



Mercian Marketing and Communications Group Group Meeting #2

Fri 24 Jan 2020; Curzon Library, BCU

10am – 4pm

Agenda

timing may vary on the day

Arrive	10.00 – 10.15
Welcome/Intro	10.15 – 10.30
Session 1: Data and Social media Social Media: What, Who, How, Toy Story Monitoring Social Media at Coventry University Group discussion	10.30 – 11.30 11.30 – 12.15
Session 2: Tools and Resources (part 1)	12.15 – 12.45
Lunch break	12.45 – 1.30
Tools and Resources (part 2)	1.30 – 1.50
Session 3: Planning ahead	1.50 – 2.35
Comfort break	2.35 – 2.45
Session 4: Show and tell: Marketing in the Library space	2.45 – 3.20
Close and AOB	3.20 – 3.30
Tour of BCU, Curzon Library (Optional)	3.30 – 4.00

About the sessions

Welcome/Intro

- Recap of group's remit
- Housekeeping
- Overview of day's activities

Social media and Data

- Social Media: What, Who, How, Toy Story - Talk from Hannah Congrave, University of Leister
- Monitoring Social Media at Coventry University, Talk from Katie Mann, University of Coventry

To open, Hannah will give us an intro into Social Media at Leister, leading into a more focused look at analytics at Coventry.

Talks will be followed by Q&A and open discussion around how we use or would like to use data and analytics to drive or support our practice.

All are welcome to share visuals (e.g. sample reports, screen shots of dashboards etc.) to help illustrate how data and analytics are used to support marketing and communications activities.



Topics can include:

- Web
- Social Media
- Student feedback and engagement
- Presenting data – e.g. infographics, dashboards

This is an opportunity to identify areas for training; skills sharing and sub-groups.

Tools and Resources

Brainstorming useful tools and resources for different areas such as: collaboration; data measuring; creative/design; project planning; accessibility etc.

Planning ahead

Reflection on how to group wants to move forward; key areas of interest; individual and group priorities.

Identify opportunities:

- for training/external speakers
- sub-groups and project work

Set a preliminary agenda for next meeting.

Show and tell: Using the Library space

To finish up with something light, this is an open opportunity for members to share a few photos or videos of your library spaces, and in particular methods of communicating around the space. Posters, signs, wall stickers, banners, digital screens, art work, displays...

Show you environment and what marketing methods you use; and tell us what works well and what's been problematic.

(You can email images etc. in advance, or bring on a USB on the day.)

We'll finish with an (optional) Tour of BCU's Curzon Library