

# Digital skills for **Libraries**

## Deepening online engagement with audiences

Wednesday 24 March 2021



**Digital Culture  
Network**



# Housekeeping



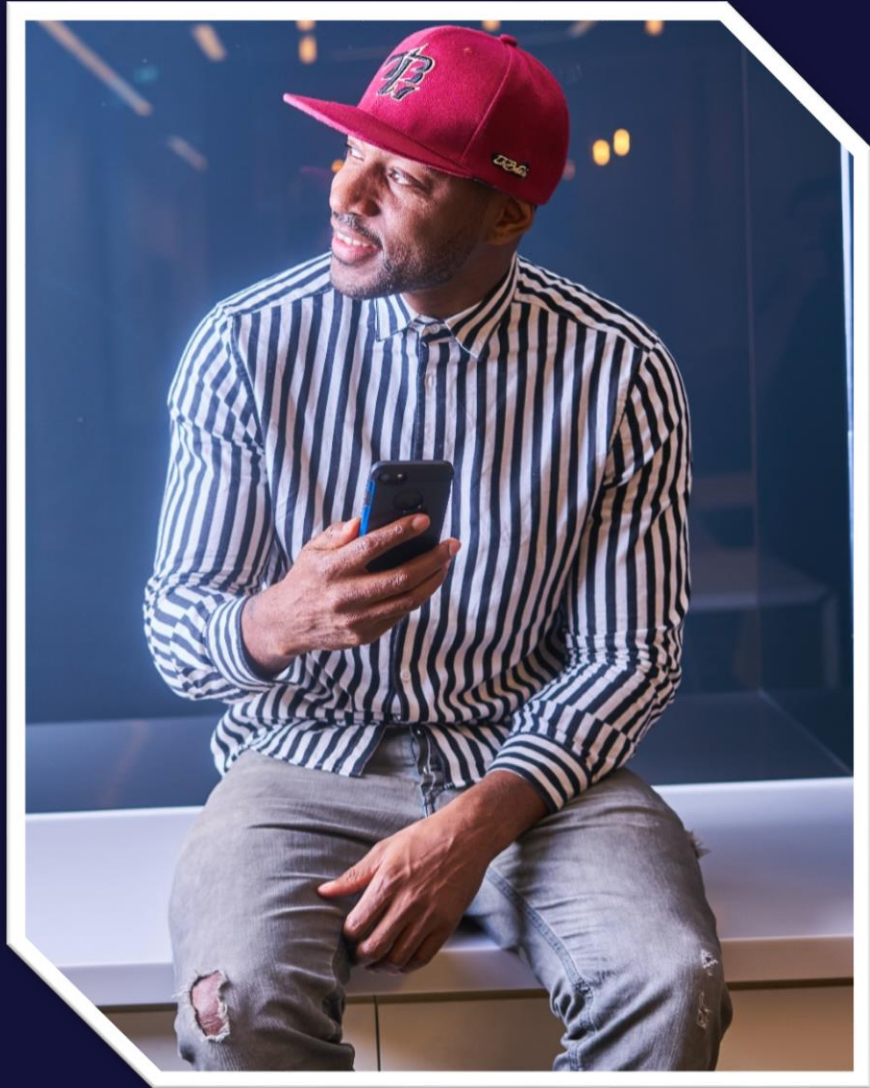
- Session will be recorded
- Introduce yourself in the chat
- Ask your questions using the Q&A function
- Session is being live captioned



