

# 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 [x]  Mr [ ]  Dr [ ]  Other

|  |  |
| --- | --- |
| First name |  |
| Surname |  |
| Job title |  |
| Organisation name |  |
| Organisation address |  |
| Town |  |
| Postcode |  |
| Email address |  |
| Twitter account @ |  |
| Organisation profile/overview 100 words maximum |
| West Glamorgan Archive Service is a joint service for the Councils of the City and County of Swansea and Neath Port Talbot County Borough. It collects documents, maps, photographs, film and sound recordings relating to all aspects of the history of West Glamorgan. Our mission is to preserve and develop our archive collections, to safeguard our documentary heritage and to enable research in order to further our collective knowledge. We are committed to providing information and the opportunity to engage with archives to everybody. |

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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Context

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

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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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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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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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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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Date of Project

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

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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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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

# [x]  Archives Marketing Champion

# [ ]  Museum Marketing Champion

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| --- | --- |
| Name of nominator | Katie Millien and Andrew Dulley |
| Job title | Archivist and Assistant County Archivist |
| Organisation name | West Glamorgan Archive Service |
| Organisation address | Civic Centre, Oystermouth Road |
| Town | Swansea |
| Postcode | SA1 3SN |
| Email address | katie.millien@swansea.gov.uk; andrew.dulley@swansea.gov.uk |
| Twitter account @ | @WestGlamArchive; @ArchifGorllMor |



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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| Rebecca Shields is Archive Reception Assistant at West Glamorgan Archives. As such, she is the first point of contact between the public and the service, and is our marketing champion. While many council departments were yet to consider using social media as a marketing tool, Rebecca researched the way it was being used to promote archives. She set up, and has been instrumental in developing, our presence on Facebook and Twitter, and constantly looks at ways of improving how we market our service.**Notable achievements and differences made to the service*** Rebecca set up the service’s Facebook page and two Twitter accounts for content in Welsh and English.
* We have seen a steady increase in social media followers as a result of a series of campaigns. We currently engage with 1446 followers on Facebook, 1355 on Twitter (English) and 108 Twitter (Welsh).
* Social media enables us to engage with our ‘lost generation’: we engage regularly with primary and secondary school pupils and with students, but the majority of people visiting the service to research are retired. Social media analytics show that of our Facebook followers, 71% are 25 to 54 years old. Rebecca’s hard work and determination enables us to engage with this demographic in an innovative way.
* Our Facebook page is www.facebook.com/WestGlamorganArchives and our Twitter accounts are @westglamarchive and @archifgorllmor.

**Examples of innovative or creative working*** In planning Explore Your Archives 2015, Rebecca suggested it would be an excellent opportunity to push our then newly-created social media presence. We used the suggested hashtags, and Rebecca worked closely with other members of staff to create suitable content. Most successful was #ArchivesRocks, where we showcased films from the 1950s and 1960s (the Rock’n’roll era) from our Screen and Sound Archive. To do this, we extracted film clips, around 30 seconds long, which Rebecca then used to showcase our holdings. Over the course of the week of the campaign our Facebook likes rose from 101 to 627, and although the majority were local, our reach was worldwide, including people from Australia, Canada and Hong Kong.
* At the end of the campaign, Rebecca did a profile-analysis of users who had engaged. As the films had been so successful, she decided that we should continue the theme with a series of weekly #FilmFriday film clips, which ran until May 2016 and attracted further new followers and positive comments.
* Explore Your Archives 2016 was used to build on the success of 2015. Once again Rebecca took the lead to raise awareness of the Screen and Sound Archive. The aim was to showcase our holdings and to encourage people to record their own oral histories. Over the course of the campaign, our Facebook likes grew by 32% from 1088 to 1423.

**Challenges and barriers overcome*** Rebecca is committed to compliance with the council’s Welsh Language Policy regarding social media. However, posting bilingual content poses a challenge, particularly when being spontaneous for. With only one confident Welsh speaker in the office, Rebecca came up with a plan to ensure policy compliance. She ensures all tweets and Facebook posts are bilingual and that, where possible, content is planned and translated in advance. She also uses stock phrases for spontaneous content.
* Rebecca also used her technical expertise to ensure that all the film content she uploads on social media will work reliably on a variety of devices. This meant testing the file types to see which was most appropriate.

**New partnerships*** Following a reorganisation of opening hours at our Neath Antiquarian Society Archives branch, Rebecca has started to market our work at the Neath Antiquarian Society Archives to encourage new users. This has included, for example, starting a new Facebook page (www.facebook.com/NeathAntiquarianSocietyArchives/) to spread the word and raise awareness.
* In November 2016, as part of our efforts to build on our partnership with Neath Antiquarian Society Archives, Rebecca helped to plan and market an open day at Neath under the Explore Your Archives banner. She designed and distributed posters and used social media to advertise the event and to show what was happening on the day, using photos, time-lapse videos and quick text.

**Examples of engaging colleagues in marketing*** Rebecca has been very encouraging when engaging with colleagues in her marketing activities. For example, off the back of the 2015 Explore Your Archive campaign I worked closely with Rebecca in creating live-feed Facebook and Twitter posts to correspond with the timing of key events in the Three Nights’ Blitz of Swansea, 75 years before. Through my work with Primary Schools, I had carried out a lot of research into diary entries, Air Raid reports, and fire service call outs, but I was stuck for ideas as to how best to present all the information. Rebecca suggested the idea of live feed on Facebook and Twitter. The way in which Rebecca presented the information was both exciting and different to anything we had attempted before. There was a good amount of interaction with followers and as a result our likes grew from 920 to 951.
* She also encouraged another colleague to carry out a similar project later on in 2016 to commemorate the centenary of the Battle of the Somme. David Morris compiled content to commemorate the Somme and Rebecca worked her magic to publish local information from that era. As a result our Facebook followers grew again from 1055 to 1082.
* Last year saw the publication of our successful CD resource *Swansea in 1852*, which won an award last year. It was marketed through social media by Rebecca, and its success is at least partly attributable to her skill in advertising it. Its author, Andrew Dulley, is also the Welsh speaker mentioned above, and has found that engaging with Rebecca’s skill with social media on both counts has been a very positive experience.
* Thanks to Rebecca we are now engaging with new audiences and the technophobes amongst us feel more confident in creating content for Facebook and Twitter. We archivists may know our collections, but Rebecca gets social media!
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Contact details of nominee

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| Name of nominee | Rebecca Shields |
| Job title | Archives Reception Assistant |
| Organisation name | West Glamorgan Archive Service |
| Organisation address | Civic Centre, Oystermouth Road |
| Town | Swansea |
| Postcode | SA1 3SN |
| Email address | rebecca.shields@swansea.gov.uk |
| Twitter account @ | @WestGlamArchive; @ArchifGorllMor |

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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