gaps in current DP capabilities
• Describe risks: e.g. reputational
• Highlight potential benefits: e.g. attracting new users, opportunity for funding

Hand:
• Be clear on what you want them to do: e.g. support a business case, help with planning, provide technical advice
• **What** – Can expect audience to know what the org does
• **How** – Many will know how it is done
• **Why** – Most don’t think about why it’s done
  • More inspiring
  • Drives behaviour, appeals to decision-making part of brain
  • “People don’t buy what you do, they buy why you do it”
• Message: Why → How → What

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en
Identify organisational concerns

• Think on an organisational scale:
  • Environmental sustainability
  • Crisis of truth
  • War
  • Economics... etc
The Executive Guide on Digital Preservation

A combination of generic and specific messages and motivators designed to...embed the value of digital preservation at the core of every organization.

https://www.dpconline.org/digipres/implement-digipres/dpeg-home
Motivators

Authenticity

Security

Costs / Environmental Sustainability

Digital preservation can...

demonstrate a commitment to transparency and accountability by sustaining an accurate digital record

enable tracking of unauthorized changes, copies and access leading to greater trust and assurance

provide cost efficiencies through planned disposal and deletion which results in reduced storage requirements
Benefits vs Features
Begin with 3 basic building blocks:

1. **A clear goal**
   - What do you want? (be as specific as possible)

2. **A story/ hook/ emotional/ organisational connection**
   - Why should the listener care?

3. **A call to action**
   - Something the listener can do to help
Build your network of advocates

• Use what you know
• Find out more
• Be ready to talk about the TAILORED benefits (risks and opportunities)!
• Follow up, demonstrate, provide evidence
• Share the love!
Some tools for Advocacy

- DPC Rapid Assessment Model
- Competency Framework and Competency Audit Toolkit (DPC CAT)
- Digital Preservation Policy Toolkit
- Business Case Toolkit
- Executive Guide on Digital Preservation

https://www.dpconline.org/digipres
Thank you

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