**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 LikesDaily 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 FollowersLibrary specific followers:ABD    450ABC    191ARD    176BGB    904BSD    227BWD   555CYD    875DIB     180LBD    136MND   242NEB    471NEW   165NTB    706OKL    144PEN    151RYB    607 RIS     1,210YMB    875Increased 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.** |