UNIVERSITY OF DERBY

Running a successful digital marketing campaign

Lucy Ayre

TOP 30 GUARDIAN UNIVERSITY GUIDE 2019

TEF Gold Teaching Excellence Framework

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Sensitivity: Internal

Repository & Open Access service at Derby

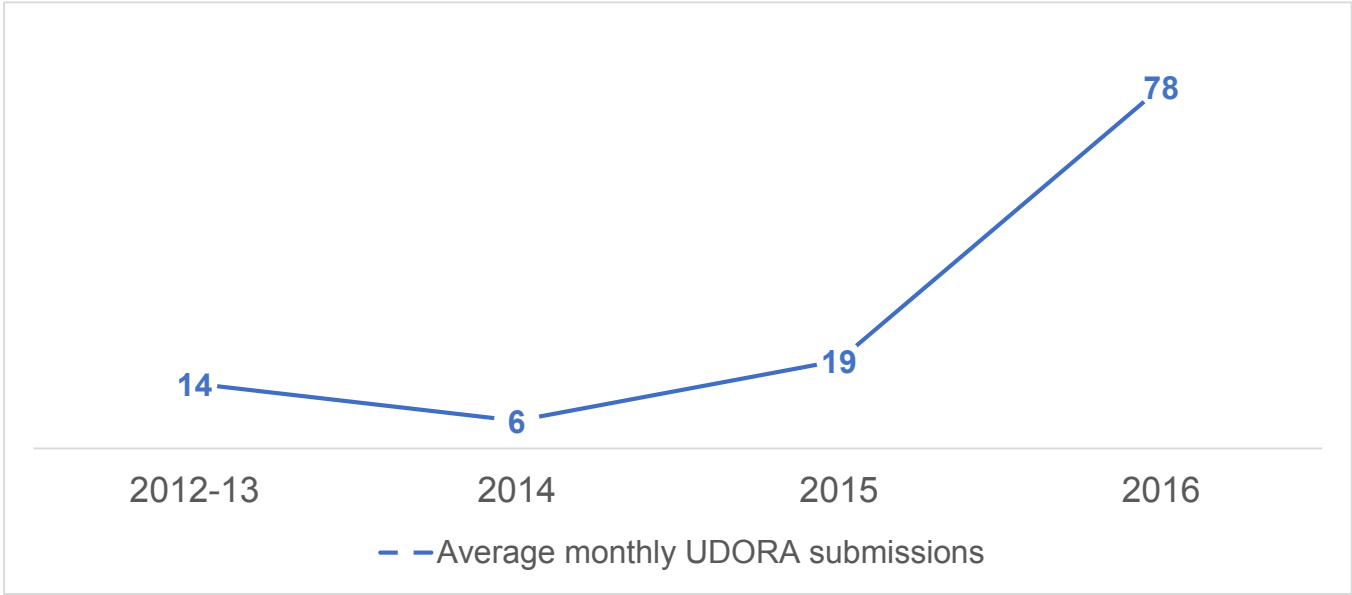
2012
Repository service, UDORA, launches with OpenRepository

2014
REF Results,
New Vice Chancellor
New University College Structure

2015
New research strategy launches.
Spike in UDORA submissions (Nov).

2016
Open Access Policies for REF and Derby.
Repository and Open Access Librarian role created.

2017
Derby is awarded TEF Gold.
ROAL seeks momentum



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International Open Access Week, 23-27 Oct

- Est. as Open Access Day in 2008.
- Institutional Open Access Week (April 2016) 2017 would be our first International Open Access Week.
- An honest reflection on the research environment.
- Staff needs combined with ambitious REF targets
- Identified a target audience – early career researchers

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Challenges

- Timing (half-term week)
- Derby is a multi-site campus (Derby, Buxton and Leek)
- Resource – 800+ of them, 1 of me.
- Digital only campaign.

Sensitivity: Internal

Opportunities

- Broad theme allowed for an introduction to Open at different research stages - conducting, publishing and promoting.
- Pre-prepared content planned for scheduled release over social media throughout the week.
- Single webpage for all the content.

