# Marketing & Communications SubGroup

## Meeting Minutes

### Friday 22nd July 2022

### Online

### Apologies & introductions

**Present**:

Deborah Munro – Aston.

Edward Wakefield – Newman.

Emma Halford-Busby (M&C SubGroup Coordinator) – Nottingham. (Meeting Chair)

Hannah Congrave – Leicester.

Karyn Meaden-Pratt – Cranfield.

Katie Jones – Newman.

Rebekah Broad – Nottingham Trent.

Stephen Macdonald - Bishop Grosseteste, Lincoln.

Susan O'Sullivan (M&C SubGroup Coordinator) – Birmingham City.

**Apologies**:

Claire Brown, M&C SubGroup Coordinator – Birmingham.

Joe Carey, M&C SubGroup Coordinator – Wolverhampton.

### Themed Discussions

1. *Induction marketing and communications:*

Emma introduced the topic of Welcome and re-welcome to existing students and encouraged attendees to participate in an open discussion.

The group discussed Welcome preparations and the use of print, QR codes (where appropriate), Instagram, TikTok, recordings and online resources - in particular – plus the practises at the different institutions.

Deborah highlighted the usefulness of printed resources – having observed that printed resources are particularly preferred by students from overseas.

Susan shared information on resources produced as a result of Professional Services collaborative work.

Emma shared that a simple approach can be effective – e.g., an image and text – to provide what an audience needs.

Group agreed that student involvement and student perspectives are valued - e.g., Student Creators, Student Library Champions and storyboards for recordings being created by Library Student Mentors.

Emma introduced the topic of tracking QR codes to understand levels of engagement in campaigns. The group shared their experiences of social media and analytics. Springshare, Hootsuite and TweetDeck used by a number of institutions.

Stephen enquired about Treasure Hunts and attendees shared their experiences and plans.

Group shared details of their Welcome plans and activities.

#### Regional roundup and updates

Rebekah and Stephen started a discussion on the need to highlight physical library spaces – a return to basics after the lifting of Covid restrictions and a focus on increasing library footfall.

Members of the group commented on the change in the needs of our students – e.g., a quiet space to: join a Teams call; join an online seminar; etc.

Emma asked if Covid signage was still in use in libraries – the group responded and generally it would seem that Covid signage is no longer in use.

### Collaboration Update

Emma offered a link to Mercian Collaboration News.

### 04 Next Meeting

TBC – approx. November time

Email - including a poll - will be sent out

### 05 AOB

Emma asked for any interest in specific training / trainers and potential future discussion topics to be forwarded to the M&C SubGroup Coordinators.