

Marketing and Promotions Group

Quarterly Meeting - Friday 22 June 2018

Attending

Julie (Barossa), Sharmayne (PLS), Ruth (Unley), Jake (Unley), Albert (Onkaparinga), Julie (Onkaparingas), Vicki (Adelaide City), Monique (Charles Sturt), Sarah (City of PAE)

Apologies

Cristina (Walkerville), Jess (Salisbury), Nola (Gawler), Jessica (Playford), Tracey (Victor Harbor)

Minutes of last meeting

Amendment- Albert was not at the previous meeting.

Action : Minutes from last meeting need to be amended and uploaded onto <http://www.plsa.org.au/> (Julie and Ruth)

Minutes have been amended and sent to Ruth- Julie

Agenda items

Terms of reference

Albert presented the terms of reference to PLSA exec for sign off but they identified an inconsistency on PLSA group names. – ‘Committee’ or ‘Group’?

- Title of group
 - Revise to *Marketing and Promotion Group* - agreed by Group

Action : Albert to resubmit to PLSA to final endorsement

Discussion re placement of reference tools

(details under *Support at local level*)

Library & Information Week Photo Comp

- 178 photo entries received
- Learnings
 - ALIA - tie in with their promotions. Liaise with them earlier to confirm their direction.
 - Review of terms and conditions – review prior to see how it would be applied literally
 - Media releases – statewide and locally
 - Add in automated reply – e.g. thank you for entering, your photo has been submitted
 - Google forms - review set up. How to best manage the collation of images. Is there an alternative (categories, ease of access). The curating needs to be time-efficient
 - Call out for support if needed from Promotion and Marketing Group
 - Sharmayne finalising winners with working group

Action: Julie has sent email advising of winning entries to network via Oneforum

Action : PLSA - would like images at next exec meeting

Julie to follow up re export of photos

Albert to provide images to PLSA Exec

Information sharing

- Unley - newsletter moving to a content generation. Adding to personality of the library. Instagram is working really well. YouTube channel to come (book reviews and baby time). To share poster templates.
- Charles Sturt - use Trello to track their briefs (trello.com) How this could work for you? Best for project tracking and visibility. Suggestion to look at this as Prof Development session. Use Sign Up but will be upgrading to Sign Up for Spaces.
- City of PAE - Sprout Social - sproutsocial.com - now used to manage Council social accounts. Great for analytics, drafting and scheduling and keeps a record of all comments and replies.

Marketing Group Projects/ Professional Development

- Disability Ageing and Lifestyle Expo - not to happen this year due to budget timing.
- Content Wizard Factory (Ryan Jones)- dependant on budget in Sep. Ryan could be a possibility at the end of year if budget allows.

Action : Sharmayne looking at possible date - Tues 27 Nov and venue.

- LGA monthly email - Spotlight. Encourage to sign up – professional development opportunities.
- ALIA - look at courses offered.
- Infographics - used across the group - internally and externally. Great way to present information. Additional online tools (including infographics) can be found here - www.sproutsocial.com/insights/free-image-creation-tools

Support libraries at a local level

- OnePlace to be our tool/ document repository with link to PLSA site
 - o Replication of SALCYS OnePlace
 - o This is the place for sharing content and templates, Group communication, professional development information
 - o Jon ran through options for Marketing resources on One Place. To look at creating one location for team. Group will be accessible to all. Cannot edit and won't receive email alert. Group members to suggest other members

Action : Jon/PLS to update Marketing Group area on OnePlace and to add new team members.

- o Call out to One Forum to sign up for anyone who would like to join
- Sarah to host a workshop at November meeting to assist team with their collateral - from posters through to flyers and social- copywriting
- Ruth requires all info emailed to her to be endorsed before she uploads to <http://www.plsa.org.au/>

Other business

PLS Logos - refreshing logo for One Card, Libraries v One Card

Library icons - looking at amalgamating library symbol with Wifi to share with all libraries

Next meeting -

- Hub Library - Wednesday 22 Aug - 1.30-4.30pm
- Parks - Friday 9 November - 9.30am - 12.30pm