Sensitivity: Internal

New for us – a communication plan

Communications Plan Template

Marketing stream	Content	Aim	Audience	Date of issue	Deadline	Who/How to contact
Inform	A news story that fits into one of the following – • Academic excellence • Research • Student experience • Business engagement • Internationalisation Or to share information on maintenance, process/policy, training, updates, etc.)	To share what is going on at the University, increase awareness across departments and help people work better together.	Staff			Inform content form: https://derbyuni.wufoo.eu/forms/inform-content/ Email questions to internalcomms@derby.ac.uk.
iD homepage	Quick links Alerts to important news e.g. maintenance Event listings Travel updates	A quick reference point for important, short-term information	Staff			iD content form: https://derbyuni.wufoo.eu/forms/id-content/ Email questions to internalcomms@derby.ac.uk
Screens and screensavers	Images and videos that are – • University relevant • Applicable to a large majority of staff and/or students	Display eye-catching, easily digestible information (screen content is displayed for 10-15 seconds)	Staff and students			Screen content form https://derbyuni.wufoo.eu/forms/screen-content/ Design brief form https://staff.derby.ac.uk/sites/marketing/Pages/Marketing%20and%20Communications%20Design.aspx Email questions to internalcomms@derby.ac.uk

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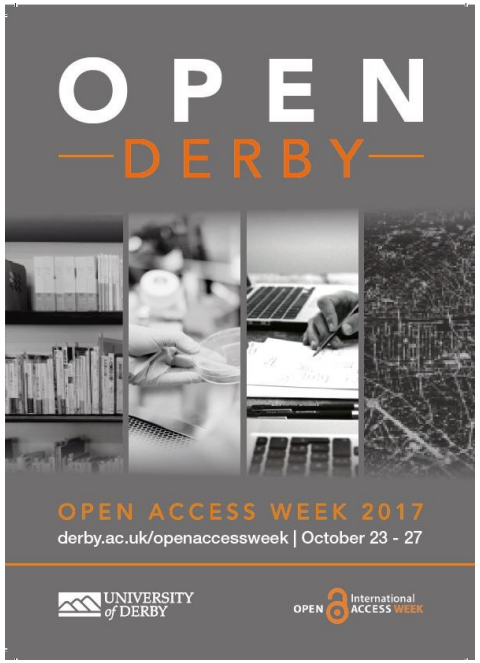
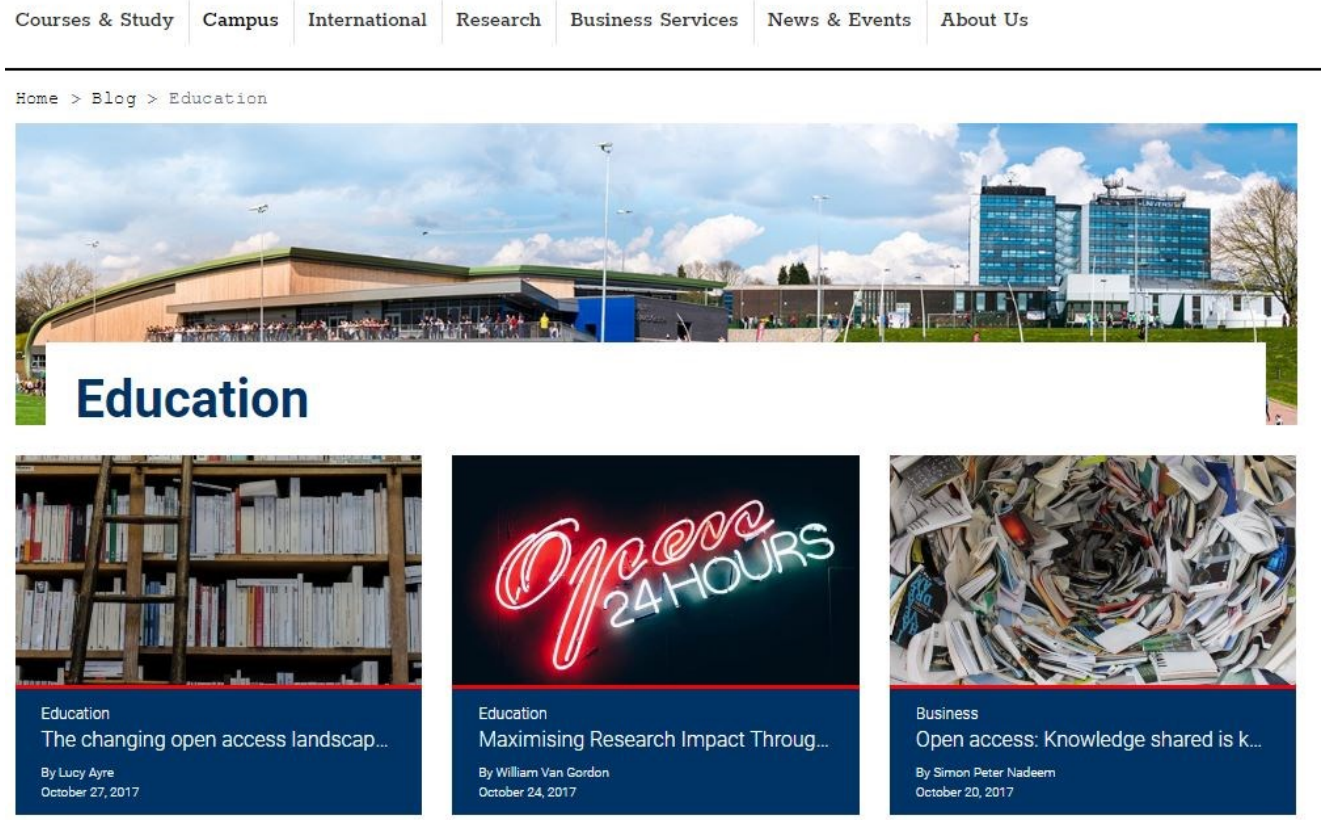
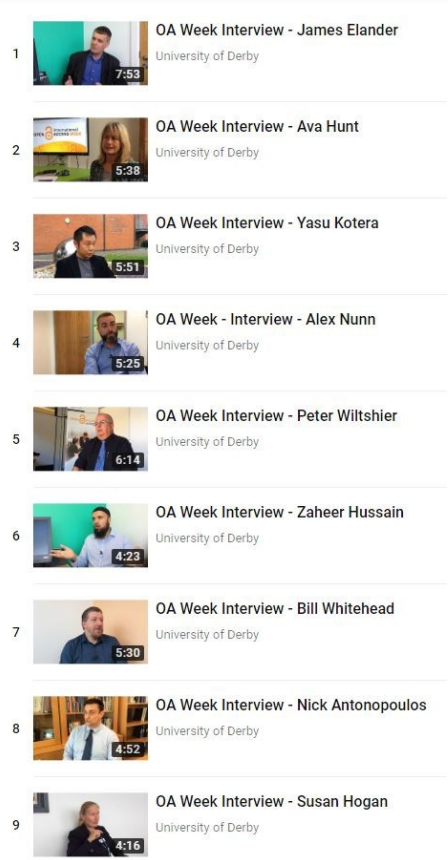
Campaign content

