

Library Lecture 2017:

Ned Potter on Social Media and Marketing

Termin : **29.** (13:00 - 17:00) u. **30.** (09:30 - 17:15 Uhr) **Juni 2017**

Ort : Presse- und Informationsamt der Bundesregierung, Dorotheenstraße 84,
Raum A 4.019 im 4. Stock, 10117 Berlin

Veranstalter : Initiative Fortbildung für wissenschaftliche Spezialbibliotheken und
verwandte Einrichtungen e.V.

Die „Initiative Fortbildung ... e.V.“ setzt die Reihe der *Library Lectures* fort, die sich allmählich zu genuinen Workshops entwickelt haben. In diesem Jahr sind wir besonders glücklich: es ist gelungen, **Ned Potter** nach Berlin zu holen!

Programme

June 29, 2017 : 13:00 – 17:00 pm

This afternoon is a hands-on and interactive session which is aimed at people relatively new to using social media in a library context.

Social media has become a vital marketing tool for libraries, and all the platforms today are easily accessible and usable for free. We'll look at the difference between using social media personally and using it on behalf of your library, and the benefits this can bring.

We will have hands-on time with Twitter and Blogs as these are still often the most relevant and useful platforms for libraries, and we will cover Instagram as this is increasingly important, especially in a Higher Education context. There will also be examples and discussions around several other social media platforms.

For this workshop the participants need a laptop or PC to work at. (It would be possible with a tablet but a laptop is definitely better.)

Timings:

13:00 – 14:30 Introduction to social media, Twitter

14:30 – 15:00 Coffee/tea break

15:00 – 16:45 Blogs and blogging, Instagram, a round-up of other useful platforms for libraries

16:45 – 17:00 Questions and close

June 30, 2017 : 09:30 am – 17:00 pm

This day is a hands-on and interactive workshop which breaks library marketing down into manageable chunks, free of jargon and gimmicks. Above all, the focus is on tying your library promotion together into effective marketing *campaigns*.

We will look first at communication types, and then work on segmenting your audience and tailoring messages for each group. We will cover word of mouth marketing, feedback methods, and how to simplify key messages without dumbing down.

In the afternoon we will look at online publishing and social media, alongside marketing with video, before tying everything together in a strategic marketing plan. Delegates will get a template marketing campaign document to work on in the session and then take back to their own institutions to develop.

Everything in this training is designed to be applicable right away, whether you want to better communicate the value of a particular service, or to market your entire library.

Timings:

09:30 – 11:00 Communication types, simplification
11:00 – 11:30 Coffee/tea break
11:30 – 13:00 Segmentation, line of sight marketing, word of mouth
13:00 – 14:00 Lunch
14:00 – 15:30 Feedback mechanisms and UX, publishing online, marketing with video
15:30 – 16:00 Coffee/tea break
16:00 – 17:15 Social media, tying it all together in a strategic plan, questions and close

Trainer bio: Ned Potter is an Academic Liaison Librarian at the University of York and a trainer for various organisations including the Bodleian and the British Library in the UK, and PICS in Australasia. His book *The Library Marketing Toolkit* was published by Facet in 2012, and he has previously written a Marketing column for Library Journal. Ned can be found online at www.ned-potter.com and on Twitter at @ned_potter

Feedback from previous versions of these workshops:

„Really enjoyed the day – I enjoyed the mixture of listening and hands-on practical work. I liked the relaxed style of the day. I learnt a lot and came away filled with ideas for better/new usage of social media. Thanks very much – really beneficial day.“ - NHS Libraries

„I really enjoyed the day, opened my eyes to lots of new tools and made me realise that digital marketing doesn't have to be Facebook.“ - UKelG, London

„Excellent speaker, great to hear from someone on marketing who is a librarian! So many 'marketing experts' just suggest things we cannot do in libraries because they don't understand the restrictions we work under.“ - International Libraries and Information Group

„Lots of useful information presented in a fun and clear way. I came away with my head buzzing with ideas for things I wanted to do, learn more about, or information I wanted to pass on to colleagues.“ - Bodleian Libraries, Oxford University

„Very well delivered and paced. Ned was really engaging and the workshop was definitely useful and thought provoking ... I ... felt that it was really helpful to hear from someone who actually understands libraries and how libraries work!“ - University of the Arts, London

„Excellent! Engaging, informative and full of useful hints and tips. Ned is a relaxed and personable presenter who really knows his stuff. A thoroughly enjoyable day from start to finish.“ - Academic Research Libraries Group

Teilnehmerzahl : max. 38 Personen

Kostenbeitrag : EURO 130,-- (early bird-Tarif, bei Anmeldung **bis zum 26. Mai 2017**)
danach: EURO 165,--

Anmeldung : mit Angabe der Rechnungsadresse bei Evelin Morgenstern –
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www.initiativefortbildung.de