



## Marketing & Communications SubGroup

### Meeting Minutes

Wednesday, 17<sup>th</sup> January 2024

Online 2-3pm

#### 01 Attendees and Introductions

##### **Present:**

- Joe Carey – University of Wolverhampton (Meeting Chair and Minutes)
- Lizzy Cross – Newman University, Birmingham
- Claire Browne – Uni of Birmingham
- Alex Mobbs-Iles – University of Nottingham
- Ruth Jenkins – Mercian Collaboration
- Stewart Sandilands – BCU
- Rebekah Broad – Nottingham Trent
- Keren Stiles – Open University
- Anisah Shahid – Newman University (student intern)

Joe welcomed the group and gave a brief introduction to the meeting format. Any new attendees gave introductions.

#### 02 Themed Discussions

##### *a) Comms on AI/ChatGPT*

- Joe provided a brief overview of Wolverhampton's current position, re: student use of AI.
- Lizzy explained that her team has an informal 'lead' on AI. The general guidance is to avoid using it, but workshops are due to be delivered from the library in February.
- By not simply 'ignoring' AI, Joe and Lizzy agreed we can build a more helpful dialogue with students.
- Claire and Lizzy both shared their institutions' guidance on AI.
- Rebekah explained that the library at her institution provided general
- Ruth mentioned that universities are also updating assessments into formats which are more difficult to 'cheat' with (eg: vivas).
- Keren's guidance from the OU explains how students can reference AI (using Cite Them Right). Joe inquired whether this had caused any issues; some students had commented that using AI is 'cheating', which is perhaps unexpected!

#### *b) Twitter/X*

- Keren raised the likelihood of an imminent charge for using Twitter, as well as the 'toxic' connotations of the platform in the public eye. This brings up an interesting problem – do library staff have any plans for moving away from Twitter? Does this cause concern?
- Stewart – like Keren – has found that the university's central marketing team can be quite restrictive about the use of different platforms.
- Ruth raised that the Mercian Twitter account is also under discussion.
- Keren shared a helpful article from Ned Potter which suggested Bluesky and Instagram as alternatives to Twitter: <https://www.ned-potter.com/blog/where-should-libraries-go-if-twitter-becomes-a-wasteland>
- Rebekah and Stewart had a discussion about the content creation process for TikTok.
- Rebekah also suggested that the Employability team can be helpful in recruiting student content-creators. This may be something to explore for libraries on social media.
- Ruth recommended finding 'allies' across the institution, via social media (eg: more senior/central teams).
- Anisah acknowledged that Tiktok is used frequently by many students, and so suggested that libraries may want to take this up (if they haven't already).

### 03 General discussion/member matters

#### *a) Mercian/CILIP Webinar*

- Joe gave a brief update here. Unfortunately, he has had no further updates from CILIP regarding the planned webinar.
- In the mean-time, he asked the group whether this is something the Mercian group may be willing to pursue.

### 04 Next Meeting

- The group were advised that due to changes amongst the Mercian Coordinator group, there may be a delay with setting a date.
- The next meeting is expected to take place in summer, 2024. A date and time will be shared in the coming weeks.

### 05 AOB

- None.