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Public Relations and Outreach Workteam Meeting
Essence Notes

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Public Relations and Outreach Meeting  
October 27, 2015  
Essence Notes

Present:
Lori Gwinett, Tony Ard, Katrina Jackson, Jessica Williams, Jessica Minihan, Paolo Gujilde, Ruth Baker, Peggy Lee, Steve Hooley, Ashley Lowery, Janet Burns, Chelsea Faircloth, Alva Wilbanks

**National Day on Writing:**
In response to the campus invitation to participate in the observance of the *National Day on Writing*, October 20, Lori and Rebecca composed a book exhibit using the library’s blue blob. The display was set up on the second floor landing and participants were invited to fill out a form giving some personal information, listing their favorite book and explaining the reason it is their favorite. Virginia Thomas oversaw the process throughout the week. Student workers looked up the jacket covers for each entry and placed the form on the blob at the top of the front staircase for others to view. The project proved to be very popular with over 45 participants. The display will be moved to a different location on second floor with better lighting and will remain for an undetermined period.

**Star Wars Project Update:**
Katrina reported that the recent Star Wars Game Night had around eleven participants. Other activities for the week include the scavenger hunt which is taking place all week, Trivia night at Gnat’s Landing for Tuesday night, and the costume contest scheduled for Wednesday night. Tony will post photos of the event on Facebook. (Forward any photos you take to Tony). Students will be encouraged to post photos on their Facebook and share with others. Prizes for the events are several Star Wars Cross pens, Lego Star Wars sets, and Star Wars t-shirts.

**Facebook Ads:**
Tony reported on the recent ads posted to Facebook utilizing our $150 budget. He showed the ad promoting the Star Wars event, discussed the cost involved, and reviewed the graphs reflecting the audience reached. The ad charts indicate the ad was viewed by over 13,000 people with 2% responding to the ad, and did generate interest in getting people to the library. Tony voiced other topics to promote with a second ad and discussion followed as to the type of events we should pay to advertise. Consensus was to promote the Therapy Dogs during finals week as the next ad. Alva will follow up with Dean Mitchell to confirm the dates and times. Janet will prepare an ad for posting to Facebook, and Dora will be asked to make promotional posters to put at the library entrances and acquire parking permits for the group bringing the dogs. The group will check on the cost of doing some advertising in the GeorgeAnne.

Ruth reported for the Social Media Group stating that they recommend focusing on four library media accounts:
1. Facebook (automatically post to Twitter and Instagram)
2. blog
3. newsbox
4. Pinterest

She stated that the group has changed the Twitter account name to Zach S. Henderson Library. She added that the Hootesuite account idea will be tabled for now until needed at a later date. A Google Group has been established for the social media group and the group recommends that those individuals be responsible for posting to the various platforms. PRO will vote on these and other recommendations at a future meeting.
A lengthy discussion followed regarding what items should be advertised and what items should be promoted through the library's media accounts. Points brought out in discussion were as follows:

- someone to post ads in Tony's absence. (The account administrator/s can do this.)
- when posting photos to the Facebook ad, use cluster photos instead of single photos
- who is the target for our ads?
- the purpose of the ads - to get more people to “like” and follow Henderson Library
- ideas voiced for use in either an ad or to post to our media outlets:
  - Ebsco Ebooks
  - ARC (Automatic Retrieval Collection)
  - International Journeys
  - Latino Americans
  - Mobile printing service
  - Club Hendy “open late”
  - promoting Bede’s article in the recent GeorgeAnne (A short reference to the article will be put on the blog with a link to the full article)

**QEP Promotion**

The group discussed a request to promote the campus QEP (in addition to the Citation Workshops which ISD is providing for the writing fellows) with some type of display or event.

Several good suggestions were voiced that the group felt would promote the workshops better than a library exhibit and would encourage student interaction with the library.

- a contest focusing on the QEP courses encouraging participants to submit research papers for prizes. Such a contest could be administered through Digital Commons. Ashley noted that there are several examples of such contests available.
- poster contest (Phi Kappa Phi or undergraduate posters)
- essay contest - choose a book for them to write about or have them choose a book.
- essay contest about the importance of writing.

These ideas will be brought to Bede for further discussion. Ruth will write an article regarding the workshops for the blog. Paolo will share the article in the liaison newsletter.

**November Newsletter:**

Janet reported on the current items for the November issue:

- Orion Harrison donation (Paolo)
- Star Wars Events (Katrina)
- Seed Library (Fred)
- New librarian Kay Coates (Ruth)
- Open Access
- Latino Americans (list dates)
- Save the Date - Donors’ Reception

The February newsletter will possibly be a tech issue or contain some tech updates.

**ACRL Library Marketing and Outreach Interest Group Georgia Meeting:**

Ashley gave a brief report on information brought out in the recent meeting such as how to advertise on Facebook and other media outlets, how to select eye-catching photos related to promoting events, etc. She will advise the group when the group plans to meet again via Skype.
Marketing Ideas from COMO presentations:
Lori reported on a presentation by Kennesaw State University regarding their marketing organization for their library which has a marketing librarian and 80% FTE staff dedicated to marketing.

Ashley suggested we brand our post-it notes used at the service desks. The group will also check on the possibility of getting Club Hendy t-shirts for the student workers. Paolo mentioned he would like faculty and staff to be offered the opportunity to purchase t-shirts. Lori will follow up on the t-shirts.

Lori reported that Bede has designated $300 to the group for branding. She asked members to bring their swag ideas to the next meeting for discussion, including examples if they have them. Janet suggested we designate some of the funds toward some good stock images to use in our promotions.

Next meeting date: Tuesday, November 17, 3:15, Room 1300