

Marketing and Promotions Group

Quarterly Meeting - Friday 9 November 2018

Attending

Julie (Barossa), Ruth (Unley), Jake (Unley), Albert (Onkaparinga), Julie (Onkaparinga), Monique (Charles Sturt), Sarah (City of PAE), Luke (Adelaide City), Meegan (Burnside), Samantha (Light), Jessica (Playford), Eran (Onkaparinga), Terri (Mt Barker)

Apologies

Sharmayne (PLS), Kate (City of PAE), Gail (Mitcham), Tiffanie (Charles Sturt), Tracy (Holdfast Bay), Pam (City of PAE)

Minutes of last meeting

Action : Minutes from last meeting to be uploaded onto <http://www.plsa.org.au/>

Agenda items

PLSA Exec News

- **Libraries Funding**

Lynn Spurling recently sent an email around via OneForum to provide information to the wider Library community. It is as follows:

I know that everyone has been concerned about possible funding cuts in the new State Government Budget and how that will affect our library network. I am very pleased to advise that the funding for Public Libraries is in line with the current Memorandum of Agreement. The 2018/19 budget will be retained along with providing a 2.5% CPI growth factor. (A Treasury defined CPI growth factor is required as per the MOA).

PLS have prepared a revised budget which was approved by the Standing Committee and the Libraries Board. The revised budget was submitted to the Premier on 8th October and the actual budgets have since been determined. This was communicated to your Council and Library Managers today.

The MOA is valid until 2020 giving us some security for the next 2 years however Public Libraries SA will be using this time to work closely with the LGA to ensure that we have continued support for the future MOA.

If you require further information please discuss with your Library Manager or contact myself or any Public Libraries SA Executive members.

Lynn Spurling
President
Public Libraries SA



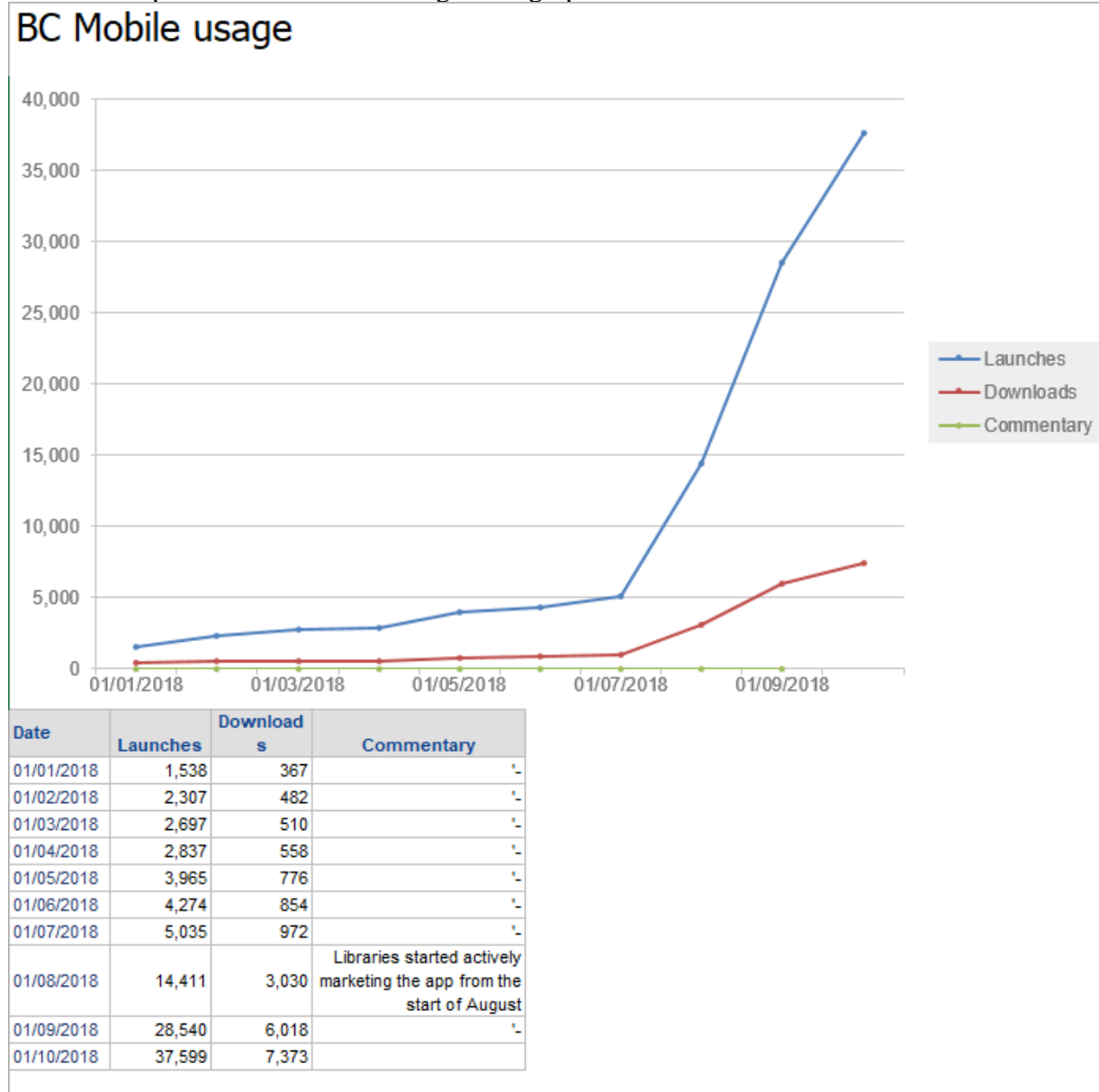
Public Libraries SA
For the Future of Our Libraries

- **PLSA website update**

Exec looked at updating and refreshing the website. They are looking at communication to the field, newsletter, social media pros and cons, what's in place, usefulness and planning etc.

