Public Relations and Outreach Workteam Meeting
Essence Notes

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Public Relations and Outreach Work Team  
September 15, 2015  
Essence Notes

Present:  Lori Gwinett, Jessica Williams, Fred Smith, Peggy Lee, Chelsea Faircloth, Tony Ard, Ruth Baker, 
Ashley Lowery, Paolo Gujilde, Daricus Larry, Alva Wilbanks

Constitution Day: The library sponsored event is scheduled for September 17th. The group discussed the 
activities planned and the library’s participation. A poster contest will be held on the topic of The Role of the 
Courts in a Free Society. The poster materials have been provided by the library. Student Media will be 
sponsoring the 1st Amendment Free Food Festival between 11 - 2 pm. The library will host a table during the 
event and distribute pocket constitutions and the New York Times group pass registration url. A lecture and 
video session themed around the judicial process will be held that evening from 6 - 8 pm in the Carroll Building, 
room 2227. Volunteers to man the library table from 11 - 2 pm are needed. Please contact Lori to sign up.

GALILEO 20th Birthday, September 21st: The library will participate in the birthday celebration by displaying 
a GALILEO birthday poster with balloons at the top of the stairs on the second floor landing on the 21st. Using 
the GALILEO Tips, Tricks and Talking Points, Tony will post one each day on the library’s Facebook page. 
The last day of posting will provide a link to all the tips. An announcement will be placed on the library’s blog 
along with information on the databases the library has.

Eagle Homecoming Door Contest: The group discussed participation in the Homecoming Door Contest 
scheduled for October. Daricus will send out a survey to see if there is interest and to obtain volunteers.

New Resources Rollout Process: The group reviewed the new rollout timeline prepared for announcing new 
resources the library acquires. Paolo discussed each tier level and stated that Collection and Resources 
Services will handle the regular promotion of a product, such as description, etc. They will notify the 
Publications and Public Relations Work Team (as well as to all library liaisons) in advance of going live with the 
product for assistance with advertising and decisions on where to post the information. Lori will send the 
approved Marketing Plan for review in deciding on the appropriate outlets for each particular resource.

Facebook Ad: Bede has asked the group to submit a library Facebook ad for Fall and Spring semesters with 
a budget of $100. Tony reviewed the library’s Facebook page with the group and opened the floor for 
discussion. A decision will have to be made on several options as to how the ad will function, such as age 
group, demographics, what type of ad to be placed, how the ads are priced, what time of day to have the ad 
rung, etc. Should the ad be solely based on receiving “Likes” to our Facebook page, or should it incorporate a 
more specific area of leading the patron to a link to participate in library surveys. Lori will request a meeting 
with Bede to gain more information on what type of ad he wishes for the group to produce.

Daricus reported on a student Facebook group “Georgia Southern Only” which allows anyone with a GSU 
email to join. He will follow up on the details and report back to the group.

Facebook Image: Discussion took place on the type of background to put on the library’s Facebook. 
One suggestion was to use images supporting the event, such as the upcoming book sale...splash the 
background with books. Having set dimensions for uploading photos is desired. Ashley will follow up on the 
parameters for photos. Ideas may be sent to Lori or any member of the Social Media Team. Tony will follow 
up on a suggestion to have the library’s Facebook page link to the Weekly Buzz. Another suggestion was 
made of putting thumbnails on the Weekly Buzz every Monday about what’s happening in the library. A 
volunteer will need to be recruited to follow up on this suggestion.
**Updates:** Ruth reported that the Social Media Team has not had a chance to meet again since last month’s report. She discussed some of the ideas for changing the name of the Twitter account. She added that Instagram now works with HootSuite.

**NEXT MEETING DATE:** October 20th, 3:15 pm