



**SA PUBLIC LIBRARY NETWORK
PUBLIC LIBRARIES SA MARKETING COMMITTEE MEETING MINUTES
31 MARCH 2017 - BURNSIDE LIBRARY**

Present:

Andrew Goulding – Burnside, Julie Payne – Port Adelaide/Enfield (minutes), Sharmayne Coso – PLSA, Julie Bailey – Chair (Barossa), Ruth Powley – Unley, Steve Klein - Adelaide Hills, Amelia Birve - Unley, Danielle Faraonio - Adelaide City Library, Penny Cowell – Tea Tree Gully, Julie Morgan, Eran Scanlan and Bridget Coulter – Onkaparinga, Sonja Lawrence – Port Adelaide/Enfield, Cristina Nazar - Walkerville, Jasmine Pugh - Playford

Apologies: Tomas Alves, Karen Linsner, Gail Mauger

1. Welcome and introductions

2. Minutes of last meeting accepted

3. Online Newsletters – Andrew Goulding

Andrew Goulding from Burnside Library gave a Prezi supported training session on Burnside's eNewsletter. [If you'd like to view the Prezi again it can be found here.](#)

https://prezi.com/xlzakfgicaqx/untitled-prezi/?utm_campaign=share&utm_medium=copy

They use a corporate account with MailChimp (not just the Library). IT set up the template.

Around 6,000 subscribers, most auto added prior to the OneCard network. New subscribers no longer auto.

Library registration is paperless at Burnside. iPad at information desk set up to record new subscribers with template/App from MailChimp. This method does not result in any email confirmation. Alternatively, customers can subscribe using a registration form on Burnside's website (Seamless platform) – this method does create a confirmation email to the subscriber.

Eventbrite is used for events (not ongoing programs).

MailChimp and Eventbrite talk to each other. Collected emails are exported to MailChimp.

Stats such as Open Rate, Click Rate, Industry Average are provided by MailChimp.

Andrew adds a new article to their website once an eNews is sent out.

Each eNewsletter usually contains eight news items. The top three are the most important because they display on any device. Previews are available as either desktop or phone.

Images can also link to website articles.

Icons at the base of eNewsletter provide links to website, email, Facebook, Twitter, Instagram & Catalogue.

Andrew's tips:

1. Subject Line

Use an interesting Subject Line so people want to open your email (vary it, make it enticing)

2. Images

Use good quality images that give recipients an idea of what the article/event/message is about.

3. Links

Link back to your website, event hosting site, social media streams, etc. so people can easily get in touch with you from the email

4. Double Check Everything!

Once the email has been sent, there's no getting it back! So make sure to double check that all links are working and look for typos.

Special thanks to Andrew for providing this interesting and informative training session.

Online Newsletters – round table

Tea Tree Gully: Penny Cowell

Available on the website – sign up form and an eNews link.

There is also a blog which is seen as more fun because of the interactive nature.

Customers can also use the iPad set up for feedback.

A MailChimp template is used to send monthly eNewsletter.

Although subscription has grown, stats show the readership has dropped.

Onkaparinga:

They have trialled print and electronic newsletters in the past. Currently do not use newsletters.

Evanced is used for event bookings.

Port Adelaide Enfield: Julie & Sonja

Constant Contact (CC) is used for monthly eNewsletter. It is hosted in America so costs are US\$.

They distribute to our contact list. Our systems person grabs new emails from Symphony & uploads them or people can be added individually. Subscribe/unsubscribe buttons.

Stats include sends, opens, clicks, industry average, unsubscribes (& option to add reason), bounces etc.

Ability to print reports.

Library registration forms include agreement, by providing email address they agree to receive...

CC templates available. Library branding added. Buttons & links to library locations, catalogue, PC bookings, Facebooks, Twitter etc.

Images can be imported or CC images used.

Draft can be created and scheduled to send (now or future time/date).

Preview available (though usually not 100% indicative of final product with some quirks).

Header that offers 'click here' if the eNewsletter is not displaying correctly on a device (goes to URL).

URL is also loaded to library webpage as a further access point.

Usually limit to 6-8 articles, each with image that matches printed promo materials.

Ability to add links, captions, edit images etc.

Always link events to SignUp (Evanced) calendar of events. (CC & SignUp do not talk).

Unley: Ruth & Amelia

Constant Contact.

Customer agreement on Library registration.

Contact list approx. 6,000 and opt-in only. They can subscribe from Enterprise.

Four contact lists:

1. Library – produced fortnightly by Ruth
2. Family – monthly by YACC Team
3. Reboot – quarterly or as new programs are developed (by Reboot team)
4. Unley Museum

RSS feed to website. Use photo images – no clipart.

Ensure your template is mobile friendly. Approx. 50:49 split of desktop vs mobile device.

4. Library Lovers' Campaign

Special thanks to the Library Lovers' sub-committee, Ruth, Tomas, Sharmayne, Julie for coordinating the Library Lovers campaign.

