***Staff Information Pack***

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***Building on the successful #LoveLibraries digital campaign from last year and following feedback from library staff, we will be having a focused, targeted digital campaign from Saturday 21st November until Saturday 28th November 2015.***

This campaign will bring together all the digital library services under the hashtag #LoveDigital to enable them to be promoted extensively across all our media channels.

**Partners**

Digital Communities Wales are supporting libraries across Wales during this campaign and are planning on developing local library sessions which will attract people into libraries during the week of the campaign. DCW have agreed to collate ideas and local contacts which can support libraries in arranging these events. Please see page 8 of this pack for their list of ideas and contact details for digital ‘gurus’ in your area.

**Why do we want to do this?**

* to demonstrate the impact of libraries on digital inclusion in Wales
* to raise awareness of the digital services available through Welsh libraries
* to raise the profile of libraries in Wales
* to increase online membership
* to increase participation in digital library services across Wales
* to generate media coverage at local and national levels
* to drive traffic to welshlibraries.org

**In the Academic or Health Sector?**

Please get involved – let us have details of the sector specific digital services you provide such as e-journals, online resources, etc. We will include these in our promotional activity and highlight them on the web page. You can also promote the public libraries’ digital offer to your users too and encourage them to join online.

For the academic sector – why not highlight the e-zines, which can be tailored according to the courses/departments you support.

For the health sector – demonstrate how the public library digital services can be of benefit to your users and also to patients – for example the e-audiobooks.

**Website**

There will be a dedicated page on the [welshlibraries.org](http://www.welshlibraries.org) website and links to all the national digital services will be promoted via that page. Related news stories will appear on the homepage and there will be a permanent link from this page to the dedicated #LoveDigital section.

We will be driving people to join online through the welshlibraries.org website – this joining form links back to your individual library services.

**Events Database**

We want to tell everyone about the fantastic work the libraries do to increase digital inclusion – therefore a database of events/activities taking place during the week will be hosted on the website.

This will be live from the end of October and we would urge you to upload any digital related stuff as soon as you can – we want to showcase the number of events/activities taking place during the #LoveDigital week and this will be used for national press releases, social media posts and website stories. The link to this database upload facility will be circulated shortly.

**Communities First/Pioneer areas**

As you are all aware we are encouraging libraries to actively work with Communities First areas and encouraging children/adults from these areas to attend events/activities. If you do not have a Communities First area within your local authority then areas of multiple deprivations would be acceptable. MALD advisers will be monitoring this requirement during the year.

If you do not know who your local contacts are, Communities First cluster information can be found on the Welsh Government website.

<http://gov.wales/topics/people-and-communities/communities/communitiesfirst/clusters/?lang=en>

**Artwork**

A range of artwork, including empty belly posters, swooshes, social media images, animated gifs and web banners, has been created similar to the #LoveLibraries branding and this can be used to brand existing events/activities that you hold in your libraries. This is available on the staff toolkit: <http://welshlibraries.org/stafftoolkit/lovedigital/>

The icons represent some of the digital services that ‘most’ library services offer – e-books, e-zines, e-audio-books, coding, gaming, free Wifi, etc.

Use the campaign branding to draw attention to your existing events and services and promote them outside the library to attract non-users - not forgetting to sign them up as members!

You are encouraged to promote the campaign using your usual promotional outlets e.g. social network sites, email alerts, websites, intranets, payslips, resident/student magazines, staff newsletters, staff canteens, staffrooms, leisure centres, community centres, doctor’s surgeries…. Get the message outside of the library!!



**Infographic**

The team are collating information to create a ‘digital’ infographic – we will include the following stats:

* number of hours of computer access in libraries
* number of e-books available to download
* number of e-zines available to download
* number of e-audiobooks available to download
* number of family history searches/sessions
* number of online newspapers available
* number of ‘digital’ sessions/activities taking place in libraries – *we need your help with this one– let us know how many ipad/computer drop-ins, Raspberry Pi, Online shopping, coding, minecraft, Lego technocamps and other sessions you put on per month.*

If you have any other suggestions please get in touch as soon as possible.

**Social Media Activity**

**Content Plan**

A social media content plan will be produced by the Audience Development team which will include tweets and Facebook posts which will be scheduled for the build up to and during the campaign. A version of this content plan will be available to view on the staff toolkit and will include generic content (in English and Welsh) which you can use on your own social media pages.

**Thunderclap Launch**

The campaign will kick off via a Twitter Thunderclap on Saturday 21st November - on both our English and Welsh language accounts.

