Mercian SIG Marketing and Communications Group

First formal meeting

9th August 2019 1.00 – 4.30

Chair: Stewart Sandilands

Organisational group: Jakki Carton, Hannah Congrave and Gaz Johnson

All parties introduced themselves and all booked up persons were present, except representative from DMU.

Terms of reference.

Check of terms of reference overview and confirmation.

Action - Stewart Sandilands will sent terms of reference to Gaz.

Action - Gaz will mount these on the website.

Service Portfolio.

Small groups discussed their own service portfolios and we all fed back which led to some really helpful and insightful conversation.

Such as:

- Web development teams
- Social media strategies
- Social media voice and tone
- Physical space being used at a marketing hub
- Marketing and Communication groups within the library
- Physical over digital
- What students like
- Analytics and how to use them
- Taking campaigns outside of the library space
- Promoting library services within the library for current users

Best and worst

Webpages at BCU – how are things accessed, how are they presented, working alongside IT and External Relations, meeting monthly to keep everything updated. Everything is far more available and discoverable now.

Social Media – litter photo asked to be removed by external relations. Be mindful of who is out there.

Keele University – information literary sessions 1.5hr to 2hr sessions ran over lunchtimes with really low attendance. 30mins workshops with a hands on approach replaced them, "in a nutshell". Offered them in the evening alongside a lunchtime session. Good turn out to begin with and then it tailed off through semester 2. It worked well overall.

Worst engagement – love your libraries month and did blind date with a book. Engagement on social media was good but the usage was poor. Would be tried again. UoB did a gifting of books to all staff for wellbeing week.

Staffordshire – spotting when things are popular. Attached a GoPro to a trolley and filmed the calm experience of the library with really god results. Camera through the book sorter. Sounds of the library sniffing.

Hive – mascot of the library. A few dedicated followers and didn't really engage with many other people. The best campaigns have been when the mascot is used as an animation.

Aston – light hearted and fun content is better received. Information with a corporate flair doesn't get much reach but a retirement photo got loads of engagement. Wellbeing collection works really well since it's had a rebrand.

UoB – wider marketing and the impact is has on your work. You said we did was put by the front doors and smaller versions were put elsewhere under the same branding. Students appreciated the work and the fact that they are listened to. [*Redacted at request of Claire Browne*].

NTU – write a poem about your life at Nottingham Trent. Raise awareness of post a poem. Comp was nudged by poet laureate. Increased followers by up to 40%. If it means something to the students then they will follow you. Skills for success- tried to create awareness of the website. Banners, social media and flyers and we thought it was going well 82% of students weren't aware of the website. Wrong time of year was established as the issue.

Wolverhampton – signage is so bad and unhelpful. Laminated signs are blu-taced to the wall and falling off. Advice on how to use the printers. Staff go round and audit but there is a lack of engagement with staff to take ownership over the space.

UX projects are working really well and are helping to engage with staff. Gorilla interviews actually work really well. Working with graphic designers students to establish new signage. Artist in residence in the library who manages Instagram. Embed UX philosophy within the library.

Closing statements and future planning

Themed meetings would suit in a way to format the meetings:

- Marketing metrics
- Signage
- Social media analytics

A.O.B

Mailing lists can be updated by us if they are attending and if they don't want to be on it they can unsubscribe themselves or request to be.

Full day sessions will preferable to get into the depths of subjects.

Presentations will absolutely be an option for the group for both personal development of group members and cascading of information to the wider group.