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Minute of Committee e-mail Meeting

March 2019

**Tuesday 14th February 2017**

**Present:**  Neil Tanya Carol Mark Laura

Matters Arising

1. Markrecently attended Social Media Training (15th March). This was funded from the former TAFLIN funds. Mark provided the following overview of the day:

*Thanks for letting me attend the Better Social Media for Libraries Course. I think it was pretty good value (at £50 per head) and attendees seemed to be happy with its content. The course was split between presentations from Ned Potter and time exploring available tools online.*

*Various social media platforms were spoken about in turn and some insight was given into their changing popularity and tips on their use. Twitter, Facebook and Instagram were discussed mostly. Reference was made to Orkney’s leading example in Twitter use and that they’ve set a standard of success that’s very hard to match. The growth in Instagram users reveals that 59% are aged 18 – 29 and that its popularity is catching up with Facebook, where there’s a much less interactive audience.*

*It was emphasised that different mixes of social media use would work variably for different libraries and that any increase in engagement with customers is a success.*

*We looked at optimising images (using canva.com) and websites where you can find freely usable pictures (e.g. pexels.com and photofunia.com). It was underlined that images don’t need to be polished and that humour and informal messages could be a good move as opposed to boring informative posts in a standardised voice. Usefulness is also a key priority to strive for.*

*Creating favourites lists was suggested to help speed up time spent looking for ideas for new posts and items to repost (or re-Tweet). The use of Analytic tools (e.g. squarelovin.com) can be helpful - to harness your historic data about audience engagement and show the optimal time to post and what sort of content gets most likes.*

*Lastly Tumblr and Blogs were touched upon and it was mentioned that blogs are losing popularity. Throughout, ideas and tips were swapped and discussed with the aim of improving Social Media engagement.*

**AP**: Mark to write an article for our website about the event and publish it in due course.

1. Peter Reid has not replied to Neil’s enquiry about supporting a possible social evening. The Committee asked Neil to pursue this again until Peter gave a definite response.

**AP**: Neil to contact Peter again

1. Neil suggested the Committee pick a date for our visit to Montrose Library. Laura advised a Monday evening would probably be best as the Library is open until 7pm anyway. There may be a hire charge (£12 per hour) plus staff costs (£11.50 per hour)

**AP**: Suggested we book for Monday 29th April get this in the diary and start arranging the evening programme – speaker (Peter Reid, Yvonne Manning)?, if not just a tour and nibbles

1. Neil finally received a response from the V&A about a possible visit – after having to nudge them twice for a response. Dr Mhairi Maxwell is the contact Neil has been given. She has advised the V&A are currently on changeover between exhibitions therefore could not support anything at present. Neil will speak with Mhairi in April to see what can be arrange for May or possible for Conference in June.

**AP**: Neil to follow up again.

1. Mark and Laura investigated Zoom and reported it looked overly complicated to use. Laura suggested the possibility of mobile phone conferencing or FaceTime using iPhones, which may be simpler and more suitable for our needs.
2. The branch had agreed to fund two places at the CLIPS conference, one for Monday and one for Tuesday. Four branch members applied for Conference places and **happily it was two applications for each day. Given the amount of former TAFLIN** funding we still have the Committee agreed to fund all 4 places. Tanya has e-mailed the successful candidates and has also been in touch with Sean McNamara to book the additional places.

The successful candidates are:

* Hazel Cook, Angus Alive (Monday)
* Charlotte Kelham, University of St Andrews (Monday)
* Laura Cagnazzo, Abertay University (Tuesday)
* Linda Hazle, University of Dundee (Tuesday)

All four have confirmed they still wish to attend the conference and will be required to write up a short piece on their conference experiences for inclusion in the branch area on the CILIPS website.

1. The Committee agreed to invite Yvonne Manning to attend the Montrose Library tour – adding a Meet the President aspect to the tour may encourage local members to attend.

**AP**: Neil to follow up

1. Tanya has checked with DVD suppliers and there currently isn’t a listing for the Public film. Keep the idea on the back burner for now.

**AOCB**

There’s another CILIPS Consultative Council coming up on 11th April. Neil is happy to attend again. He’ll circulate any papers he gets in due course.