

## **CMLPSN webinar handout. Delivered Thursday 8 February 2018**

### **Do I need a communication strategy?**

#### **Strategy and planning**

Strategy - start with Why? [ref TED talk]

[https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)

- CILIP: Shaping the Future - strategic plan 2016-2020  
<https://archive.cilip.org.uk/about/projects-reviews/strategic-plan-2016-2020>
- American Library Association ALA:
  - Libraries Transform - established campaign. Lots of resources - a model to explore  
<http://www.ilovelibraries.org/librariestransform/toolkit>
  - Every voice makes a difference - Frontline advocacy - simple ideas  
[http://www.ala.org/advocacy/advleg/advocacyuniversity/frontline\\_advocacy/everyvoice](http://www.ala.org/advocacy/advleg/advocacyuniversity/frontline_advocacy/everyvoice)
- Scottish Library and Information Council: National strategy emphasises both national and local promotion - consistency of approach, don't assume everyone knows what you are offering  
<https://scottishlibraries.org/media/1133/ambition-opportunity-scotlands-national-public-library-strategy.pdf>
- Government communications service
  - <https://gcs.civilservice.gov.uk/guidance/campaigns/guide-to-campaign-planning-2/>

#### **OASIS**

- Objectives
- Audience/Insight
- Strategy/Ideas
- Implementation
- Scoring/Evaluation

<https://gcs.civilservice.gov.uk/guidance/campaigns/guide-to-campaign-planning-2/>

Government Digital Service: Social media playbook (incl channel guides)

<https://gds.blog.gov.uk/2015/05/21/social-media-playbook-version-2-0/>

Suggestions for planning your year:

SCL calendar: <http://goscl.com/wp-content/uploads/SCL-Universal-Offers-Calendar-2018.pdf>

#### **Evaluation**

#### **Sustainability**

#### **Tips**

Humour/ Serendipity: try searching google for spider webs trees pakistan.

Orkney library on twitter:

<https://www.buzzfeed.com/alanwhite/real-talk-who-doesnt-dress-as-whitesnake-once-a-week>

Think about what you like to read/see

## Toolkit

Social media playbook (incl channel guides)

<https://gds.blog.gov.uk/2015/05/21/social-media-playbook-version-2-0/>

Covered in the webinar:

## Website

Numerous services offering free websites, often with selection of templates to help you through structure. Think carefully what you need. Might be you want to fit in with the format other similar bodies are using, or you have someone in your team with particular expertise.

You DO need a digital presence - how people find you, and contact but, it's perfectly acceptable to use a blog platform, or combination of other social media accounts.

## Blogging

- Wordpress: <https://wordpress.com/>
- Blogger: <https://www.blogger.com/>
- Medium: <https://medium.com/>
- Tumblr: <https://www.tumblr.com/>
- Typepad: <http://www.typepad.com/>

Examples:

Manchester libraries blog: <https://manclibraries.blog/>

Westminster libraries blog - Books and the City: <https://wcclibraries.wordpress.com/>

Many more - Norfolk, Suffolk, Leeds (whole set!) - see libraries hacked list at end.

Don't forget also:

- Libraries Taskforce: <https://librariestaskforce.blog.gov.uk/>
- CMLPS network: <https://communitylibrariesnetwork.wordpress.com/>

Main thing is regular (ish) postings - some set out schedule, others ad hoc, but don't let gaps become too long - people won't come back. End each post with a call to action - find out more, sign up to keep in touch, register for our event etc . Use images.

## Twitter

Free to set up. Manage on pc/laptop or phone.

Twitter stats: <https://www.omnicoreagency.com/twitter-statistics/>

Article on who uses twitter (2016) <https://blog.hootsuite.com/twitter-demographics/>

12 years old, and still huge

- 330 million monthly active users
- 500 million tweets each day
- 13 million users in UK

Dashboard tools:

<http://www.jeffbullas.com/5-top-social-media-dashboard-tools-to-manage-your-social-accounts/> ]

- Hootsuite: [www.hootsuite.com](http://www.hootsuite.com)
- Tweetdeck: <https://tweetdeck.twitter.com/>
- Sprout social (free trial for 30 days only)

## Facebook

Probably the channel most of you are on! SO not sure I need to say much

All tips from other channels relevant - make it part of your plan, reach out and have conversations with local groups, keep it ticking over so people know you are an active site.

FB changing its algorithm - they say to encourage “meaningful interaction”. Lots of businesses (who have been using it to thrust stuff under our noses we perhaps didn’t really want?!) are concerned. I’d be less concerned - if people want to follow you and are interested, they will use tactics to make sure they keep seeing (eg change order from ‘top posts’ to ‘most recent’. And even fb itself said the changes were to: prioritize content from “friends, family and groups..... less public content like posts from businesses, brands, and media.’

NOTE: Did see recent post from DFID where they talked about this and encouraged people to make change:

<https://www.facebook.com/ukdfid/photos/a.214243090599.173689.41230335599/10155994836155600/?type=3&theater>

Do have to consider whether want to have a group or a page - might be something that these changes impact. Have seen both though - so perhaps something members of this network can share experiences about.

## Photos: Flickr and instagram

Flickr: <https://www.flickr.com>

Instagram: <https://www.instagram.com/?hl=en>

Share: <https://www.flickr.com/groups/free-to-use-library-photos/>

Look into creative commons: <https://creativecommons.org/licenses/>

Photos published by SCL: <https://www.flickr.com/photos/131283681@N04/> (nb say © - but are free to use)

And Taskforce: <https://www.flickr.com/photos/135302410@N02/>

Field guide to photography:

[http://www.international-service.org.uk/documents/ICS/photography\\_field\\_guide.pdf](http://www.international-service.org.uk/documents/ICS/photography_field_guide.pdf)

## Other channels

- YouTube / Vimeo
- Slideshare
- LinkedIn

Impossible to know what will come next - keep an eye out - ask family friends and community

## Further resources

[CILIP PPRG](#) Publicity and Public relations group. marketing awards.

[https://www.cilip.org.uk/members/group\\_content\\_view.asp?group=201311&id=696171](https://www.cilip.org.uk/members/group_content_view.asp?group=201311&id=696171)

NOTE: CILIP now produces an email newsletter for non members - free to sign up. Also, run many courses, and publish material.

[Mainly] Blog posts

- Princh has been doing a series of interviews on [their blog](#)
- Digital storytelling for libraries:  
<http://techsoupforlibraries.org/blog/lights-camera-advocacy-to-action-digital-storytelling-for-libraries>
- Libraries Taskforce: <https://librariestaskforce.blog.gov.uk/>
- Everylibrary <https://medium.com/everylibrary/> < series of posts on medium
- Superlibrarymarketing: <https://superlibrarymarketing.com> < US librarian, sensible advice and tips
- [Expert tips for marketing your library](#) - which leads to: Ned Potter: [Library Marketing toolkit](#)
- Ned's blog: <http://libinnovation.blogspot.co.uk/2018/01/running-library-induction-like.html>  
(note that presentation about his PPRG award)

To find out about other libraries on social media:

<http://twitter.librarieshacked.org/> < editable list, not just twitter, columns for facebook, blogs, etc.

Make sure your library is included.

Any questions

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