**Nick Kime**  
Digital Culture  
Network



**Peggy Naumann**  
Digital Culture  
Network



**Haydn Corrodus**  
Digital Culture  
Network



# Digital Culture Network



# The Tech Champions



**Dean Shaw**  
Digital Content  
Cambridge



**Emma Roberts**  
eCommerce and  
merchandising  
London



**Nick Kime**  
Box office and CRM  
Birmingham



**Haydn Corrodus**  
Social Media  
London (Covering South  
East)



**Peggy Naumann**  
Email Marketing  
Bristol



**James Akers**  
Data and Analytics  
Manchester



**Roberta Beattie**  
Websites  
Nottingham

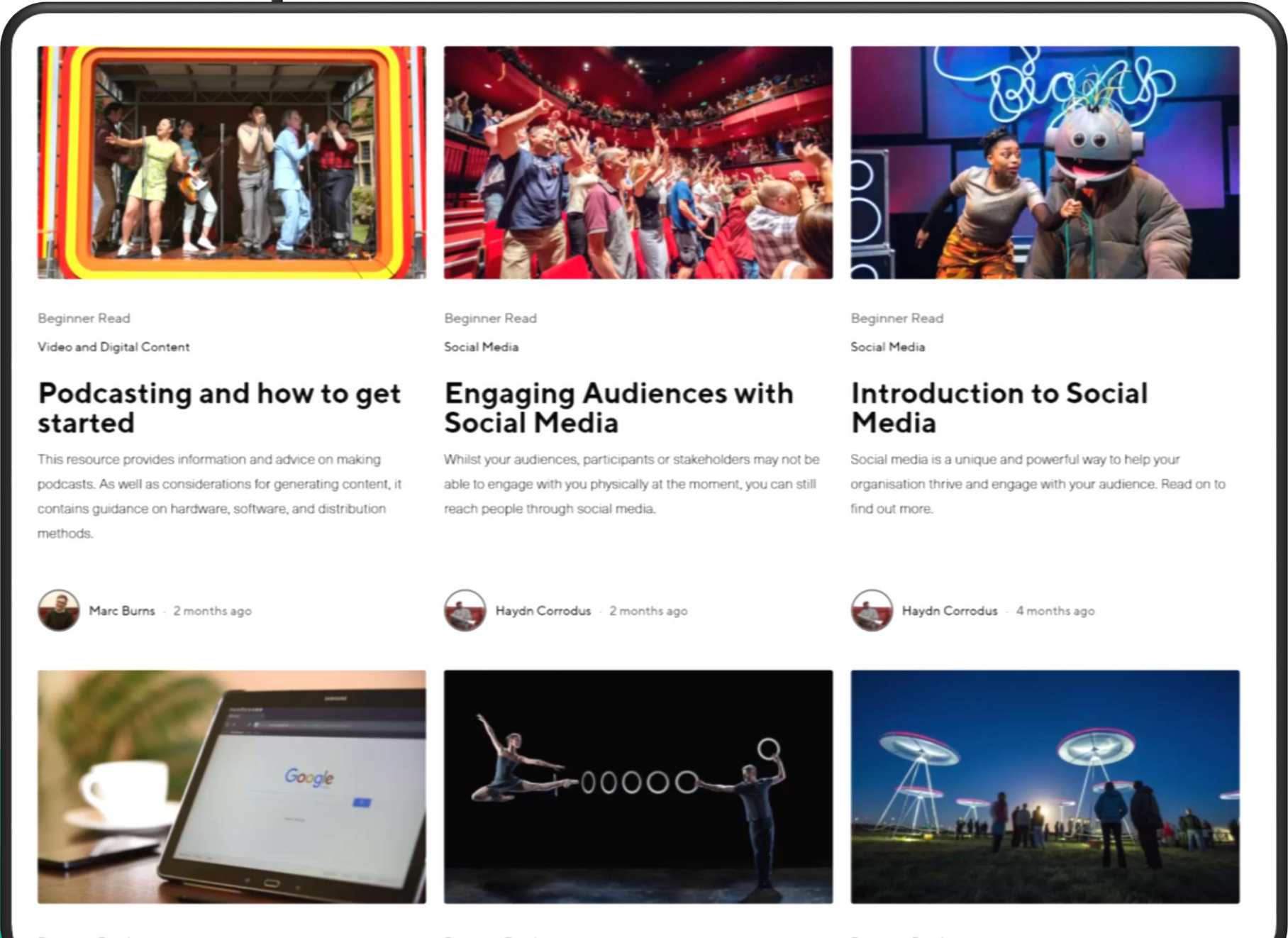
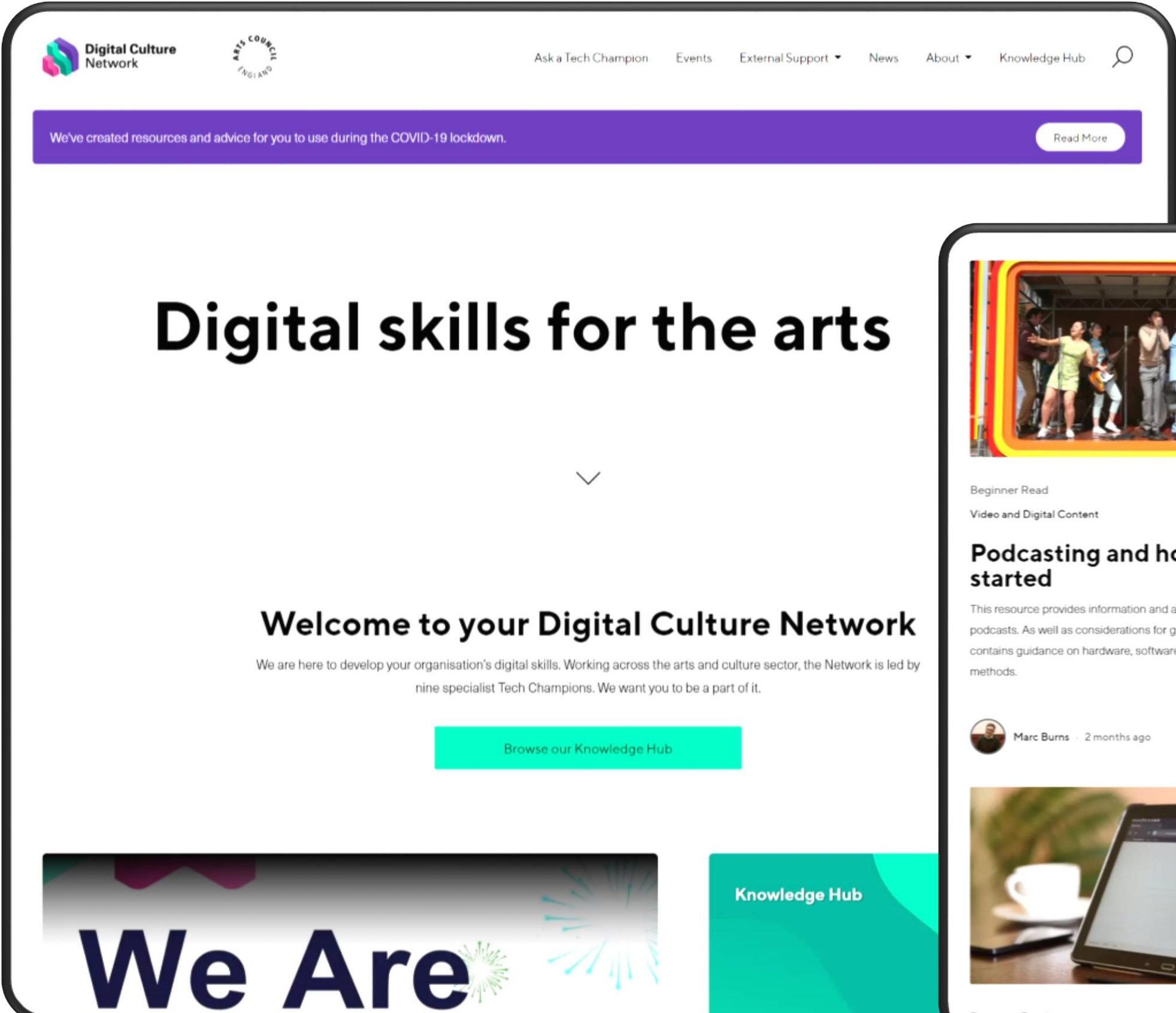


