**Manager Update Template 2016**

**Theme: Active Promotion of Library Services via Social Media**

**Manager Name & Designation: Lisa Thomas , Digital & E-Services Manager**

**Service Area: Libraries**

**April 2016 – April 2017 Six Month Review**: **October 2016**

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| **Activity/Subject** | **Achievements & Matters of Note** | **Staff Implications** | **Financial Consequences** | **Performance Outcome(s)** | **Next Steps** |
| Social Media | Joint task force of Community Librarians –  Regular meetings to discuss cross marketing and promotional messages. | CL time | None | Increased presence online/ reach of messages.  Increased web hits | Input from Specialists on messages for coming months. |
| Facebook | 801 Likes  Daily posting of messages. | Alex Ball is CL Coordinator – staff time | None | Increased web hits | Continue to build the audience. |
| Twitter | Overall Service Twitter Feed = 1,100 Followers  Library specific followers:  ABD    450  ABC    191  ARD    176  BGB    904  BSD    227  BWD   555  CYD    875  DIB     180  LBD    136  MND   242  NEB    471 NEW   165  NTB    706  OKL    144  PEN    151  RYB    607  RIS     1,210 YMB    875  Increased number of messages in Welsh Language | Richard George is CL Coordinator – Staff time | None | Increased presence online/ reach of messages.  Increased web hits | Further increasing tweets in Welsh with planning ahead by staff to get messages translated.  Joint – cross library promotions used more to get larger reach i.e Summer Reading Challenge |
| Pinterest | 34 Followers | Sam Beckett is CL coordinator – Staff Time | None | Increased presence online/ reach of messages. | Build up followers.  Encourage increased user engagement |
| Blogger | Reading Group and book recommendations are being posted (still early days) | Jen Firth is CL coordinator – Staff Time | None | Increased presence online/ reach of messages. | Further support and training for coordinating CL required. |

**Forecasting Issues and Priorities next six months:**

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| **Activity or theme Area** | **What is to be done?** | **Risks /Concerns/Advantages** |
| Development of Video Streaming. | Investigating the viability of using YouTube / Vine for ‘how to videos’ and possible link into Information Skills pages | More interaction.  Staff time and resources to make this look professional. |
| Further integration of platforms with library catalogue site. | Widgets have been produced for Twitter / Facebook and Pinterest. Ensure these are maintained. Look at links for other strands as required.  Upgrade of Apps is due shortly. Ensure there is a link and monitor hits through this method. | Need to ensure URLs are maintained.  Concerns if we move to a new LMS system. |
| Horizon scanning for any new products – societal trends. | Desk research and regular updates with corporate communications team | Keeping up with trends whilst ensuring continuity of messages.  Staff training. |
| Sirsi-Dynix  ‘Social Library’ Product | Keep an eye on any developments Sirsi has a ‘Social Library’ Product which integrates the library catalogue with Facebook. | Doubt this will be part of standard package if/when we migrate systems.  Cost implications. |

**Other areas for discussion not covered in this template:**

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| **None.** |