# Marketing & Communications SubGroup

## Meeting Minutes

### Wednesday 15th February 2023

### Online 2-3pm

### **Attendees and Introductions**

**Present**:

* Joe Carey (M&C Subgroup Coordinator) – University of Wolverhampton (Meeting Chair)
* Lizzy Cross – Newman University, Birmingham
* Dr. Simon Dixon – Leicester University
* Rebekah Broad – Nottingham Trent University
* Gemma Marakas – University of Warwick
* Stewart Sandilands – BCU, Birmingham
* Claire Townsend – Aston University, Birmingham
* Keren Stiles – Open University
* Katie Jones – Newman University, Birmingham
* Alex Mobbs-Iles – University of Nottingham
* Stephen Macdonald - Bishop Grosseteste, Lincoln

**Apologies:**

* Emma Halford-Busby (M&C SubGroup Coordinator) – Uni of Nottingham. (Meeting Chair)
* Susan O'Sullivan (M&C SubGroup Coordinator) – Birmingham City Uni
* Claire Browne ((M&C SubGroup Coordinator) – Uni of Birmingham (Minutes)

Joe welcomed the group and gave a brief introduction to the meeting format. Attendees introduced themselves and their roles.

### **Themed Discussions**

1. ***Social media management***
* Gemma raised the topic of social media, and how staff organise approaches.
* Lizzy and Katie have divided platforms between them (Twitter/Instagram). Lizzy and Katie are the dedicated staff for this, but other staff are invited to be involved.
* Both also have targets for their social media (KPIs surrounded number of posts etc.)
* Staff are welcomed to follow Newman’s Tiktok account for inspiration!
* Rebekah raised that no one person’s JD covers social media, which can make it difficult to prioritise. Joe and Rebekah expressed an interest in seeing Lizzy and Katie’s social media policy.
* A number of members (Keren, Rebekah) acknowledged that central marketing teams need to be consulted for (and can sometimes be a barrier to) social media activity.
* Keren shared that in her institution, ‘social media heroes’ have been created as voluntary roles, with a short job description. She also shared the “80/20” rule from Ned Potter as a useful guide for social media. Days are also themed, eg: ‘archives; academic support; study spaces’ etc.
* ‘Whiteboard Wednesday’ is another practice from Keren, where a riddle is written on a whiteboard for students.
* There is also a guide (courtesy of Keren and her team) on social, accessible and inclusive social media: <https://oro.open.ac.uk/78816/>
* Simon also shared that his institution has a small group to review/plan social media activity. In his case, different teams are involved on different days of the week. He did acknowledge that at times, the voluntary nature of this group meant social media activity could fall during busy periods.
* Simon’s institution also has voluntary student roles – Library Champions – and they are involved in creating social media content: <https://le.ac.uk/library/get-involved/library-champions>
* Lizzy raised the useful idea of student takeovers.
* Gemma noted that evaluating impact can be really difficult for social media; Lizzy explained that there are positive impacts on student recruitment, where social media accounts are more engaging/active.
1. *Subject-specific promotion (Nursing)*
* Lizzy raised the issue of tailoring promotion towards specific subjects (in this case, Nursing).
* Gemma mentioned that promoting archival material is often good for engagement online.
* Members of the group raised a few ideas, including guides/videos on reflective writing and systematic reviews, databases (eg: CINAHL) and referencing medical websites (eg: NICE). On this note, Stewart shared an FAQ example from their Libanswers site: <https://libanswers.bcu.ac.uk/faq/156145>

### **General discussion/member matters**

1. *Mercian/CILIP online webinar*
* It is expected that talks will be divided into two groups: 10-minute ‘bitesize’ and 30-minute sessions. This would be followed by a networking opportunity for attendees. The group felt happy with this plan
* Preferred times of year - Staff are happy with the summer period.
* Joe will update the group shortly on the progress of this.

### **Next Meeting**

* The group agreed that May would be a sensible time to have the next meeting. **Action:** Joe to check in with Emma about this.

### **AOB**

* None