**Syed Rahman**  
SEO and Paid Marketing  
Newcastle (Covering  
Yorkshire)





**Marc Burns**  
Digital marketing and  
strategy  
Newcastle

# digitalculturenetwork.org.uk





# Webinars



Ask a Tech ChampionEventsExternal Support ▾NewsAbout ▾Knowledge Hub

We've created resources and advice for you to use during the COVID-19 lockdown.

Read More

Filter articles by category

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Case Studies

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Digital Marketing

Digital Strategy

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Search Engine Optimisation

Search Engine Marketing



Social Media

Video and Digital Content

Websites

Getting started with email marketing

Peggy Naumann




Beginner Read

WebinarsEmail Marketing



Webinar recording – Getting started with email marketing

A beginner's guide to harnessing the power of your mailing list, and using emails to increase audience engagement.

Peggy Naumann · 3 days ago


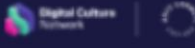
Using data to make smarter SEO and PPC decisions

Syed Rahman





How to Develop a Powerful Website Content Strategy

Roberta Beattie



Google Analytics for absolute beginners

James Akers





# Digital Culture Network




# How to use social media to stay connected with your audiences



Digital Culture  
Network



- Creating a tone of voice and organisation identity
- Tips for creating interaction & comments
- Managing social media activity and planning
- How best to sell and promote events

- 
- Creating a tone of voice and organisation identity
  - Tips for creating interaction & comments
  - Managing social media activity and planning
  - How best to sell and promote events



# Creating a T.O.V

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## Question

**What do we mean when we talk about an online  
Tone of Voice?**

# Creating a T.O.V



**Tone of voice** characterises your organisations personality, values and goals and how it communicates with the audience, thereby humanising the organisation. Simply put, it is how an organisation speaks to it's audience.

# Creating a T.O.V

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# Creating a T.O.V



**Focus on your values  
and goals!**



# Creating a T.O.V

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We are going to focus on Values and Goals

Create a social media/comms vision that aligns with your mission/vision statement

Turn your social media/comms vision statement into content pillars



A man wearing a red baseball cap with a black 'E' logo and a black and white vertically striped long-sleeved shirt is sitting in the foreground of a grand library. He is pointing his right index finger towards the camera. The library has high wooden ceilings with a series of arches and floor-to-ceiling bookshelves filled with books. A sign on the left wall reads 'PALLISERIANA'. A large white speech bubble with a black outline is positioned in the upper center of the image, containing the text 'WELCOME TO MY LIBRARY'.

WELCOME  
TO MY  
LIBRARY

***The Haydn Corrodus South East Social  
Media Library***



# Creating a T.O.V

## Vision statement example

---

“

*The Haydn Corrodus South East Social Media Library is dedicated to bringing the best books and resources on social media and digital marketing to the South East of England.*

*It is our aim to make the South East the most digitally mature region In England with an emphasis on young people between the ages of 14-25 providing them with the resources*

”

*they need to be Social Media and Digitally savvy.*

# Creating a T.O.V

## Content pillars example

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*The Haydn Corrodus South East Social Media Library is dedicated to bringing the best books and resources on social media and digital marketing to the South East of England.*

*It is our aim to make the South East the most digitally mature region In England with an emphasis on young people between the ages of 14-25 providing them with the resources they need to be Social Media and Digitally savvy.*

**Champion social media best practise and books.**

**The HCSEL - Who we are what we are about, programming etc.**

**Best in practise social media execution from young people, relevant South East organisations.**

# Summary




Consistency of message is key to T.O.V

Focus on creating content that aligns with your values and goals

Create a social media/comms vision that aligns with your mission/vision statement

Turn your social media/comms vision statement into content pillars



- 
- Creating a tone of voice and organisation identity
  - Tips for creating interaction & comments
  - Managing social media activity and planning
  - How best to sell and promote events

