

# UKeiG:

## Committed to Continuing Professional Development

2019 has been a successful year to date for the UKeiG continuing professional development programme. UKeiG courses, run in liaison with industry experts, included:

- Presentation skills for information professionals
- Research data management
- Open access, open monographs, open data, open peer review
- Practical knowledge management
- Navigating the Deep Web: advanced search strategies for researchers
- Search usability: filters and facets

Information about [upcoming courses](#) for the rest of the year is available on the UKeiG web site.

In order to ensure the relevance of our courses and events the UKeiG Management Committee is keen to work with our members to focus on seven key strands for development:

- Information retrieval/search
- Scholarly communications/open access
- IM/KM/intranets
- Social media
- Ethics, legal compliance, intellectual property
- Digital literacy
- e-information/e-industry R&D

If you have any questions, feedback or suggestions about our CPD offering please contact UKeiG's Honorary Secretary John Wickenden in the first instance at:

*secretary.ukeig@cilip.org.uk*

### **Better social media for libraries**

In this issue of eLucidate we're sharing some delegate feedback on Ned Potter's CPD offering "Better social media for libraries: Twitter, blogs & Instagram".

Terri McCargar, Librarian at Latymer Upper School, London, writes: "I would like to say how much I enjoyed the course; a perfect combination of learning new ideas, time to reflect and time to experiment with some of the sites/tools mentioned. Ned is a natural presenter and the course was practical and interesting. I took several thoughts away from the day. Maybe we do require a library Instagram account after all? I thought Instagram was all about celebrities and selfies. I'm also going to fret less about creating content and try to play more with re-tweeting useful information on Twitter. The free photograph and

image tools that Ned shared were great and will help immensely not only with our social media posts but also with our in-house marketing/promotion”.

Emma Halford, Lead Library Assistant at Harlow Healthcare Library, Princess Alexandra Hospital NHS Trust in Essex comments: “I now have a much clearer idea of the purpose and potential of our social media use, and the need to encapsulate this in a document to which the whole team can refer to. I was unaware of the excellent tools and resources to help me create better social media content. Most notably I have a changed understanding of Instagram, with a potential project to pursue with two partner libraries”.

Theano Manoli, Library Services Advisor at [Royal Agricultural University Library](#), Cirencester kindly gave UKeiG her permission to share the following blog post (and photographs) with eLudicate readers.

“As an information professional who is involved with social media and library marketing, I gravitate toward topics that relate to my role such as:

- Taking our library’s use of social media to the next level
- Using social media more strategically
- Understanding and learning from statistics from multiple social media platforms
- Making use of social media tools and techniques to help our library increase engagement online

The RAU Library promotes its services on two social media platforms: via Facebook (for eight years now) and on a WordPress blog (for a decade.) These tools have proved to be a boon in the marketing of our library services. Social media allows us to target our student audience with tailored, appropriately worded and relevant messages.



Facebook seems better for reaching students and we have a fair number of “friends” given the size of our library. Anything that raises the library’s profile inside and outside the parent institution is a good thing, and indeed essential for reaching today’s target market - the Millennial [Generation Y](#) student. So, I would argue that we have seen a return on the time and investment in setting up and maintaining these two platforms.

It is evident from monitoring Facebook and our blog that social media helps us to create an immediate interaction with our users and spread awareness of our library services to those who may not be aware of them.

In our library we use social media as:

- Our communication tool to inform our students about changes in opening hours, reservations, reminders etc.
- A marketing tool to market our products and services, events and activities

- A data source to obtain feedback from our students regarding the services we offer and their satisfaction with them

The themes I encountered throughout the UKeiG course were:

- Social media tips and best practices
- Using social media more strategically to promote interaction
- Understanding the importance of analytics and using tools to analyse impact
- How to create better content with a clear focus
- New tools for creating, monitoring and publishing social media and increasing engagement

We looked in detail at YouTube, Instagram, Facebook, blogs, Twitter and how we might benefit by using these tools to engage our audiences and reach new users. Each has a different focus and features. A key problem is that it requires staff time. It is not enough to simply have a presence on these sites. We need to be continually active and constantly engaging with our audience.



Ned Potter provided a thorough overview of the latest social media marketing tools and gave us all the tips, ideas and help we need to help promote libraries to our community. He also provided the group with lots of practical activities, advice on how to make inspiring content and increase user engagement and was happy to answer any questions or queries we had. I came away from the course with lots of ideas that I'm now keen to put into practice.

I found the social media course highly informative, well-presented and very enjoyable. What I enjoyed most about the training was the practical aspect, learning something new and reinforcing previous knowledge. It was also interesting to mix with professionals from other sectors and exchange ideas and experiences. I already use [Canva](#) and has been a great tool for me. I will make use of the free copyright images resources for our library blog.

Now I understand the importance of measuring and analysing impact I will continue to monitor and collect data, identify trends and try to get a steady increase in use. We may consider the use of Instagram for promoting our historical books and Archives.

Unavoidably, we cannot survive if we lag behind as far as social media is concerned. Most of our students are on social media. We therefore need to be where our students are. It is up to us to decide how to take our social media accounts to the next level and whether we wish to enhance our online presence and our interaction with our user community.”