

# CELEBRATING AND REWARDING MARKETING EXCELLENCE IN WELSH LIBRARIES, ARCHIVES AND MUSEUMS

#marketingawards

## MARKETING

## EXCELLENCE

## AWARDS

## 2017

## Entry form

ENTRY FORM FOR CATEGORY 1: DEMONSTRATING MARKETING EXCELLENCE AND CATEGORY 2: JOINT MARKETING PROJECT OF THE YEAR

Please complete this section if you are entering Categories 1 and/or 2 only. Please note these details will be used for all future correspondence regarding this specific entry. All fields are compulsory. This information will be used for publicity, therefore please ensure all sections are completed accurately.

**Title** [ ]  Mrs [ ]  Ms ✓ Miss [ ]  Mr [ ]  Dr [ ]  Other

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| --- | --- |
| First name | Saran Lisa |
| Surname | Pope Thomas |
| Job title | Community Librarian Digital & E-Services Manager |
| Organisation name | Caerphilly Library Service |
| Organisation address | Library HQ, Floor 3, Ty Penallta |
| Town | Ystrad Mynach |
| Postcode | CF82 7PG |
| Email address | popess@caerphilly.gov.uk thomal4@caerphilly.gov.uk |
| Twitter account @ | CaerphillyLibs |
| Organisation profile/overview 100 words maximum |
| Caerphilly Public Library Service provides recreational, educational and learning services to approximately 180,000 residents of the county borough and all those who work, study or are visiting the area. The service employs 85 staff and is provided to the public through 18 static branch libraries, 2 housebound vehicles and an online presence through the library catalogue and iOs, Android and Windows Apps. |

CATEGORY ENTERED (please tick):

Category 1 – Demonstrating Marketing Excellence

✓Public libraries [ ]  Further education libraries [ ]  Higher education libraries

[ ]  Health libraries [ ]  Archives [ ]  Museums

Category 2 – Joint Marketing Project of the Year

[ ]  Joint Marketing Project of the Year

The total word count for the section below must not exceed 2500 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file. Alternatively please provide relevant links.

Project title

Enter the title or name of the marketing project – this will be included in all relevant publicity.

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| Caerphilly Libraries: Our Theory of Social Media Evolution (aka Move over Darwin) |

Context

Describe the background/reason for this project. What challenges or opportunities were you faced with?

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| To Tweet or not to Tweet? That was the question.Over the last few years, social media has become an increasingly important and relevant way of gaining information, socialising and generally interacting with individuals, groups and businesses. As a library service Caerphilly wanted to take the opportunity to reach out to their customers and take services to them, bridging the digital divide and proving that libraries were still relevant.The aim was for the service to implement a 2 phase approach to establish a foothold in the social media arena and then to enhance their existing social media presence and create their own network of twitter accounts, each with their own unique ‘voice’, and promote the fantastic range of services to new audiences as well as existing ones.However as part of a wider organisation, inevitably the path to Social Media nirvana was not a smooth one and there were several (not so virtual) barriers to overcome. 1. The Corporate Body

Back in 2011 when Facebook was rising to the top and for those of you that remember MySpace (bless) was in full swing, the library service identified that engagement online was increasingly what people wanted. The Authority launched their own Facebook, Twitter and YouTube channels and there was a new sense of optimism…finally we could get our messages out there in a fast and cost effective way. Library services wanted to ride the wave of the digital age and approached the corporate body asking if we could branch out and have our own account. The response was a resolute ‘No’, however unperturbed, the Digital Services Manager nagged, and nagged and nagged some more, or as we like to think, used her persuading and negotiating and eventually, we were given the green light to trial our own feed.1. Computer says no!

The next step was to create an account. The service initially identified Facebook as a good place to start as few of us had stepped into the social media arena. However, the joys of filtering and blocks proved problematic, business cases had to be written and signed off, email accounts had to be opened up to allow authentication emails, but eventually we got there and the @CaerphillyLibs Facebook was born.1. What are we going to say?

So, close your eyes and imagine what was going through our minds. We’ve finally had the nod, the access and the account. Now what? What are we going to promote, is anyone going to listen? Luckily we had done a lot of desk research and had produced a marketing plan with key themes (Phew). 1. I know nothing…or do I?