# It's all in the name - **Social** Media

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Calls to action

Platform features

Provocations

# Calls to Action aka CTA



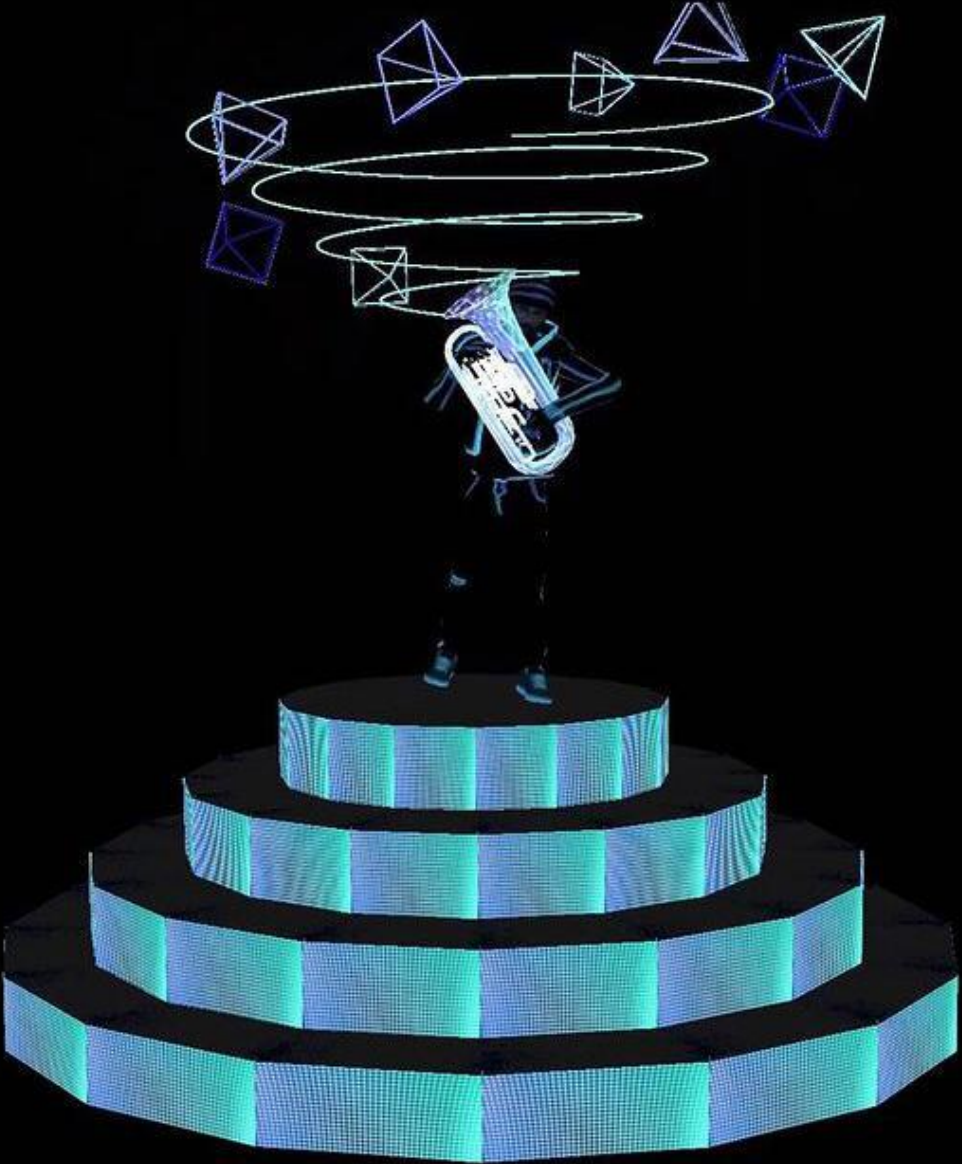


# Calls to Action aka CTA

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ACEAGRAMS  
Posts

Follow



**aceagrams** This year we're taking our annual showcase featuring the best of England's art and technology to @sxsw Online as part of our digital Future Art and Culture showcase 🖥️

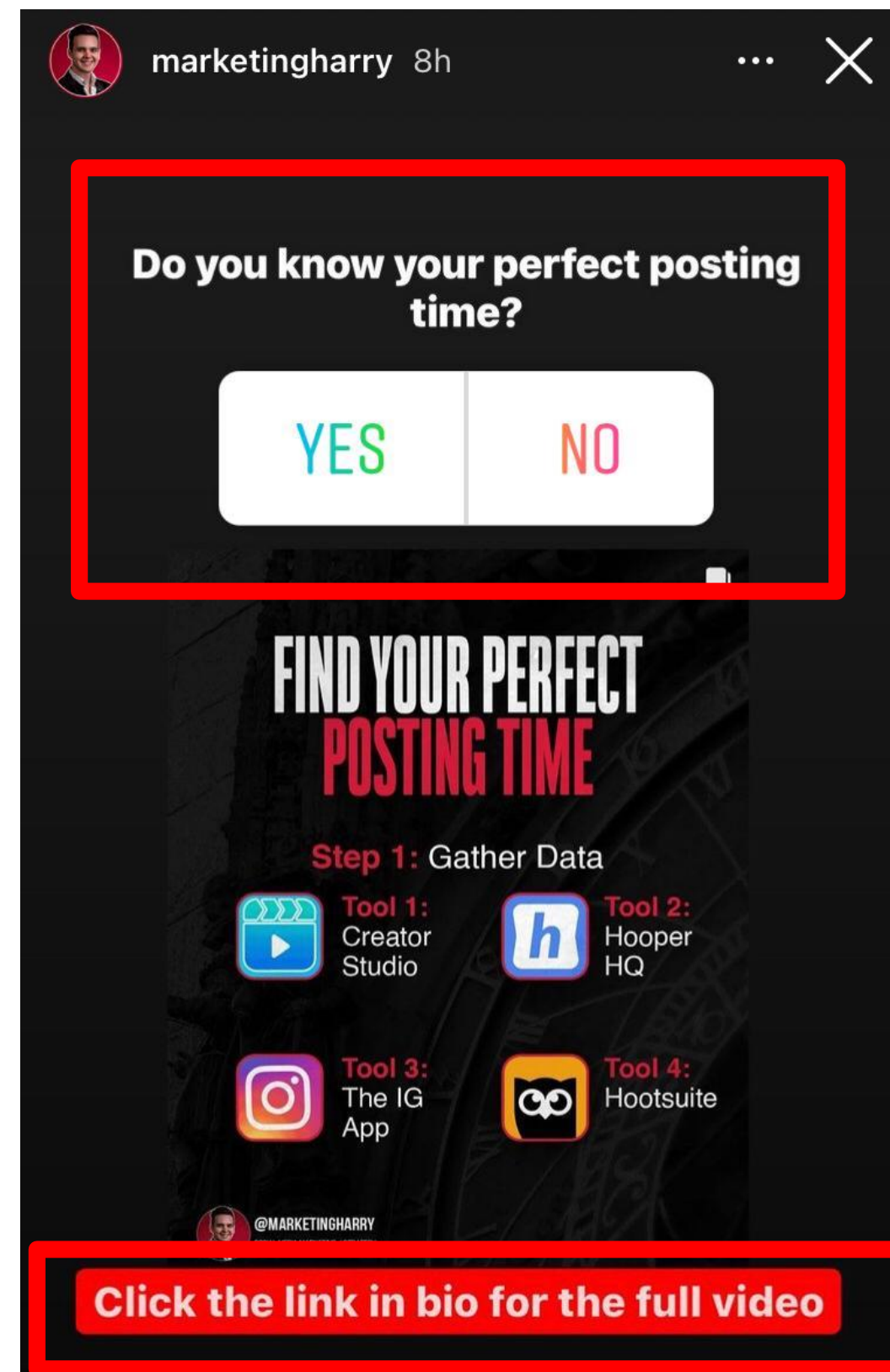
Produced with @british\_underground the programme will take place from 16-20 March and will feature a performance of @thersc's immersive show Dream, music from a virtual avatar of tuba player @theon\_cross recorded using motion capture at @abbeyroadstudios, plus panel discussions on creative technology with organisations including @punchdrunkuk, the @nationalgallery, @marshmallowlaserfeast and the @royaloperahouse.