Feedback from the survey included :

- majority commented this was a successful and useful marketing activity
- needs to be more timely
- the provision and ease of access of marketing and competition materials was useful and appreciated
- a simple model well suited to regional and School Community Libraries
- all participating libraries received positive feedback and warm, fuzzy comments from customers which was morale boosting for library staff
- prize not universally suited eg. country customers
- majority of libraries would participate in future activities or campaigns organized by the PLSA Marketing Committee

Ideas to consider for 2018

- Earlier timeframe
 - Prize such as online or tech voucher or iPad
 - Take it out of libraries, go to shopping centres etc., local press, target non-users
 - Potential state wide campaign – sign up for entry, all enrolments between Jan – 14 Feb go in a draw?
- Suggestion to utilise positive LL comments as media release for Library & Information Week (22-28 May), if not this year, potential for 2018.

Library Lovers schedule – plot out in June, commence August, finalise November, implement early 2018

5. Marketing Training

Tomas was an apology at this meeting. Team discussed future opportunities for Professional Development. 'Digital Literacy PD Program: Marketing and Promotion of Library Programs' 6 April 2017 was fully booked.

- Ruth is attending and happy to report back at our next meeting.
 - Sharmayne to enquire about possible repeat sessions.
 - Sharmayne will also approach TAFE presenter and others regarding training for us &/or the network.
- Social Media – Sharmayne suggested Pexels. Also noted that Kathy has informed PLS that she no longer has the capacity to offer social media training as in the past.

Discussion re potential marketing opportunities:

- Brief talk about branding (acknowledging differing levels of ability or authority to influence this)
- Targeting non-users or non-active users. "Since you last visited our library, we have ..." (purchased new books, you can access online magazines, Lynda etc. 24/7...)
- Debunk typical library stereotypes
- Target stand-out collections &/or services
- Utilise positive case studies/stories and photos. Interviews.
- Point out advantages of online mags/books eg. no missing pages, crosswords blank, on-the-go e.g. hospital waiting rooms, 24/7. OneCard enables state wide use, country returns, holiday borrowing, etc.
- Feature a book journey eg Youtube by PLS re TOLL 'Power of One Card – Libraries South Australia' from Susan Rooney-Harding 2015 <https://vimeo.com/116208188> or 'Humans of BNE Libraries' (like NY).

Discussion re media campaign

Create campaign, then target methods eg. Social, print, Libraries SA Facebook & share across network? Investigate Advertiser or local media – cost, commitment, consider whether regular, focused, whole network, feature story, images.

Challenges: cost, multiple Messengers in some districts, a reluctance of media to pick up on stories, potential for high maintenance.

Action: All - Discussion and thought required. Please prepare to discuss at our next meeting.
Julie B to contact Advertiser to gauge support, investigate costs etc.
PLSA approval required before proceeding.

6. Marketing Projects 2017

Library & Information Week - Group felt History Month had taken over. LIW involvement was usually just National Simultaneous Storytime. Possible to tie in events combining both themes of LIW and History Month e.g. Libraries celebrating a special historical milestone or achievement.

Marketing Training / PD

Action: Tomas to provide an update about a possible PD Day

Calendar 2017

Check calendar for upcoming events libraries could participate in – marketing requirements?

Media campaign

Action: All to research and provide ideas

7. Round Table sharing:

Burnside:

Planning Libcon17 in July. Staff member/author? Will be panellist or MC. Markets, stage, Facebook streaming.

Onkaparinga:

Looking for contacts re futurist speakers please.

Working with Council's Marketing and Placemaking staff. Staff training. Encourage customers to linger a little longer in the library. Introduced tag line under Council logo 'Your place'. Changing image.

Draw out stories of impact Library have made on their life – record or picture with blurb.

Action: Approach Placemaking staff as potential speaker at a Marketing Committee meeting.

Tea Tree Gully:

Library up late series – Friday evening (out of normal hours).

LIW debate 'What's so good about the old days?'

Port Adelaide Enfield:

Kindy Marketing project – Targeting preschools, Kindies etc. New design card 'My first library card' and calico book bag. Children's Services postcard. **Action:** Sonja to advise Sharmayne of supplier details

Digital signage/media screen - investigating options as nearing end of contract with ONELAN.

Burnside save a slideshow of screens to USB and plan on TV.

Unley use ONELAN via B&H Australia.

Action: Sonja to contact Erin at Woodcroft regarding media screen.

PLS: Sharmayne

Purple bags are ordered via PPI. Interested in calico bag & potential for Wordle or other branding.

Potential for Royal show stand for Public Libraries. Working on branding for Digital Literacy.

8. Meeting dates & venues

Secretary required for this group or minute taking can be rotated / shared.

Meetings to be held at different library venues each meeting to enable more people the opportunity to attend and to check out other awesome libraries.

To facilitate attendance meetings will be alternated on Wednesday afternoons and Fridays mornings.

Upcoming meetings:

Wednesday 14 June 2017	Tea Tree Gully Library	2.00-5.00pm
Friday 18 August 2017	Greenacres Library	9.30am-12.30pm
Wednesday 15 November 2017	Aldinga Library	2.00-5.00pm

Meeting Closed