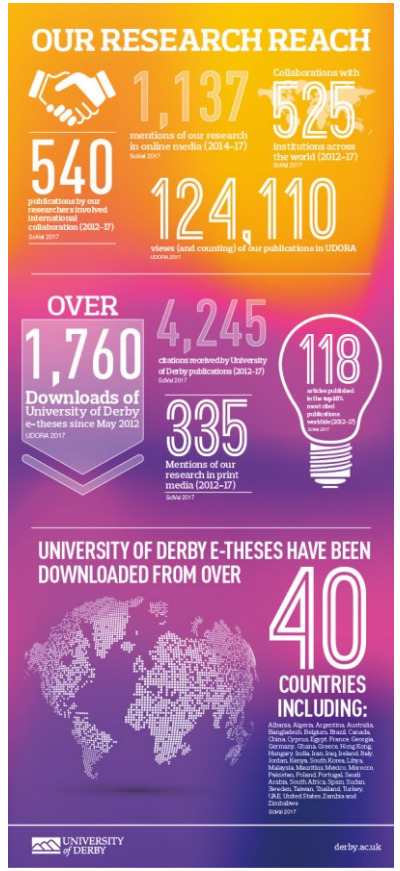




Blog posts available at
https://blog.derby.ac.uk/category/education/page/2/

Campaign content





YouTube playlist ‘PG, Research and Industries available at https://www.youtube.com/user/UniversityofDerby/playlists

Guide to Publishing available at https://libguides.derby.ac.uk/gettingpublished

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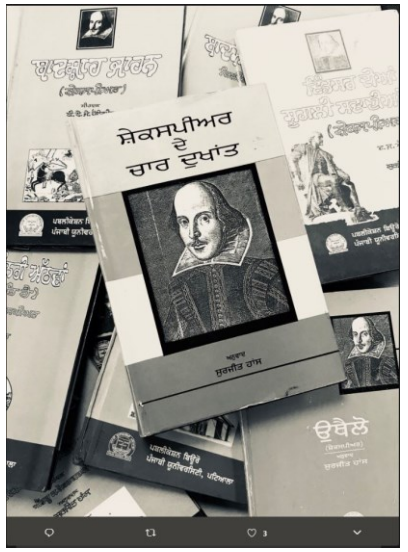
Campaign content



Images courtesy of Martin Stelfox, Kiran Singh and Alex Velkaitis, University of Derby 2017.