*“A Thunderclap is a mass tweet that is sent out automatically when you sign up.  This will allow a single message about the campaign to be mass-shared, flash mob style so it rises above the noise of the social networks.  By boosting the signal at the same time, Thunderclap helps a single person create action and change like never before.”*

We will send information out about the Thunderclap on the 30th October to enable people to sign up – we will need at least 100 people to sign up for it to ensure it takes place – this should be easy but the last library one didn’t achieve this! So let’s make sure it happens this time – get all your colleagues, users, friends and families signed up!

**Twibbon Campaign**

The Audience Development team will set up a Twibbon to promote the #LoveLibraries / #LoveDigital message which will run throughout the campaign. Information about the Twibbon will be sent out on the 30th October for people to sign up.

A Twibbon Campaign is your very own microsite where users can support your cause, brand or organisation on Facebook and Twitter in a variety of ways.

* Add your Twibbon (a small icon or logo) onto their Facebook or Twitter profile picture
* Publish a message of support on their Facebook or Twitter account
* Add your Covers to their Facebook Timeline
* Change their Twitter background to your design

As well as your Twibbon being displayed across the profiles of every Facebook and Twitter user that supports your Campaign, supporters will also automatically publish a link back to your Campaign when they show their support, spreading your campaign virally across the web.

For more information: <http://twibbon.com/about>

**Competition to win e-reader**

A competition to win an e-reader will take place during November. This competition will take the form of a membership drive and will encourage people to join their local library online. Anyone who joins a library in Wales online during November will be entered into the competition. All library staff are required to track this information and send it to the Audience Development team no later than 11 December so that we can send the winner their prize before Christmas.

The new members can come direct through your online joining form or as a re-direction from the ‘join your library page’ on welshlibraries.org

**Quiz**

A quiz will be produced (using riddle.com) and will be shared on our social media pages. The quiz will include questions about the digital services that Welsh libraries offer and will require the participants to view welshlibraries.org to find the answers to some of the questions. Please share and promote this quiz on your own social media pages during the campaign.

**Support each other**

Take a look at our Twitter page and you will see a list that we have created of libraries in Wales. Take a look through the list – follow and support your fellow libraries in Wales whenever you can. An extra like or share here and there can make all the difference and may result in more public engagement.

Follow this link to find the list: <https://twitter.com/WelshLibraries/lists/welsh-libraries>

**(Please let us know if your library is not included in the list)**

The majority of libraries on this list are public libraries – we are keen to include or set up separate lists for FE/HE and health sector libraries so please send your twitter handle to us so we can make sure we are following you and create a new list.

**Hashtags / Themes**

To help you to create fun and engaging content during the #LoveDigital campaign, we have created some hashtags/themes for each day during the week. We thought it would be good to focus on a different digital service each day throughout the week, however this is just a guide – please tweet/post as much content about digital services throughout the week as possible. Please remember to also use the campaign hashtag #LoveDigital wherever possible.

#E-zines 21st November

#FamilyHistory 22nd November

#E-books / #E-journals 23rd November

#JobSearch 24th November

#E-audio 25th November

#Gaming 26th November

#FreeWiFi / #DigitalFriday 27th November

#Coding 28th November

***Don’t forget hashtags can be used on both Twitter and Facebook!***

**Facebook**

Photos work really well so please upload albums of photos from events and activities that you organise – these are a great record for you, a good way to promote all the things that you are doing in the library every week and provide great social media content – please ensure all those in photographs have given their permission (consent forms can be found on the toolkit if you don’t have a local one).

Use the promotional artwork as your cover page on Facebook – this can be found in the #LoveDigital section on the staff toolkit.

**How to make your content more engaging…**

Content is key! If you want people to engage with your content then it needs to be fun and engaging. Here are a few free tools and tips which you can use to ensure more people like and share your content:

* Create lists, quizzes, and polls. A great tool to create these is [www.riddle.com](http://www.riddle.com) (they also provide a Welsh language element). Why don’t you create a short quiz about the variety of digital services that are available in your library? Or, create a poll to see how many people read digital materials from the library?
* Create interactive pictures. A great tool to use for this is [www.thinglink.com](http://www.thinglink.com) - this tool will enable you to add links, text, audio and videos to photos via interactive links. I have recently created one of these for the Rugby World Cup which links directly to the Rugby World magazine on Zinio. Take a look at it here: <https://www.thinglink.com/scene/703941430183198721>
* Create your own images from quotes or text by using tools such as [www.canva.com](http://www.canva.com) or [www.picmonkey.com](http://www.picmonkey.com)



* Create short videos or audio pieces to upload onto your website/social media channels. The videos can just be short, 30 second films giving people a taste of an event, a brief outline of what services you offer (tutorial style) or even an interview with a member of staff or customer. Videos go down really well on social media and are extremely engaging content which means they are much more likely to be shared! A simple tool to edit your videos (if using an ipad/iphone) is imovie. If you would like more information about this app please get in touch with the team.