Head over to the link in our bio to find out more and get details of the full programme.

📷 Image: Theon Cross 3D avatar - Future Art and Culture, British Underground



# Calls to Action aka CTA



# Questions and Provocations

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In 2021 audio books are the best way  
to “read” books

**Do you agree? Let me know  
your thoughts in the comments.**

# Summary




Use CTA in your copy and in your posts

CTA can be a variety of things some leads to engagement others lead to click through.

Platform features

Build trust with your community, engagement is a two way street

- 
- Creating a tone of voice and organisation identity
  - Tips for creating interaction & comments
  - Managing social media activity and planning
  - How best to sell and promote events



# If you fail to plan you plan to fail.

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Business as usual (BAU) content bank

Asset banks

Editorial calendars

Internal Process

# BAU Content



Anything you have to talk about

Evergreen content

Programming past and future

# BAU Content bank



Is a document with different variations of  
BAU copy that can be used on your social media channels



# Asset banks



Are agreed upon storage space for assets.



# BAU content bank example

	A	B	C	D
1	The Network {EXAMPLE POSTS}	Newsletter/ sign up	Social Media Channels	[Insert Header]
2	<p>👤 Not sure what the Digital Culture Network is all about?</p> <p>📺 Then watch the video below to see how our 9 Tech Champions can help your organisation today.</p> <p>✉️ Send us an email or drop us a DM to find out more.</p> <p>📧 digitalnetwork@artscouncil.org.uk</p> <p>#DigitalCultureNetwork</p>			
3	<p>The #DigitalCultureNetwork's Tech Champions are digital specialists, on-hand to provide support and training for the arts and culture sector! 📱</p> <p>Find out how we can help your organisation below or get in contact:</p> <p>digitalnetwork@artscouncil.org.uk</p>			
	👋 Say hi to our 9 Tech Champions!			