At first only a few senior staff had access to maintain the corporate voice but this didn’t last long. Another challenge that turned into a successful opportunity has been around staff training. At the beginning of the project many of our staff had little confidence and limited to no experience of social media. Developing Facebook and enabling others to access, moderate and add content helped shape the project as we started small and as we will outline shortly, have now progressed to libraries where staff utilise social media as part of their daily duties without even thinking about it.As we had to work closely with the Communications team in setting-up a Facebook account and over the years had come to understand the power of social media as a tool for engaging with our users, this actually turned into a great opportunity for us to expand our social media empire. The professionalism and good practice demonstrated by library staff impressed our Communications team, it even instigated the publication of a Social Media Policy and has paved the way for other service areas. The next step was to identify which platforms to utilise. Working with our customers and listening to frontline staff, over the years we now have Pinterest and a library blog in addition to Facebook.Our biggest success however has been our journey into the land of Twitter and it is this project we are most proud of and hope you agree.The project was split into 2 phases. The first to establish the accounts and empower staff, big tick!Phase 2 is a little more tricky and has been the focus of our work for 2016 and is the basis of this year’s award application. We’ll elaborate in more detail in the sections below but we aren’t stopping there. Our next project will be around developing our own YouTube channel. Maybe a 2018 award entry? |

Aims and Objectives

State the aims and objectives that were set for this project – where possible these should be SMART objectives – for example, how many new users or people attending the event were you hoping for?
If possible, include budget and timescale information.

# What is a SMART objective? Specific, Measurable, Achievable, Realistic, Time-bound

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| The aim of phase 2 of the project was to target new audiences and promote our library service offer by developing new links and encouraging staff to engage with their communities both local and national.Specific: To target new audiences and promote Caerphilly Library Service to and beyond the local community via the Twitter accounts at all 18 libraries.Measurable: To gain a combined total of an additional 500 followers.To increase the number of followers, tweets, impressions, engagements and new membership by 10% based on the same period for the previous year (monitored through Twitter analytics). To get the Chief Executive, Local Officers and Councillors following the main feed.Achievable: The service will ensure the staffing resource capacity within the service to achieve it.Budget available to release staff as required undertaking training opportunities.To ensure the relevant digital platforms are available and accessible to staff which includes coordinating with the IT department to remove and filters or blocks.To continue to engage and access customers based on previous established good practice.Realistic:Outputs are measurableScope of the project is holistic but attainable. Staff are supported and encouraged to develop skills which will be monitored through the performance review process. Utilise relationships with communications department and IT section in order to deliver this initiative with successful outcomes to reach new audiences through this technology and communication method.Time-bound: Phase 2 to be implemented and achieved within the 2016/17 financial year.A review of activity at the 6 month stage and project adjustment undertaken if required. |



Strategy & Planning

Outline the strategy taken to achieve your objectives and justify your marketing approach – did you undertake any research for example; have your developed new or existing partnerships; did you target a new audience or try a new approach to promoting your services?

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| We began with a Facebook account. As part of phase 1 we developed 1 overarching Twitter feed for the service and 18 branch twitter accounts. We built on our social media presence gradually. Risca Library was the first branch to open their own twitter account, with the remaining larger libraries following on. Once these were established staff from our remaining libraries expressed an interest in managing a twitter account. Many of the staff were completely new to social media but have developed these skills with on-the-job training and support from colleagues and managers. Our staff now use new approaches and methods of social media promotion, such as twibbons, thunderclaps and even Gifs! During the implementation of phase 2, we undertook desk research and looked at other library services to see what was best practice. Through this process and in establishing our own flavour and voice, this project has enabled us to share information in an instant with the local community and new users, something we could never have done with conventional paper based marketing. Partnerships with schools and local organisations have been improved and developed. We are able to support their messages as well as promoting our own on both a branch and county-wide level. (Appendix 2 – Image 1)Many potential customers are unaware of the range of services their library card offers them. This is particularly true with eResources. Library staff have focussed on raising the profile of these resources and have reached new audiences by promoting via twitter and Facebook. Staff have enjoyed becoming part of the conversation and have utilised twitter to support a range of local and national campaigns. One example has been the Audience Development Team’s #LoveLibraries campaign, which took place throughout October-early November 2016. Our libraries supported this month-long campaign - signing up to twibbons and thunderclaps and received mentions in a couple of storifies around #LoveLibraries & #LovetoRead. They used the campaign to engage with customers and find out why they loved their libraries. It proved really successful and received lots of positive feedback (Appendix 2 – Image 2)The twitter project also allowed us to promote the range of our services to a wider audience as well as clearly demonstrating our value. The Chief Executive for Caerphilly follows our libraries as well as councillors and other departments. The CaerphillyCBC twitter account has 12.4K followers and often supports our libraries by tweeting messages (Appendix 2 – Image 3)The project has enabled frontline staff to further develop and strengthen partnerships with a range of organisations, from the Reading Agency to local schools. We have been able to promote events and services through these partners. Staff have developed links with libraries across the world and have built-up a network of libraries that they follow. There’s a real enthusiasm from staff when they have shared good practice or maybe picked-up a great idea from colleagues in other libraries. Our staff are keen to reach the heights of successful library twitter accounts such as Orkney Library and the next goal is to achieve blue tick status! The libraries also interact well with each other on a county wide basis. Recently Pengam Library won a book display competition which resulted in lots of buzz among our libraries as well as further afield - including Orkney! (Appendix 2 – Image 4&5) |