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The trade off!

Digital time

Analogue time

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Lessons learned

- Be realistic – about your audience and resources.
- Identify the challenges early on.
- Reach out early to colleagues outside your team / department
- Adopt a plan, and stick to it wherever feasible.
- Centralise what you can where you can.

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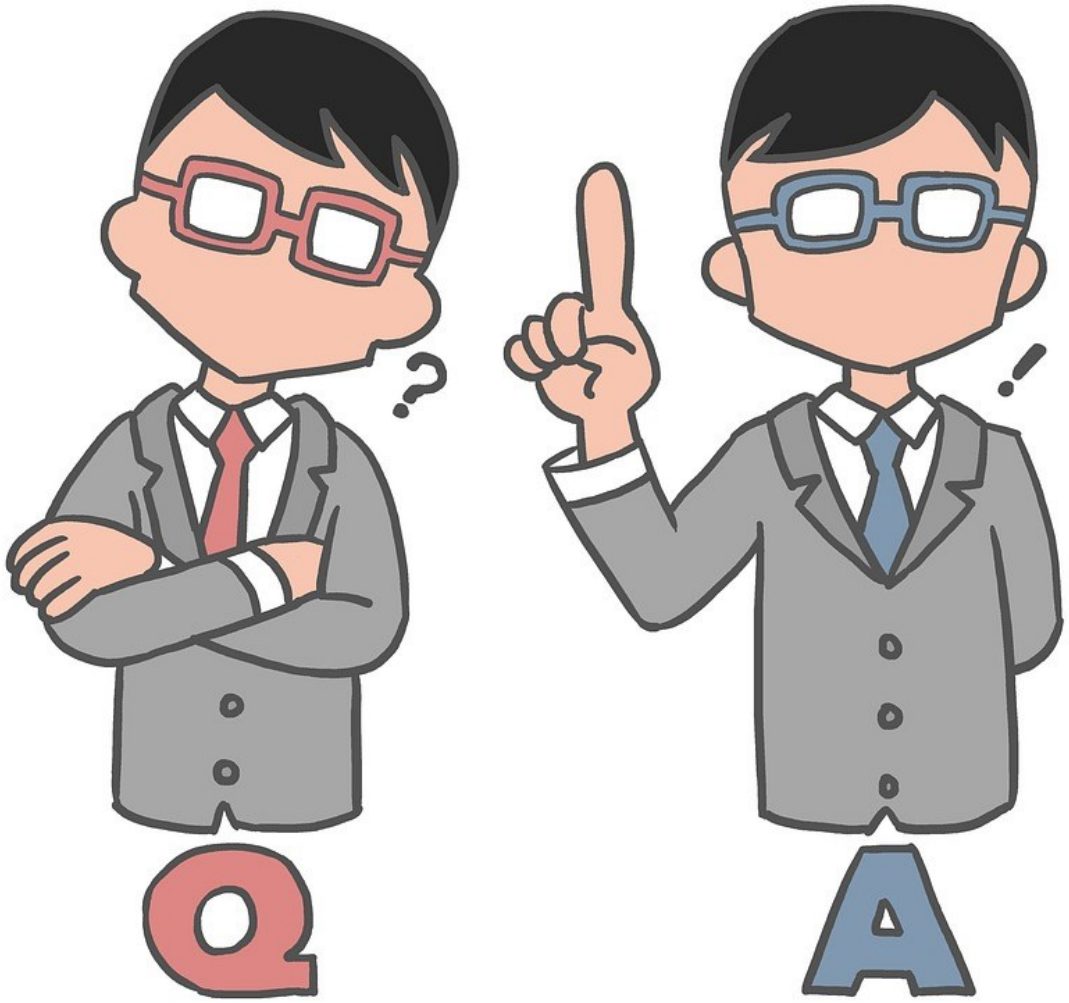
Thank you! Questions?



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