Mobile App Promotion

Jon Bentick provided BC Mobile usage stats graph.



Libraries are using the app in various ways. Many have had soft launches, using the banners and pamphlets. Others are showcasing different aspects of the app

Action: Ask Jon for repeat of BC Mobile usage stats for February meeting

Information sharing

- Unley - <https://www.youtube.com/channel/UCPm7ZrRbV2ONFidECQAGvww>

All videos coming out of Unley need to be sub-titled.

Libraries are becoming content makers, creating personalities, emphasizing the human side of libraries, not just a bulletin. The videos take 2 full days of work for a 3-4 minute clip.

Initial set up was quite expensive. Ruth can provide the technical details of what they have purchased over the last couple of years.

- Charles Sturt – creating a series of videos on processes of libraries (e.g. book from unpacking to on the shelf). Next will be time-lapse of 3D printing. Messages of love is being released end of November
- City of PAE – Question: Do any libraries do a mini media release rather than a newsletter? While there were no answers to this question – people suggested trying local trader’s associations, and targeting businesses.
- City of Adelaide – Library out and about. Staff go and visit businesses within the city e.g. camera shops, as far as Hutt Street. They are doing pop-up events at OzAsia festival – making badges, paper cranes. Adelaide City Council also did story time at WOMAD – events that ACC sponsors.
- Onkaparinga – Library has a float in the Onkaparinga pageant. They are getting banners made for summer reading club. 1001 books before school going well – has at least 1001 members. Looking at Council in a regional light (what’s available in each region – community centres, libraries etc.). A series of “Stories” have been created – Stories about how the Onkaparinga libraries have impacted the lives of individuals. This will be rolled out shortly. Getting out of the Library – pop-ups
- Unley – Took Home Service Van, tables and displays to the Disability Expo at Wayville. Different departments in Council got together to do this event – for a united approach. Anecdotally very successful.

Marketing Group Projects 2019

- Infographics: Ruth and Eran to co-ordinate an in-house workshop for the May meeting. Ruth and Jake may be able to do a video content workshop for November 2019.

2019 Marketing Group Projects suggestions were –

Public Libraries SA Outreach Promotion

e.g. attendance at an Expo, Royal Show – showcasing library resources and services
 - targeting non-users and existing users
 - library staff from interested libraries to staff on a rostered system

Outreach Promotion Toolkit

- Develop resources and make available to all libraries to use for their individual outreach library promotion
- E.g. Outreach event checklist, contacts list, PLSA logos, editable templates

Library “Stories”

- A number of libraries are doing something similar – could this become a State project which all libraries could use and individualize using their own community identities
- E.g. Onkaparinga's *Libraries Change Lives*, Charles Sturt's *Hello I'm Charles Sturt*

Video production

- Promoting SA Public Libraries
- Use a well-known celebrity/celebrities e.g. Cosi, Adeladies, authors

Discussed - Considerations – What to focus on in 2019, Funding, staff time/commitment
 Group decided to find out what library's would prefer this group to do by way of an online survey

Action: Ask Jon and Sharmayne to February meeting to find out what PLS are planning and what we can support.

Action: Julie to talk to Jon and Sharmayne re marketing committee seeking feedback – what do you see as the greatest challenge for libraries from a marketing point of view?

Action: Sarah and Julie will liaise to formulate 3 questions to go out to OneForum to find out what the network needs/wants.

Copywriting workshop with Sarah Kipling

Sarah to make this presentation available.

Creating Great Content:

Copywriting tips and tricks for libraries

Presented by Sarah Kipling,
Marketing Officer, City of PAE Libraries



Creating great copy will help you to

- Stand out from the crowd
- Communicate your program and event in the best way
- Make it relevant
- Encourage attendance
- Promote your library



City of PAE Libraries

Before you start

- Review how and where you will be promoting your activity or event (library, social, newsletters, partner?)
- Who is your audience?
- What are the benefits or value to your audience?
- What's the hook?



City of PAE Libraries

Get writing

- You have 7 seconds to make an impression
- Put key information first
- Be informal/ conversational
- Keep it simple but make it interesting
 - Delete slang or superfluous words
 - Remove the waffle



City of PAE Libraries

Be creative

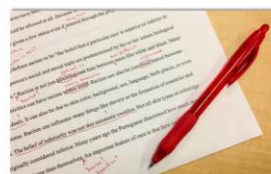
- Use eye catching and relevant images and graphics
- Utilise free resources such as Pixabay and Canva
- Limit number of fonts and font sizes
- Create 'white space'
- Use paragraph breaks



Remove the errors

- Proof
- Read out loud
- Show a colleague

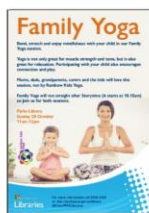
Proof it one last time before you publish



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Local examples



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Other ideas

- Encourage your audience to join you
 - Link to website and social pages
- Use it to cross promote other events, programs, collections or initiatives
- Link to a book display or collection
- Repurpose content
- Create a style guide

City of PAE Libraries

2019 meetings – all to be confirmed -

- Stretton Centre – Wednesday 13 February - 1.30-4.30pm
- Adelaide City Council - Friday 17 May - 9.30am - 12.30pm
- Mitcham Library – Wednesday 28 August - 1.30-4.30pm
- Strathalbyn Library – Friday 15 November - 11-2pm