Tactics and Implementation

Set out the plan of activities undertaken to implement the strategy and evidence these over time and against budget. Include examples if appropriate – you may append or link to two additional pieces of supporting evidence – if internet links are included please ensure these will remain live until March 2017. What promotional activity did you undertake; did you use social media and/or traditional media?

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| Strategic Planning:The Digital Services Manager produced an action plan for 2016-17 based around the active promotion of library services via social media.The report at time of writing outlined: (Appendix 1 - Report)* Activity / subject
* Achievements & Matters of Note
* Staff Implications
* Financial Consequences
* Performance Outcomes
* Next Steps

There was also a section on forecasting issues and priorities for the next 6 months.Promotional Activity:Each library branch produces an annual Library Improvement Plan which outlines 3 commitments that the site will work on to contribute to the overarching service plan.For example:Deri Library1. To promote the use of RFID.
2. Use of social media to promote services while attracting a new audience.
3. To continue the roll-out of the modular approach to Library & Research Skills - including the promotion of online resources.

As seen from commitment 2, social media usage and the promotion of new audiences was given a strong emphasis, so much so that the Group Managers also raise the performance through 121 briefings with site managers.The Library Administration team supported the libraries to produce promotional posters, flyers and branding.Community Librarians offer continued support and guidance while promoting the library on outreach events and acting as library advocates on training courses.  |

Results/Measurements/Outcomes

Present the results of the project, state whether your aims and objectives were achieved and if they were delivered on time and within budget. Evaluate the project using measurements where possible, such as number of new members/visitors, added value to the organisation and digital marketing metrics where applicable (Google Analytics, Facebook insights, Tweetreach). Reflect on what could have been done better; is the project sustainable, could it be rolled out to other user groups or organisations?