**Campaign Advertising**

There will be online advertising on news channels including dailypost.co.uk and walesonline.co.uk

This will focus on the e-resources and will enable us to measure the click through rates and success of these campaigns. As you know the e-books and e-zines advertising we have done previously with these organisations has resulted in significant spikes for downloads of both e-books and e-zines.

Additionally we will undertake targeted Twitter and Facebook advertising to generate new users and engagement with the campaign.

**Evaluation – numbers!!!**

As ever we need to evaluate the success of our campaign – can you please therefore ensure you capture as many statistics as possible and feed them back to the audience development team as soon as possible after the end of November.

Details to collect could include:

* Details of the Communities First areas engaged with your events/activities
* Number of children/adults attending each session
* Engagement with other partners
* Feedback forms – we will put some on the staff toolkit specific to this campaign which we would urge you to use wherever possible
* Number of new members as a result of the sessions in libraries
* Number of new members joining online during November (as mentioned in the competition section above)
* Photos/press cuttings
* Anecdotal evidence

**Keep using it!**

You have all continued to use the #LoveLibraries branding throughout the last 12 months, and we are more than happy for you to continue to do the same with the #LoveDigital branding. We have created some elements of the artwork that incorporate both hashtags so feel free to use these to brand your events or social media pages throughout the year.

**Contact Us**

Please don’t hesitate to contact either Jane or Beth if you have any queries:

jane.purdie@wrexham.gov.uk 01978 722987

bethan.rogers@wrexham.gov.uk 01978 722995

**Information/Ideas from Digital Communities Wales:**

As part of the DCW support to libraries across Wales we have agreed to support their idea of a ‘digital week’ in November. They are planning on developing local library run sessions which attract people into the libraries during a set week; these could be techno clubs, Minecraft sessions, and retro tech shows, for example. We have agreed that we could collate ideas and any local contacts we may have to support them in arranging these events. Please see below a number of regional or national ideas to support the #LoveDigital week.

