



Marketing Innovation Awards 2014

Library Marketer of the Year Nomination

Natalie Hudson

Focus: National Libraries Day Campaign

Originality of concept and it's suitability to the target market

Word of mouth has long been the best way for Swansea Libraries to promote events and campaigns through our staff so I thought why not ask our customers to do the same, they are, after all, our biggest supporters.

You only have to watch the news or read comments on a blog article or on an online newspaper to see what great advocates we have in the community.

Not only does this sort of activity provide a sort of consultation that isn't 'boring', customers are more likely to tell their friends of the activity they participated in. Customers could then find their picture online and browse others. It is also an activity that brings our two user types (although not mutually exclusive) together, our online service with our physical one. It shouldn't be forgotten that it is also a great compliment to the service that a person is willing to have their photo taken and shared to contribute to the campaign.

Creative thinking and innovation

Quick, simple and visually effective, some libraries even added their own twist.

From building a 6 foot lighthouse for a story time and craft, fancy dress, unusual activities, [youtube](#) adverts, and next up, running with library staff for sports relief and recording a pilot podcast. Nat is a 'yes' person, ready for a challenge and is always coming up with new ideas.

Effective partnership working

- 17 libraries took part
- All Welsh library authorities were invited to participate in 2014
- 2 got in touch directly with Natalie to discuss how to run it
- Building up a strong Twitter following and network beforehand really helped, especially with re-tweets and interactions throughout the day
- The idea was shared at the Welsh Marketing meetings in North and South Wales

Attracting new audiences

Digital users / digital engagement
Advocacy across the UK
Professional partnerships as well as gaining customers

Effective use of a combination of promotional activity e.g. design and print, online

- Social media
- Posters (our branding with official logo)
- A special 'what can I do?' poster (right)
- Local paper – South Wales Evening Post
- Word of mouth to gain support on the day
- Swansea Civic Centre Exhibition of 60 NLD 2013 photos, A3 – A5 sizes
- CILIP got in touch and asked for a blog post to describe how we did it , read the post [here](#)

Photos were going up 10am – 4pm, and some in the week leading up to the day so there was a steady stream and time enough for people to get to a library and send in remotely if necessary.

I love libraries! What can I do?

Pop in to a Swansea branch and have your photo taken telling us why you love your library
We'll post these fab photos on Facebook, Twitter and the Welsh National Libraries Flickr page, let's shout about libraries!

Check it out
Borrow something, browse the online catalogue and download e-books, audiobooks, even magazines!

Give us a call
Phone Library Line for renewals, holds and all sorts of enquiries, they're very nice!

Follow / like / share
[facebook.com/swanscalibraries](https://www.facebook.com/swanscalibraries)
@Discovermore
@LibraryLine

Send a 'thunderclap'
An automatic tweet / post in support of #NLD14
[tinyurl.com/thunderclap-NLD14](https://twitter.com/tinyurl.com/thunderclap-NLD14)

Add a twibbon
Add the logo to your profile
[tinyurl.com/twibbon-NLD14](https://twitter.com/tinyurl.com/twibbon-NLD14)

Send us a #shellie



Success of the project in terms of attendance / feedback

Staff couldn't wait to get started and were taking photos in the week leading up to the event, at least 30 customers returned from last year to join in again.