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| Project Summary:Our aims and objectives for this project are still ongoing as we haven’t quite completed a full year but the results so far are positive and we have already accomplished our measurable outcomes. Performance Information (Tweetreach) :Caerphilly Library Service has far exceeded the initial target of 500 followers. The main Twitter Feed has 1,332 followers, since going live has produced 6,642 tweets.Using analytics, over the last 28 day period (*prior to 17th January 2018 at time of writing*) the page has had 30.4k impressions, 1,121 profile visits, 96 mentions and has gained an additional 23 followers.The picture is reflected in the branch feeds as well, all seeing well over a 10% increase in the measurable outcomes. The 4 main library sites in the borough have tweeted over 6100 messages, have an average following of 1030 and it is now part of the daily staff rota to tweet out at least 1 tweet a day.A number of the smaller sites are now using hootsuite to schedule tweets when they are closed to inform customers of the next working day.We have also demonstrated our value to colleagues and leaders within our organisation. Our Digital Services Manager was accosted by the Chief Executive on her way to a meeting who was querying her on an event at Bargoed Library which he had seen on Twitter! (Major Brownie Points! Thanks Twitter). Caerphilly Library Service is well supported by our councillors to as many of them follow the libraries and comment on posts which just goes to support the value our services adds as we would not get the same coverage from conventional communication channels.Evaluation of MethodologyThe roll-out of twitter in all 18 library branches did take slightly longer than first anticipated. However this allowed for an easier transition and relieved staff pressures during a time of managing staff reorganisation. There was no cost to setting-up the 19 twitter accounts, although there was considerable staff time involved. We could have offered more workshops in how to utilise and make the most out of twitter as a marketing tool. However within the constraints of budget cuts we have rolled out and maintained a sustainable project. In order to manage this effectively training was mostly conducted on-the-job and cascaded throughout library teams. Audience development is a priority in our Caerphilly Library Service Strategic Action Plan 2014-2017. This project contributes towards this priority by marketing to a wider and new audience. Sustainability:We factored in the need to ensure that this wasn’t a one hit wonder and that we would have the resources to sustain, develop and enhance the product we were offering to customers. We ensured that through a gradual integrated approach that staff were bought along for the journey and have taken ownership which means that the success of the project truly is service wide and should be acknowledged. As the project developed we could see that staff interest also increased. It’s great to see how each library account has its’ own brand of humour and personality! In many cases we have gone from developing complete social media novices to confident staff tweeters who tag in authors and organisations and are actively engaging with their audiences. (Appendix 2 – Image 6)The Twitter phenomenon approach adopted by Caerphilly Library Service is as a result of the sum of its parts, namely the staff. The success of which has inspired us to look at developing our social media presence via Pinterest, our library blog and YouTube.To quote Buzz Lightyear, when it comes to Social Media and lighting the way to improve digital engagement with our users – “To infinity and beyond!” |



Date of Project

Provide the start and (if appropriate) finish dates of the project.

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| Phase 2 started in line with the 3rd year of the library service plan – April 2016 to April 2017. |

Summary

Provide a brief summary of your project (approx. 150 words) to be used for promotional purposes on the website, social media, etc.

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| The Caerphilly Twitter Campaign Project or as our Digital Services Manager likes to call it , ‘Caerphilly Libraries: Our Theory of Social Media Evolution’ is aimed to target new audiences using social media. This project was implemented in 2 phases. Phase 1 was to establish a Twitter account for all 18 libraries, Phase 2 encouraged each library to develop their own ‘voice’ and initiate conversations and develop new partnerships. Caerphilly Library Service now has 19 twitter accounts promoting our range of services and demonstrating our value. This project has encouraged our staff to inspire and be inspired by libraries from all across the world. Frontline staff are now able to get more involved in supporting and promoting the library service. Staff are also more aware of important issues and events within libraries – both on a local and national level. Staff skills are being continuously developed. Recently our libraries signed up to the #LoveLibraries thunderclap and twibbon, which were both relatively new concepts for the majority of our staff. Using twitter also enables our staff to promote their library spontaneously and with great humour (Appendix 2 - Image 7). Our staff have received fantastic feedback on their twitter accounts. As one customer commented; ‘library advocacy at its best!’ I think that sums it up quite nicely! |

ENTRY FORM FOR CATEGORY 3 – MARKETING CHAMPION OF THE YEAR

Please complete this section if you are entering Category 3. Entries must be nominated by a manager or equivalent – you cannot self-nominate. The nominee must give consent to be nominated.

# Please tick the relevant box below

# [ ]  Library Marketing Champion

# [ ]  Archives Marketing Champion

# [ ]  Museum Marketing Champion

|  |  |
| --- | --- |
| Name of nominator |  |
| Job title |  |
| Organisation name |  |
| Organisation address |  |
| Town |  |
| Postcode |  |
| Email address |  |
| Twitter account @ |  |



Why are you nominating this person?

The total word count for the section below must not exceed 1000 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file.

Alternatively please provide relevant links.

# [ ]  Notable achievements [ ]  Challenges and barriers overcome

# [ ]  Differences made to the service [ ]  New partnerships

# [ ]  Examples of innovative or creative working [ ]  Examples of engaging colleagues in marketing

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Contact details of nominee

|  |  |
| --- | --- |
| Name of nominee |  |
| Job title |  |
| Organisation name |  |
| Organisation address |  |
| Town |  |
| Postcode |  |
| Email address |  |
| Twitter account @ |  |

Please submit the entry form and any additional documents to jane.purdie@wrexham.gov.uk by 20th January 2017.

Thanks for entering the Marketing Excellence Awards 2017.

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