|  |  |  |
| --- | --- | --- |
| **County** | **Event ideas** | **Regional contacts** |
| Swansea  | Minecraft | James Holloway- Self Employed Tutor 07927 770606 jamesinswansea@gmail.com(also covers NPT) |
| All Wales- General | QR Code Treasure hunt- themed- e.g. Swansea could be a Dylan Thomas theme.  | Libraries could do themselves would just need iPads or ask people to bring their own smartphone/device with a QR reader app on it, decide on the clues and to print some QR codes. <http://www.qrstuff.com/>  |
|  | Green screen- any theme- Halloween???  | Libraries could do themselves- would just need a green blanket/app for iPad and email or print photographs.  |
| All Wales- General | Intro to e-books Kindles, iPads etc Partner up with RNIB digital project to promote accessibility Features of digital devices | DCW regional kit that has been distributed to libraries |
| All Wales- General | Partner up with RNIB digital project to promote accessibility features of digital devices. | christopher.hoyle@rnib.org.uk Chris HoyleDigital Skills Manager RNIB CymruJones Court, Womanby Street, Cardiff CF10 1BR029 2082 8518 |
| All Wales- General | Historypin | <https://www.historypin.org/>  |
| Merthyr Tydfil | Leisure Centre Drop In sessionsAge Cymru Health Check, links to GP referral scheme  | Jane Sellwood Merthyr Leisure Trust Jane.Sellwood@merthyr.gov.uk |
| RCT libraries  |  | Wendy.Edwards@rhondda-cynon-taff.gov.uk |
| Blaenau Gwent libraries  | When I met with Tracy she was keen to be involved in any themed weeks, plus they deliver quite a bit around health in several of the libraries across BG | Tracy.Jones@aneurinleisure.org.uk  |
| Torfaen Libraries  |  | julian.merriman@torfaen.gov.uk or rosie.clare@torfaen.gov.uk  |
| Torfaen Communities First & the Digital Volunteers CIC  | Coding or Raspberry Pi | Coding clubs currently running in some schools there may be an opportunity to do something in the libraries contact Lee Parker, Digital Inclusion Officer for Torfaen Lee.Parker@torfaen.gov.uk  |
| Monmouthshire libraries  |  | FionaAshley@monmouthshire.gov.uk  |
| Caerphilly | **Wii Challenge**Very easy to set up and loads of fun. Can be run simultaneously across Wales possibly. Usually stick to bowling. Many libraries will already have a Wii available. Engaged with existing library groups but opened it up to others outside of the library structure including housing associations. | Matthew Bevan Bevamm@caerphilly.gov.uk (Get Caerphilly Online/Caerphilly Community Regeneration)Lisa ThomasThomal4@caerphilly.gov.uk (Caerphilly Library Service) |
| Caerphilly | **Digital Fridays**Drop in style digital support sessions which run in 7 libraries across the Caerphilly Borough. Maybe possible to do this in as many as possible of the Friday of Library Live week. | Matthew Bevan Bevamm@caerphilly.gov.uk (Get Caerphilly Online/Caerphilly Community Regeneration)Lisa ThomasThomal4@caerphilly.gov.uk (Caerphilly Library Service) |
| Caerphilly | **RetroTech** We have run two RetroTech events in Caerphilly, one at Caerphilly library. Both have been a combination of RetroTech exhibition and RetroGaming. Very successful but takes a while to plan and we don’t currently have many Retro gaming consoles in the collection. | Matthew Bevan Bevamm@caerphilly.gov.uk (Get Caerphilly Online/Caerphilly Community Regeneration)Lisa ThomasThomal4@caerphilly.gov.uk (Caerphilly Library Service) |
| Cardiff | **Hubs**Cardiff have a large digital support outreach programme delivered by the “Into Work Services” team in partnership with libraries. The new Cardiff Central Library Hub has a fantastic new “Digital Floor” which includes a demo suite, 3D printing, tablet bar and over 68 public access PCs. | Helen EvansHelenEvans@cardiff.gov.uk (Into Work Services Manager)Nic RichardsNRichards@cardiff.gov.uk (Cardiff Library Service Manager) |
| Vale | **Minecraft**Penarth library run Minecraft sessions along with Digital Drop Ins in partnership with Newydd and CF. | Scott Tandyscott.tandy@newydd.co.uk (Lead Digital Inclusion Officer, Newydd Housing)Mike Doucasmdoucas@valeofglamorgan.gov.uk (Barry Communities First)Gethin SheppardGDSheppard@valeofglamorgan.gov.uk (Vale Information Services Librarian) |
| Vale | **Digital Drop Ins**Newydd Housing and Barry Communities First manage a group of Digital Champions. They deliver across the Vale and would love to be part of the campaign. | Scott Tandyscott.tandy@newydd.co.uk (Lead Digital Inclusion Officer, Newydd Housing)Mike Doucasmdoucas@valeofglamorgan.gov.uk (Barry Communities First)Gethin SheppardGDSheppard@valeofglamorgan.gov.uk (Vale Information Services Librarian) |
| Newport | **Digital Fridays** Newport run Digital Fridays in their libraries which is supported by the ONS (Office for National Statistics). ONS would welcome being part of the Library Live campaign. | Kate Buchanankate.buchanan@newport.gov.uk Newport Libraries DI Officer  |
| All Wales | **Code Club**Code Clubs are operating in 102 venues across Wales, mostly in school. Run by volunteers trained by Code Club (UK based Charity) they last 1 hour and start with Scratch programming before moving on to HTML etc. Could be possible to run these within Libraries for the campaign. | Craig Thomascraig@codeclub.org.uk (Code Club Wales Co-ordinator) |
| Conwy & Denbighshire | **Social Media for Deaf & People with hearing loss**Many people who are Deaf or suffering with hearing loss or who are Deaf find themselves becoming more and more isolated, Smart phones, Tablets & computers are ideally placed to enable people to communicate using British Sign Language or text – short sessions could be set up to show people how to use these devices as an aid to communication. | Sarah Matthews - North Wales Deaf Association - 01492530013 |
| N Wales  | **Digital Coffee Mornings**Enabling people with limited mobility to get together on a weekly basis, by holding skype meetings – showing older people and those with limited mobility how to switch on skype for a chat with their friends without leaving their armchairs.. sessions could be themed, encouraging like-minded people or those with similar interests. | Age ConcernAge Connect N Wales Central – ann.shield@acnwc.org N Wales Housing Associations – Iwan Evans (01492 563232)Cartrefi Conwy - claire.shiland@cartreficonwy.org Clwyd Alyn – Louise Blackwell - Louise.Blackwell@clwydalyn.co.uk  |
| West Wales, Carmarthenshire, Ceredigion, Pembrokeshire | **Beginners Coding** **iPad / tablet help sessions** **windows 10 advice****digital photography** **e:books, e:magazines etc.****Family history** | Dan Allison, coding Raspberry Pi Julian Mullings No other details for these people |