

University Library Marketing and Social Media Strategy

The University of Hull Library prides itself on delivering an exceptional experience for all our customers. This strategy will ensure our communications work towards this goal. Our Marketing and Social Media Strategy is designed to ensure consistency and quality in all of our communications, building upon our existing successes to further dialogue with our customers. It also aims to offer a whole-Library approach, ensuring timely, distributed and cohesive communications for all of our customers.

The University Library currently engages in a diverse range of communication activities. From the leaflets and signage in our building to the hundreds of videos on YouTube and thousands of messages on our social feeds, we are constantly communicating with our customers. This strategy will align our print, digital and social media management to simplify and strengthen our messaging. The aim of this strategy is to establish a University Library Marketing and Social Media Team, built from representatives across the Library. This will ensure we approach marketing holistically and cohesively. It will also build a resilient approach to marketing and communications, not reliant on individuals but driven by a team representing all Library service areas. This new cross-Library operational group will be tasked to deliver marketing activities on behalf of the rest of the Library.

This strategy has been written in collaboration with staff representing all Library services. Collectively, the whole Library remains committed to delivering this strategy. We are incredibly proud of all the services we offer, and we cannot wait to keep telling our customers about them. All the aims and objectives established in this strategy will help us develop how we communicate with our customers. This strategy should be read alongside the University Library Customer Engagement Strategy.

Aims and objectives

1. Establish and maintain brand guidelines for the University Library

Ensure a consistent, inclusive identity is maintained across all University Library communications to make our messaging is strong and cohesive.

a. We will do this by:

- i. Developing brand identity guidelines for the Library.
- ii. Creating a series of templates for presentations, social media, digital signage and posters.
- iii. Develop agreed terms to ensure consistency in language use.
- iv. Provide training to ensure the proper use of templates.
- v. Develop quality printed communications, using commercial press where possible to achieve a high finish.
- vi. Regularly review out branding and guidelines to keep things clear, accessible and fresh.

2. Developing regular, engaging and striking communications

Ensuring the regularity and quality of our communications to develop customer engagement with us.

a. We will do this by:

- i. Developing an annual almanac of events, holidays and days to celebrate.
- ii. Run campaigns: long-term approaches to promoting productions and/or services.
- iii. Meeting monthly to determine the services and campaigns for the month ahead.
- iv. Develop approaches to manage the art working, typesetting and editing required for our messaging.

3. Facilitate dialogue through social media

Social media allows us to have conversations with our customers, and we need to further our use of social media for engagement and not just one-way communication.

a. We will do this by:

- i. Review the social networks in use by the University Library.
- ii. Build the followers, liked and/or subscribers on each social media platform to maximise our reach for all posted messages.
- iii. Ensure processes are in place for timely responses to social media-based customer queries.
- iv. Review and maintain the University Library Social Media Policy.
- v. We need to ensure that our messaging and communications are fully integrated with our customer engagement processes. Communications are the basis of engagement, and our engagement should inform future communications.
- vi. Use our marketing and communications channels to explain how we have made changes to our services and policies in response to information gathered through customer engagement.

4. Establish processes for customer-facing communications

We need to support both Customer Insight and Experience and Collections, Learning and Research in their customer-facing communications.

a. We will do this by:

- i. Develop processes for colleagues to request social media posts, printed materials, campaigns or promotions.
- ii. Develop processes for the management of digital signage.
- iii. Ensuring active cross-working between colleagues involved in engagement and communications.

5. Relaunch the University Library Blog

The University Library Blog will support marketing campaigns, skills activity, scholarly communication and outreach by hosting longer reads.

a. We will do this by:

- i. Relaunch the University Library Blog via hosted WordPress.
- ii. Establish Editors that will manage Blog content and focus.
- iii. Build the readership of our blog to relevant customer groups, using categories to target specific demographics.

6. Work smarter to increase our marketing output

Marketing and social media should be a team effort. Through greater collaboration between University Library Groups, marketing and social media can become a collective effort with greater resilience to staff turnover.

a. We will do this by:

- i. Develop an annual communications plan, focusing on how and what we communicate.
- ii. Manage the distribution of creative software and build the business case for more where required.
- iii. Assess the social media management tools (Buffer and LibAnswers) to ensure they are the most appropriate tool for the tasks at hand.
- iv. Curate a repository of stock images, photos, fonts and designs to save others time in creating marketing messages.
- v. Increase opportunities for colleagues and volunteers across the Library to contribute to marketing and social media.

7. Data driven marketing

We should work to understand how our marketing and social media is engaged, to focus our resources on what works and address and perceived gaps.

a. We will do this by:

- i. Routinely analyse the performance of library marketing and social media.
- ii. Better use social media analytics to understand reach.

8. Innovation in communication

We should be willing to try new things. As part of marketing and communication we should trial, pilot and innervate to ensure we are always maximising our potential reach.

a. We will do this by:

- i. Try new things with no fear of failure.
- ii. Reviewing emergent social networks to assess if the University Library should engage.
- iii. Review existing networks to ensure they are the best means of communication.
- iv. Pilot 'live' events where students can join us for tours or Q&As.

9. Accessible and inclusive communications

a. We will do this by:

- i. Ensuring all of our communications follow the Designing for Diverse Learners guidance (as allowed be specific networks).
- ii. Train all colleagues engaged in communication and social media to adhere to these guidelines.

Drafted by: Dr Lee Fallin

Approved by: Service Delivery and Improvement Team

Approved date: 15th July 2021

Review date: January 2022