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☰

BAU COPY ▾

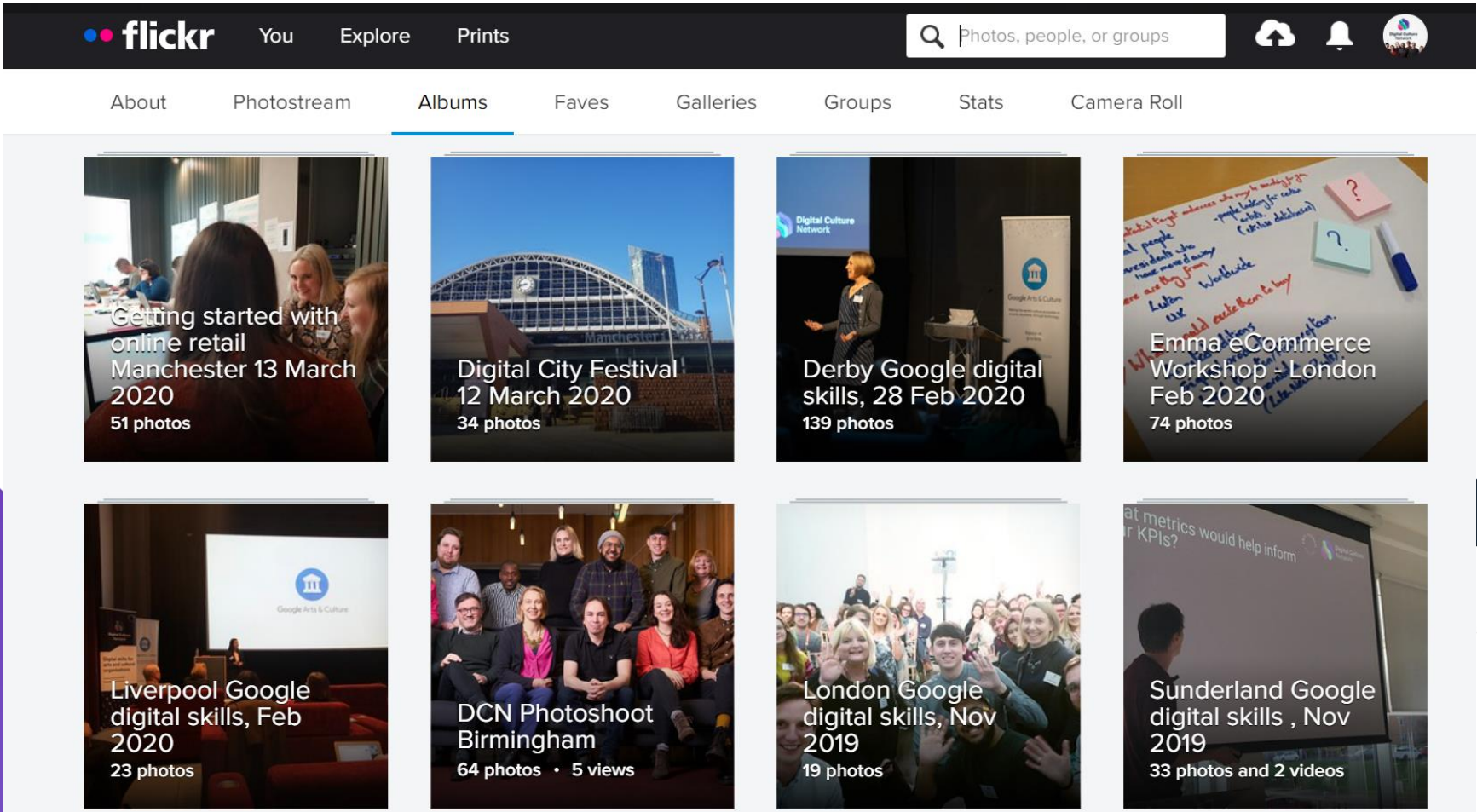
Events and Partners ▾

E&P TEMP ▾

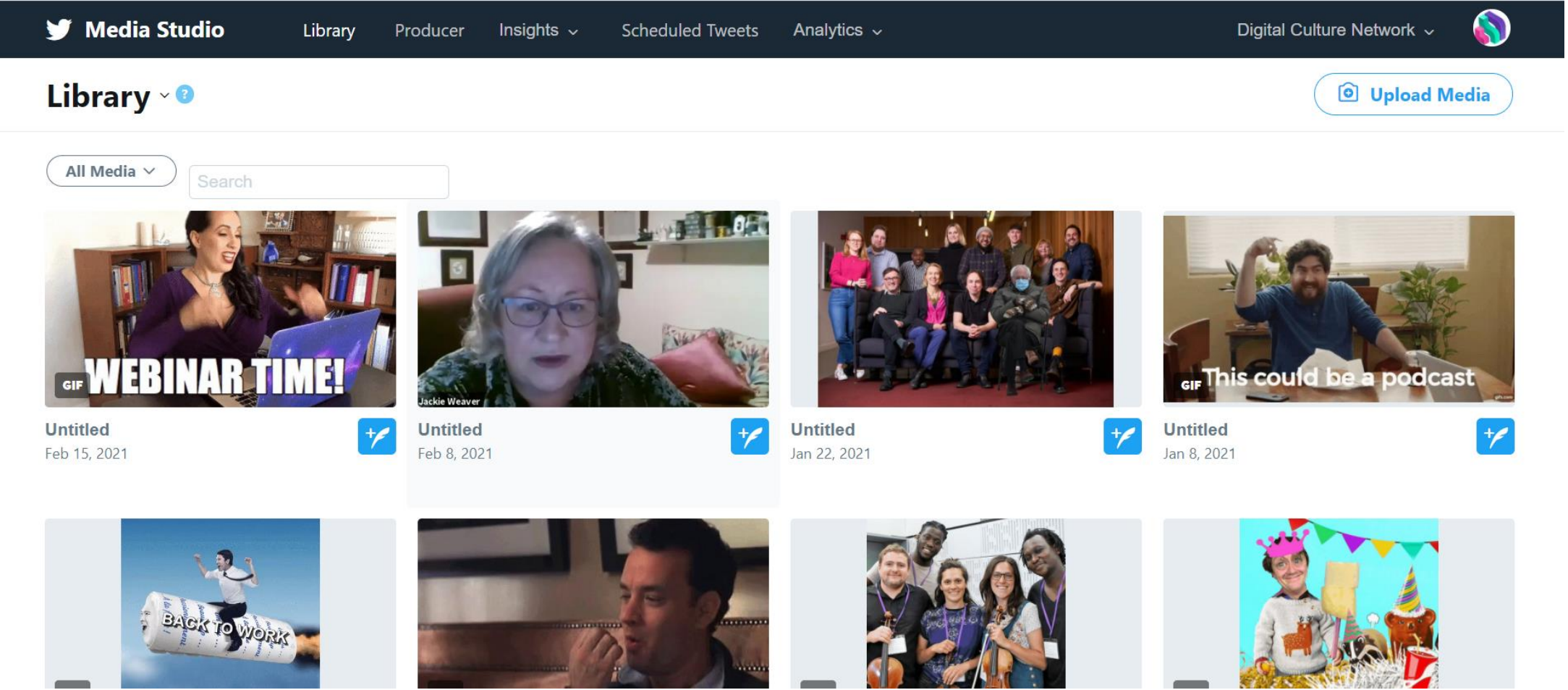
Template ▾

🌟

# Asset bank examples



Use a digital asset management platform





# Editorial calendar



Gives you clear overview of up coming content ideas

You can add key dates and campaigns

Gives you time to plan and execute on content creation

# Editorial calendar

Date	March	Country/Region	Create or Curate
Mar-4	World Book Day	Global	Create - Book give away
Mar-8	International Womens Day	Global	Create
Mar-22	Debt awaerness week - <a href="https://www.stepchange.org/">https://www.stepchange.org/</a>	UK	Curate
Mar-26	Instagram Webinar	N/A	Create

# Internal process six things to consider

---

Have clear agreed upon guidelines

Find ways to get whole organisation involved

Ownership and responsibilities to the willing



# Internal process six things to consider

---

Set up a digital space to share content

Use a editorial calendar

Roundup of successful posts

# Summary

---

Create a BAU content bank (BAU)

Create an asset bank

Use an editorial calendar

Internal process

- Creating a tone of voice and organisation identity
- Tips for creating interaction & comments
- Managing social media activity and planning
- How best to sell and promote events



## Question

**Who in this group has a friend or family member that only contacts you when they want something?**

**How does that make you feel, how do you tend to respond to that person?**

# Building trust

A thick, curved pink line that spans across the width of the slide, positioned below the main title.

