



Public Libraries SA

SA PUBLIC LIBRARY NETWORK

PUBLIC LIBRARIES SA MARKETING COMMITTEE MEETING MINUTES

WEDNESDAY 28TH MARCH 2018

Nuriootpa Library, Barossa Council Public Library Service

Present: Julie - Chair (Barossa); Ruth – Co-Chair (Unley); Ken (Light); Tiffanie (Charles Sturt); Christina (Walkerville); Jess (Salisbury); Jessica (Playford); Jake (Unley); Sarah (Barossa); Tessa (Barossa)

Apologies: Christine (Holdfast Bay); Gail (Mitcham); Nola (Gawler); Albert (Onkaparinga)

1. **Welcome, Introductions & Apologies**

2. **Minutes from last Meeting:** passed & seconded.

3. **Terms of Reference:** discussion on a 'refreshed' vision for this group – highlighting the importance of supporting each other, sharing our knowledge and resources across the network.

Action : Albert to submit to PLSA Exec at the next meeting.

4. **Presentation:** GREEN SCREEN ANIMATION by Julie Bailey and Gabrielle Schutz from Barossa. Powerpoint presentation outlining the many possible uses for this new technology for Libraries' promotions and advertising of new programs and products for customers to borrow or attend. Some ideas were 'customer testimonials' shown with creative backdrops rather than just a person talking from their desk. We would need to check for Copyright rulings for some of the many backgrounds available to download online through a variety of apps, costings for these can start from as low as \$5. Discussion and some other suggested programs already being used by libraries were: Adobe Premier Elements (\$159 – a good basic program). Premier Pro is the next level up, but both needs Windows 10. Adobe Spark or Canva are widely used already but there are limits to the images.

Gabrielle led us all into the Green Screen setup in the Library where we had a hands on demo with some props and created a few fun images of our own!

LUNCH BREAK

5. **Marketing Group Projects 2018**

Library & Information Week Statewide Promotion and Photo Competition – 2018 L&IW theme is “Find Yourself in a Library”. Competition – take a selfie with a book or other library resource anywhere you find yourself in (or out) of a library! Highlighting 24 hour access to our public library resources via OneCard membership as well as access during library opening hours. Prizes offered for best photo in 3 categories. Funding of \$600 kindly provided by PLSA Exec to be split over the 3 prizes (vouchers for Booktopia). Entries either to be emailed or brought in person to local library. Libraries to choose best photo in each division and submit to PLS for judging. Entry forms, marketing resources to be created and made available to all libraries on OnePlace. Publicity to be launched by 30 April, Competition running 14 May-8 June.

Action : Ruth to create competition entry form and marketing materials.

Action : Sharmayne/Julie to organize judges.

Action : L&IW Competition Working Party to meet again to finalize competition

Action : Albert obtain approval from PLSA Exec for funding for design of materials.

Professional Development & Training : *see minutes item 6*

Support libraries at local level : Discussion – how do we find out what libraries need? How can the Marketing Group can assist? For example : marketing material templates, more use of OnePlace as our ‘go-to’ forum, professional development opportunities, promotional merchandise. Survey via Survey Monkey probably best tool to use.

Action: Discuss further at next meeting – questions to ask, Survey Monkey

Disability Ageing and Lifestyle Expo ‘My Life, My Choice’ – Sharmayne Coso

Proposed that Marketing Committee coordinate a ‘Libraries SA’ stand at the Expo. Expo held on Thursday 27th September 2018 at the Adelaide Showground Goyder Pavilion from 10am – 4pm.

- Recommend forming a working party to plan the day and speak to other network staff which have run a similar event like Avcon
- Working Party interest : Sharmayne Coso, Ruth Powley, Tiffany Phillpott, Julie Bailey
- Use the expo to: market the new digital membership, Online Resources, Ancestry, One Card App, eBooks and audiobooks, general library services for this target group
- Suggestion to have a mobile library on site
- Sharmayne confirmed that PLS is willing to provide financial support eg pay for the Exhibitor package Option 3 – Corinthian booth
- Staffing Roster - three network staff for hourly time slots, totalling approx. 18 staff. Will also need staff before 10am to set up
- Need to plan ‘script’ so everyone is on the same page regarding information provided
- Gather up network giveaways
- PLS can provide a kiosk for demo purposes as per the photo below, tablets, iPads, mobile Nighthawk internet device



Action: Marketing Committee to form working party. ****Email Julie if interested in being involved**

6. Marketing Group Projects 2018 - cont.

Promotional Merchandise

Discussion : Could the Marketing Group organize consortia purchase of Library promotional merchandise? (As previously done for purple library bags). Group discussion ensued –

- this could be a useful, value adding and cost saving activity we could provide for libraries
- beyond the usual bags, biros and bookmarks.
- Suggestions - a USB with library's logo, libraries could load core library info ; promotional pull-up banners, t-shirts, printed balloons, mouse pads.

Action: Discuss further at next meeting

7. Professional Development & Training:

Marketing Basics Workshop – contact LGA, explore other workshop providers

Telephone Link Conference with Sharmayne Coso:

Content Wizard Factory workshop presented by Refuel Creative Marketing & Technology with Ryan Jones.

- overview of program by Sharmayne Coso (PLSA). See attached document for course content and further information.

Session description

To succeed with social media in 2018, it's all about visual content. So how do you keep up if you're not a Photoshop wizard, or an experienced video editor?

This interactive masterclass will bring you up to speed with the easy way to create photos and videos with the tools you have available. Attendees will use their own smart phones to workshop content ideas, and experiment with putting it all together.

The masterclass will include group exercises where attendees will work together to sharpen their photography and videography skills from mobile phones. Attendees will learn to use leading free apps on Android and iOS to produce content for social media, and post it direct from their smart phone.

This masterclass has a heavy emphasis on using smart phones and tablets to produce social media content with free apps. It is recommended, but not required, for attendees to bring:

- their own iOS or Android smart phone or tablet to play along
- a phone/tablet charger for a lunchtime power boost
- headphones/headset, plus adapter if using iPhone 7/7 Plus
- Campaign and content ideas for your social media content

Each attendee will be supplied a basic kit for smart phone content creation, which includes:

- Universal mobile phone tripod mount
- Table top tripod
- Lavalier microphone

8. Information Sharing:

Sharmayne (PLS) - New Library App (BLUECloud Mobile)

BLUECloud app – Still undergoing some fine tuning before it is available.

Sharmayne outlined the strategy for information only - *see attached document.*

Tiffanie (Charles Sturt) - shared their marketing “Ideas Café” where they used this platform for community consultation for the Henley Beach Library branch. Also use of colourful postcards for handouts better than posters.

Ruth Powley (Unley) - shared their Video presentation on their huge amount of work done to celebrate Harmony Day – ‘Be Honest: Are we living in cultural harmony?’ Using personal interviews of key cultural people of diverse backgrounds, they were able to make the videos interesting, vibrant and catchy to watch. An amazing and thought provoking project.

Meeting closed at 2:10pm

Next Meeting:

Friday 22 June 2018 – 9.30am to 12.30pm

Public Library Services – Corner North Terrace & Kintore Ave.