# Marketing & Communications SubGroup

## Meeting Minutes

### Wednesday 9th Nov 2022

### Online 2-3:30pm

### Apologies & introductions

**Present**:

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)

Lizzy Cross – Newman

Simon Dixon – Leicester

Stewart Sandilands – BCU

Alex-Moobs-Iles - Nottingham

Karyn Meaden-Pratt – Cranfield

Samantha Platts - Warwick

Kirstie Brookes – Staffordshire

Keren Stiles – OU

Stephen Macdonald - Bishop Grosseteste, Lincoln

**Apologies**:

Joe Carey, M&C SubGroup Coordinator – Wolverhampton.

Emma welcomed the group and gave a brief introduction outlining the format of the meeting and the group introduced themselves and their roles.

### Themed Discussions

1. *Review of Induction marketing and communications:*

Emma introduced the topic of reviewing our Welcome comms and events and invited attendees to participate in an open discussion and share their experience.

The group discussed the return to physical events following the pandemic disruption, and how this is still balanced with an online offering.

Some institutions, to not overload or compete with wider University comms, had spread their messaging over a longer period; some just during the onboarding stage, others across the whole of the autumn term (attempting to match comms with what they felt users would need at that stage of the term). Lizzy noted they were currently doing an A-Z of the library across November (via social media) to recap essential knowledge from welcome tours and induction workshops.

Physical library tours were offered at various intuitions with varying degrees of success, whilst others had tried a mixed approached.

E.g. Sam had trialled a new self-guided tour of the library this year alongside their guided tours; users were directed to tour points in the building where they scanned a QR code to watch a video/hear audio recording that explained the area/service. She felt that it had was a reasonable success, though felt users still preferred an in-person approach.

Sue mentioned that BCU had also launched an audio tour this year, but this was still to be evaluated. This sat alongside their “gold ticket” treasure hunt activity from previous years.

Many in the group had been involved in specific campaigns to support students, including “Wobble Week” (Nottingham) and upcoming “Refresh” (BCU), where it was shown students struggle around the 9 week mark.

These campaigns focussed on wellbeing support as well as reminding students of available library services.

Some other successful ideas included:

* Bookmarks advertising services
* Insta reels to demonstrate library spaces
* Board games in the library
* New audio-visual tours
* Videos to demonstrate how to use library services (e.g. printing)
* Student content creators

Everyone loved the idea of Lizzy’s Hook A Duck in the library, with each duck having a QR code on the bottom with a fun fact about the library.

#### Upcoming exam period

Emma invited the group to discuss any plans they had for the exam season.

Sue highlighted their Refresh campaign that had a number of sessions planned for the coming week. Emma mentioned that much was being planned by their skills team, and they were working on some signposting content of how to use each area of the library, e.g. silent vs quiet study.

Many in the group also though this was a difficult thing to communicate to library users and welcomed ideas on how to make this clear, e.g. what is meant by “quiet”. Ideas included:

* Using Student Union/Association officers to create content (Claire - Birmingham)
* “Know your noise” campaign (Sam – Warwick) Using red/amber/green indicators as well as shelf inserts to advertise texting service to deal with noise complaints
* “Be Considerate” campaign (Sue – BCU) using tent cards on desks, including quotes and tips from fellow students on how to work in the library, e.g., “remember to use headphones when watching a lecture”

### General discussion/member matters

1. *Centralising comms roles*

The group discussed roles being centralised into institutional comms teams, and also how to build good relationships with central teams. All agreed the personal relationship building was key (but noted good be difficult if a high turnover of comms staff). Suggested to schedule regular catchups with members of the comms teams, and to remind teams “don’t forget the library!”.

1. *TikTok*

Stewart asked if any other teams were looking at joining TikTok. Appeared that only Lizzy was currently using it via a separate library account. Most others were helping to contribute to the TikTok accounts for wider Uni teams and Student Associations. Group was reminded to refer to previous meetings discussion/minutes where this was discussed. The main advice was to use a young member of the team.

The group was reminded to also use the Mercian marketing mailing list to ask questions to the wider group at any time.

### 04 Next Meeting

TBC – approx. Feb time

Email - including a poll - will be sent out

Topics – please do suggest any topics

### 05 AOB

Christmas ideas – what were libraries up to over Christmas?

Replies included:

* Cost of living support and ideas
* Christmas crochet
* Decorating trees
* 12 days of Christmas
* Gift exchange – swap unwanted gifts
* Book exchanges and giveaways