Understanding your audience

Campaign planning

Organic reach/partnerships

Online ad's

# To assume is to make an Ass out of U and Me

---

How does your event add value to your audience/customer?

Does your event/programming fulfil a need

Have you asked your audience what they want?



# Campaign planning



What's the story?

What's your lead time?

Do you have assets or campaign content?

# Content examples & more

EXHIBITION

## Hebrew Manuscripts: Journeys of the Written Word

Open until Sun 6 Jun 2021



Through rarely-seen treasures from as far back as the 10th century, this exhibition takes you from Europe and North Africa, through to the Middle East and China to explore the relationships between Jews and their neighbours in the communities that they lived in.

How much knowledge and culture was exchanged between these groups? Fascinating works displayed on music, science and philosophy by famous Jewish scholars suggest there was more than we might think.

Witness both the high points and the lows of these relationships. An Italian rabbi's reply to Henry VIII, who sought advice on divorcing his first wife. A 13th-century Anglo-Jewish charter showing the passing of property between people of different faiths. And the signs of conflict as we encounter Christian censorship in Jewish texts.

Along the way, meet the sages versed in magic, Kabbalah and alchemy, and even learn a love potion or two, as we discover the power of the written word.



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Along the way, meet the sages versed in magic, Kabbalah and alchemy, and **even learn a love potion or two, as we discover the power of the written word**.

# Partnerships

A thick, curved pink line that spans across the width of the slide, positioned below the title.

Consider creating partnerships

Build employee advocacy

Think local

Offline outlets

# Online ad's

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Create ad's that align with platform content

Run dark posts (ad's)

Include a promotion budget



# But most importantly...

---

Understanding your audience

Campaign planning

Organic reach/partnerships

Online ad's


**But most importantly...**

---


**Have a clear definition of what  
success looks like for you.**

# Creating purposeful email marketing communications



- 
- Understanding your audience
  - Defining your aims
  - Planning your emails



- 
- Understanding your audience
  - Defining your aims
  - Planning your emails

# Understanding your audience



# Segmentation

- Family event information → families
- Workshop information → previous bookers
- Author events → people interested in a specific genre


# Who is in your audience?

- Local people
- Families
- Library users
- Young people
- Previous event bookers
- Workshop participants



# How can you find out more?

- Ask
- Booking information
- Library management system
- Email engagement

- 
- Understanding your audience
  - Defining your aims
  - Planning your emails


# Defining your aims

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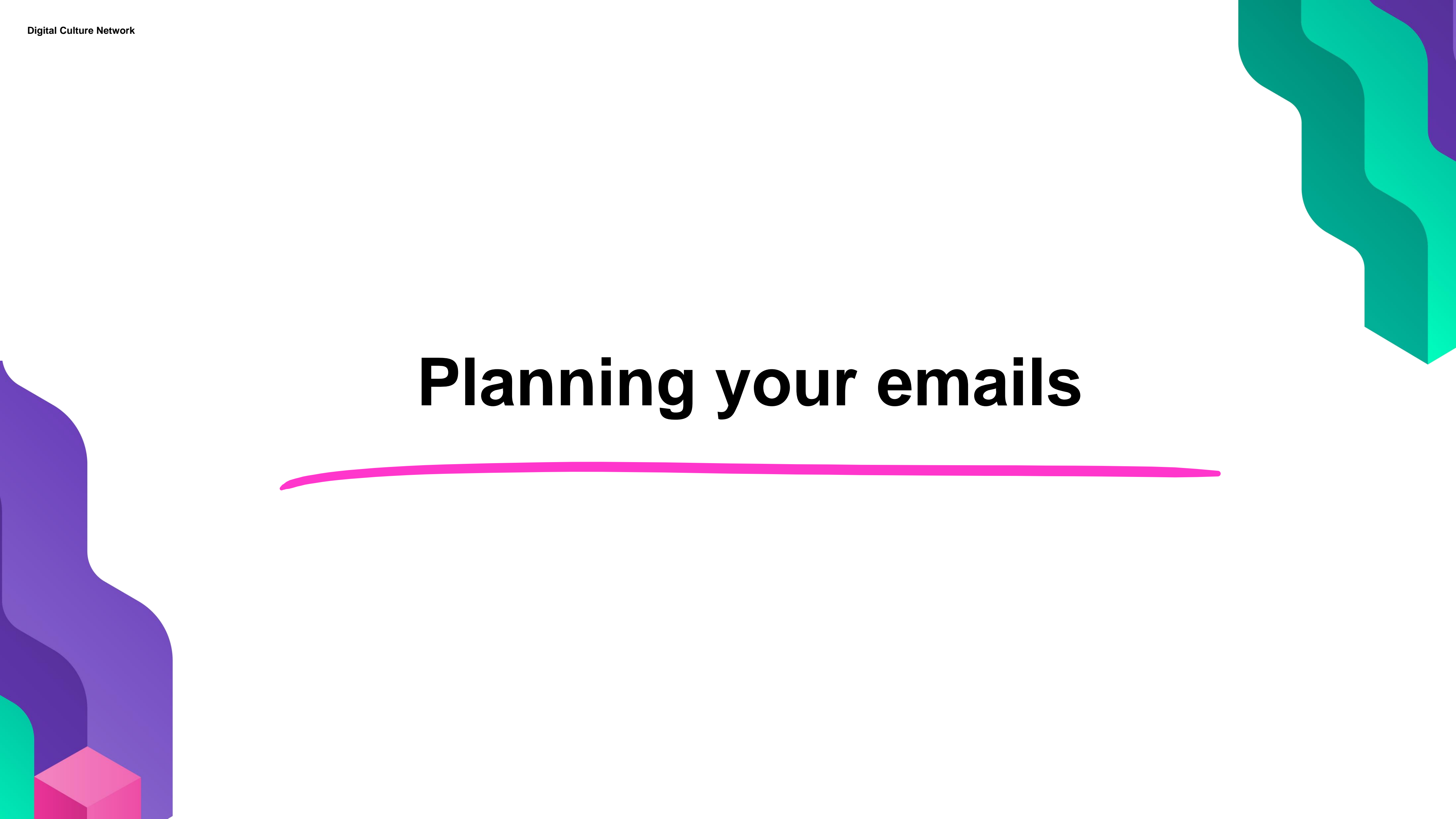
# Aims