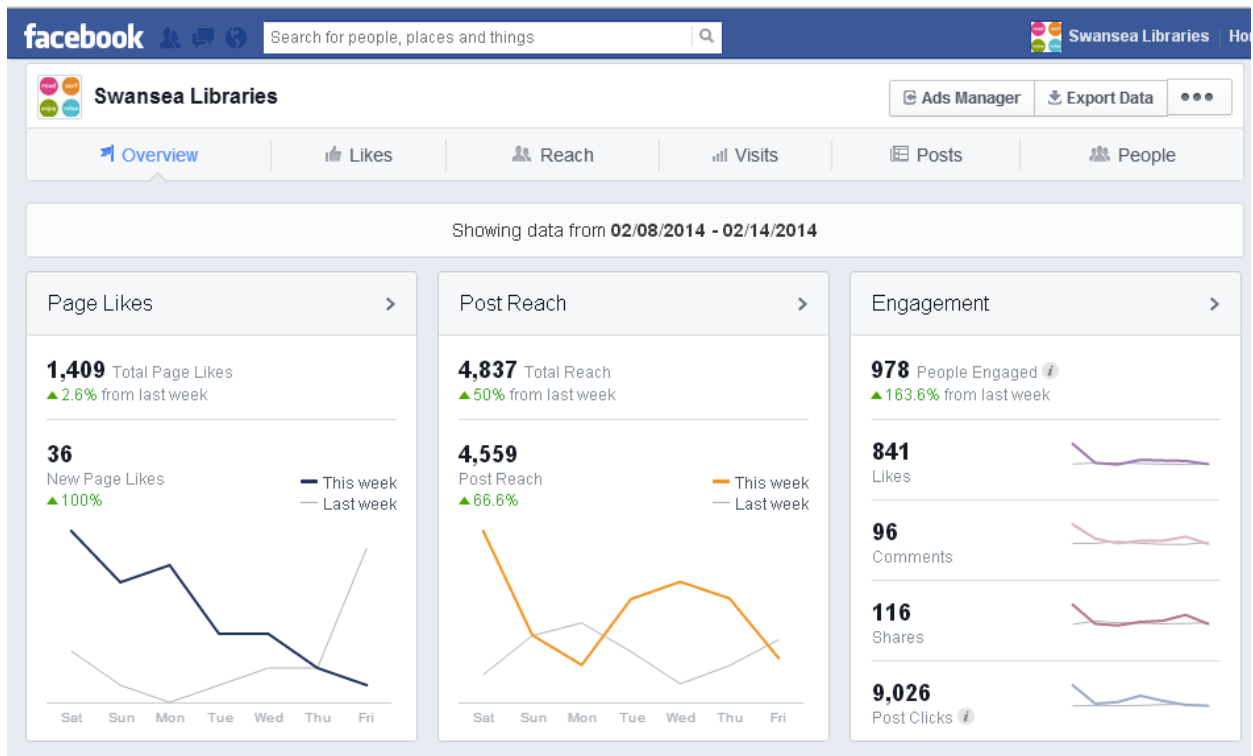
2013 – 200 photos, see them [here](#)

2014 – 400 photos, see them [here](#)

200 photos went up on Facebook on the day, with another 200 in the next 3 days, 50 photos were tweeted on the day.

It also inspired our 'Wall of Happy' for the Health and Wellbeing campaign in November 2013 asking customer what made them happy and healthy, see highlights of the 500 responses [here](#) and [here](#)

The engagement for this event was two-fold, customer physically attended an event at a library then the photos were posted online so customers were encouraged to 'like' our page and comment. We gained 36 followers, 96 comments, 841 post likes and 9,026 post clicks.



Staff comments:

Fforestfach Library:

'It was one massive celebration in Fforestfach Library !!
 So many fantastic things were said and everyone really entered into the spirit of the event ! Basically they all love their library !! And so do I !'

Pennard Library:

'Technical difficulties aside we really enjoyed the day and customers seemed more aware of National Libraries Day and what it was.'

Clydach Library:

'I think the overwhelming sentiment on National Libraries Day was that of gratitude. One of our Customers said that Libraries were a hugely influential part of her life another said that there was always a friendly atmosphere...nothing negative - all good! It was a very busy sometimes stressful day but everyone was pleased to give us positive feedback which kept us motivated. It helps to know how much we are appreciated!'

Pontarddulais Library:

'Cheap, cheerful and very effective way to engage with our customers and show the world what a diverse and happy lot we all are. I have got Penlan bug envy - next year our bug will be mega!'

Townhill Library:

'All my customers were happy to take part and thought it was a brilliant idea on how to promote the different facilities and activities we have available in Libraries'

Sketty Library:

'I loved reading Penguin and Parrot stories with puppets in the morning and then spending the afternoon listening to the ever lovely Glen Davies talk about her life and writing. Our customers were camera shy but very supportive nonetheless! '

Other authorities joining in outside of Wales: Wiltshire, Glasgow, Fife, Falkirk

Retweets from Alan Gibbins and Philip Ardagh, and a tweet of support from children's author and illustrator Jackie Morris:



Jackie Morris @JackieMorrisArt · Feb 5

@Discovermore I've an owl, a pussycat, and love libraries. This is where I make books, my studio. Off to paint a bear pic. twitter.com/Tdgv9VH0mz



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Councillors got involved:

Mitchell Theaker is Councillor for Cockett, Swansea and advocate for opportunities for children and young people


 **Mitchell Theaker** @mitchelltheaker · 13 Feb 2013
1 reason of 1000s why I love Swansea Libraries. (@Discovermore) FYI my fav books include One Day, White Tiger, 1984 pic.twitter.com/z2pg91FF




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Nat was invited to write a blog post in the run up to NLD14:

 **Nat. Libraries Day** @NatLibrariesDay · 9 Feb 2013
@Discovermore They really help to bring to life what libraries do so well. Perhaps we could use them after #nld13 for @cilipinfo advocacy?

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 **Nat. Libraries Day** @NatLibrariesDay · Feb 4
Last year @Discovermore held a fantastic event using just pens, some paper and a camera. What #NLD14 events have caught your eye this year?

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Voices for the library seemed rather impressed:



@VoicesLibrary @VoicesLibrary · 9 Feb 2013

@Discovermore You have made my day, so thankyou. No-one's going to top an owl today :-)

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@VoicesLibrary @VoicesLibrary · 9 Feb 2013

An owl. On a bloke. In a library. Take a bow @Discovermore , take a bow :-)
#nld2013

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@VoicesLibrary @VoicesLibrary · 9 Feb 2013

SWANSEA LIBRARY HAVE JUST WON NATIONAL LIBRARIES DAY / MT
@Discovermore 'Everybody welcome!' :) #NLD13 pic.twitter.com/kPe5dZkr



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Amount of press coverage received

- Invited to write a blog post for the National Libraries Day website explaining what we did and how – 700 views to date
- Asked for a follow up blog post for the National Libraries Day page
- Half page Evening Post + 2 other event mentions in the lead up
- Chief Executive's blog – before and after posts, 7th Feb, 14th Feb, sent out to all staff members

- Swansea .gov page

<http://www.swansea.gov.uk/index.cfm?articleid=57418>

Effective use of resources e.g. staff time, equipment, location, budget

Staff were required (and were very willing) to take part during work hours in their own libraries. There was no budget for this event just organisation on Nat's part to make sure everyone had marker pens, a charged camera and a means of getting the photos to her on the day.

Sustainability of project

Natalie repeated the campaign this year with other authorities joining in and invited our remote users sending in #shelfies and taking part in the NLD14 'thunderclap'.

There was no cost other than staff time and I think we'd be hard pushed to stop them doing it next year since their feedback has been so fantastic.

Bringing in new audiences

Social media is important, there is no denying that. We have had a steady increase of followers on our twitter and Facebook pages since we set them up 3 years ago. We quickly found that pictures and photos work better than most other type of post. For example, a recent picture of a Piaggio Ape converted into a book van went viral and had a reach of 215,000 with 3 days. We gained 400 new followers from this one post alone. Sceptics might comment, 'what use is that', and I would answer that not only do our social media channels direct people to our services but they say, hey, we're here, libraries have changed and we have an online community and we're for everyone and we're for leisure and fun too.

With our online resources it is important to provide a digital community to users who may never enter one of our buildings but are still loyal customers with a passion for information, just like us.

Working in their own time

Nat keeps an eye on our social media channels every hour she is awake, she answers queries as quickly as possible, and if she doesn't know the answer she will signpost or reply and let them know that someone is on the case.

Advocating to partners and stakeholders

As part of Nat's role she works constantly works with new groups and is always keen to do so. She often has enquiries from other departments and organisations. She contributes to the social media focus groups at Swansea

Council and always has her work business cards on her in case she can make a connection.

A pleasure to work with

Nat has established a warm, friendly and positive tone in our social media, extending our excellent customer service to a digital medium which can be difficult to convey. She is an incredibly positive person with a 'can-do' attitude, she's not afraid to try something new and will help out other members of staff when needed. Her enthusiasm to learn and meet new people only contributes to the new programmes she establishes and partnerships she is able to build.

*National Libraries Day Exhibition Photos from 2013
Displayed in the Civic Centre in the month lead up to NLD14*