- Attend an event
- Use your online services
- Book for a workshop
- Find out about library closures/reopening
- Borrow e-books
- Leave a review



- 
- Understanding your audience
  - Defining your aims
  - Planning your emails

# Planning your emails



# Standard email planning

- Aim
- Target audience
- Success criteria
- Call to action
- Content
- Subject line

# HOME

ART  
FILM  
THEATRE  
DIGITAL  
BOOKS  
FOOD  
DRINK

HOME  
MCR.  
ORG



## Our Plague Year Issue 23 - Quackery, part 4

In which Fanny knows what's up and she lets George in on it. Find out more in this week's episode, and don't forget to share your thoughts with us on Twitter by tagging [@HOME\\_mcr](#).

**Please note:** The link will take you to the latest episode of *Our Plague Year*. If you would like to read from the beginning, drag the scroll bar at the bottom of the comic back to the beginning, or use the arrows at the side of the preview.

[Read now](#)



# Real world email planning

- How WOULD you segment?
- Create sections in your email
- Make them clear



## What's coming up in the email?

Events for 0-5 year olds

Events for 6-12 year olds

Author talks

Craft workshops

### Events for 0-5 year olds

Here you can list all the events for 0-5 year olds

### Events for 6-12 year olds

Here you can list all the events for 6-12 year olds

### Author talks

Here you can list all the author talks

### Craft workshops

Here you can list all the craft workshops



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**[View events for 0-5 year olds](#)**

**[View events for 6-12 year olds](#)**

**[View author talks](#)**

**[View craft workshops](#)**

Photo by [Susan Yin](#) on [Unsplash](#)



[illegible][illegible]

**SUFFOLK  
LIBRARIES**

## Welcome to our March newsletter!

## Service update

Our aim is to reintroduce browsing in libraries, the mobile and home library services and PC usage as soon as it is safe to do so and government regulations allow. See our Covid-19 page for the latest confirmed information:

[Covid-19 library service updates](#)


In the meantime, we continue to offer our normal reservation service and [Select and Collect](#). Libraries are open for collection and return only. Please note:

- we have extended loan periods to six weeks
- you will still receive reminder emails when titles are due back
- we have suspended all fines and charges

Contact our customer service team if you have any questions:

- [help@suffolklibraries.co.uk](mailto:help@suffolklibraries.co.uk)
- 01473 351249

The image is a promotional banner for Suffolk Libraries Day 2021. The top half features a bright yellow background with the text 'SUFFOLK LIBRARIES DAY 2021' in bold black and white letters, followed by 'Saturday 20 March'. To the right is a graphic of a large five-pointed star with several parallel lines trailing behind it, suggesting a shooting star, surrounded by smaller stars and plus signs. Below this, a teal banner contains the text 'Suffolk Libraries Day Online Book Festival 15-21 March'. The bottom section has a white background with a teal border. It contains a paragraph about online events, a list of authors and dates, and a link to find out more.




### Libraries Connected October update

We were so pleased to see all the wonderful events and activities that took place in libraries and online during Libraries Week.

Today we published our new report showing all that libraries achieved during lockdown. And we've also got some new events for you to attend and a new Secret Garden resource!

To find out more about what we've been up to please do [get in touch](#) or visit our [website](#).



### Libraries in Lockdown: Connecting communities in crisis

Our new report, [Libraries in Lockdown](#), reveals that over 75% of libraries delivered online events during lockdown and library teams made over 130,000 calls to local people who were shielding or vulnerable.

Leaders of over 130 library services contributed to our study, which also shows how libraries demonstrated their skills, empathy and flexibility during lockdown to respond to the rapidly evolving situation.

### Black Stories Matter


In our final session in this series, we will be reflecting on some of the issues that are raised by historical collections and buildings and discussing how libraries should interpret and present books and other resources from our past in relation to race and empire.

The event will feature speakers from Black Cultural Archives, Tower Hamlets Archives and Dr Carolyn Betensky from the University of Rhode Island. The session is open to all [so book here](#) to join us on 27 October at 12pm. The first two events in this series are also available on our [YouTube channel](#).

### Children's wellbeing




More evidence is now emerging about the impact of the pandemic on the mental health and wellbeing of the nation's children. Join us as education, primary care, and mental health experts come together to discuss how public libraries could support them.

We're hosting the event with The Reading Agency. [Join us on 22 October at 2pm online.](#)



### The Secret Garden readers' guide

To mark the launch of the The Secret Garden film, we've teamed up with SKY Cinema to create [a reader's guide](#) to help people to explore the themes of the film and book.



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- **Consider your audience**
- **Define your aims**
- **Design your emails for ease**





# Digital Culture Network