



ENSULIB Meeting for Communication Plan (Virtual)

Date: 14 September 2022

Meeting started at 14:00 CEST / Meeting ended at 15:30 CEST

Notes taken by Priscilla Pun

1. Welcome, Introduction, Apologies

ENSULIB Char Harri Sahavirta welcomed all the team members

Project Chair Priscilla Pun opened the meeting

a. Attendance:

SC members present: Eva Hackenberg (Poland), Katharina Portugal (Austria), Per Eide (Norway), Harri Sahavirta (Finland), Rossana Morriello (Italy), Priscilla Pun (China/Macao), Jacqueline Breidlid (Germany), Arnold Mwanzu (Kenya)

SC members absent with apologies: Antonia Mocatta (Australia), Sarah Foezon (France), Ana Zdravje (Slovenia), Beth Filar Williams (US)

SC members absent without apologies: György Drucker (Hungary)

Participants/observers present: Vivienne Byrd (US), Mahboubeh Ghorbani (Iran)

b. Approval of the meeting agenda

2. Brief review of the current communication channels

2.1 Social media

- ✓ FB: Katherina, Per, Arnold, Priscilla, Harri
- ✓ IG: Katharina, Per Eide, Priscilla
- ✓ Twitter: Jacqueline, Rossana, Priscilla

- ✓ YouTube: Beth, Sarah, Priscilla
- ✓ Slideshare: Per Eide, Priscilla, Beth
- ✓ Ana will help in the poster templates (Canva) and feed some relevant contents on Basecamp

- a. A communication plan will be prepared for the coming future (coming one year maybe). It will include the goals of the plan and the detailed posting contents and schedule.

Meanwhile, basically in daily routine, the SC members who are responsible for the particular social media could decide what to post and share, as long as the contents is relevant to our aims, activities, projects, & etc. If there is something needed to be discussed/confirmed before posting, we could discuss at basecamp.

Arnold, Katherine, Jacqueline and Rossana expressed their concerns on—who is posting what contents. A communication plan was thus considered essential.

- b. Jacqueline prepared in May a proposal for the criteria for posting in the social media channels of ENSULIB:

Posts in the social media channels of ENSULIB should fulfill one of the following two aims:

- Spreading awareness about the various activities of ENSULIB and its members. This may include information about webinars that ENSULIB is organising, calls for papers or calls for participation in the newsletter, deadlines for the Green Library Award, etc.
- Spreading knowledge and information about the topic of Green Libraries/ sustainability in libraries. This may include best-practice-examples, newspaper or academic articles, conferences, websites, etc. When there is no immediate link to libraries (for example UN-days linked to sustainability), the post should explain the connection to libraries (for example how libraries can use UN-days in their favour). The posts should preferably cover activities from all over the world.

Posts should be formulated in a way that attracts the attention of the user (including by using for example hashtags #), while at the same time using respectful and factual language and respecting basic netiquette rules (see for example: <https://www.verywellmind.com/ten-rules-of-netiquette-22285>).

See this link for the original post [Re: ENSULIB Communication Tools Meeting \(May 6, 15:00 Berlin time\) - ENSULIB Standing Committee](#)

2.2 Webinar Series

<https://www.ifla.org/g/environment-sustainability-and-libraries/ifla-ensulib-webinar-series/>

Team members (core): Harri, Petra, Beth, Vivienne, Antonia, Priscilla

Organizing committee for individual webinars could include more members who are involving in particular webinars.

Webinars:

#1 & 2 (coordinated by Priscilla); #3 & 4 (coordinated by Beth);

#5 (to be coordinated by Vivienne) – Nov 2022

#6 (with CYA; Harri, Petra) – Jan 2023

#7 (to be coordinated by Priscilla -- planning) – Mar 2023

Per suggested that the posts for webinar events should be shared on FB as events, rather than general posts.

2.3 ENSULIB Newsletter

<https://www.ifla.org/the-ifla-ensulib-newsletter-project/>

Two issues have been published: coordinated by Priscilla and Antonia; Kristine will coordinate for the 3rd issue.

Team members: Kristine, Rossana, Beth, Priscilla, Antonia

2.4 Other activities by ENSULIB (ENSULIB video coordinated by Sarah, etc.)

3. Suggestions on Social Media

Tips from HQ: How to be great at social media?

<https://public.3.basecamp.com/p/o8SVuxdue9Lrsc5eEgZp7MHu>

1. Best share and promote our Unit products
2. Host a Twitter Chat
3. Develop a Comms Plan
4. Set up a Unit LinkedIn page
5. Write a press release
6. Create a professional promotional video for your Unit
7. Handover to the next IC team

- **What do we want to include in our Comms Plan?**

- Define goals: increase visibility, etc.

- Detailed plans for the posting (like past Award winners, etc.)

- Katharina & Rossana will write some hits/guidelines for hashtags
#sustainable #greenlibraries #iflaensulib #agenda2030 #sdgs

Project members: Jacqueline, Katharina, Per, Priscilla

To be prepared by end of October.

- LinkedIn: decided to leave this for future, as it was considered not so helpful and relevant at the moment for the Section.
- Award video: it will be included in our Action Plan 2022/23. Harri will ask for sponsorship from HQ.
- Hashtag# Guidelines from HQ --
As part of our new [IFLA Newsletter](#), we will be giving the 'social spotlight' to the hard work of a different IFLA Professional Unit each month. To ensure your post suggestions reach us, please use the **#WeAreIFLA** hashtag and tag IFLA using the correct platform handles:

Facebook: [@IFLA.org](#)

Instagram: [@IFLAGlobal](#)

Twitter: [@IFLA](#)

LinkedIn: type "@IFLA" and then select [IFLA](#) from the dropdown menu.

<https://public.3.basecamp.com/p/qXSSJeZTrT3NiKuunhZ9JQOo>

4. Project with CYA and WLIC ideas (posted to social media for comment)

[Re: ENSULIB/CYA Open session ideas EDITED VERSION - ENSULIB WLIC 2022 Open Session](#)

We need a small group of members to convert the ideas into graph, easy-to-read text, etc. and post on social media for comments.

Per and Harri suggested to prepare a webpage and then share on social media for public comments.

5. WLIC & Satellite 2022 -- ppt, papers, recordings: uploaded

- Papers Repository (by HQ): <https://repository.ifla.org/handle/123456789/1941>
- Slides (uploaded by Per): <https://www.slideshare.net/ENSULIB1>
- Youtube (to be uploaded): <https://www.youtube.com/channel/UC4FMQG9ghWqsOe2v54gj6uA>
--suggest to only upload keynote; need to confirm further with the speaker for the upload.
- UCC Satellite website: <https://libguides.ucc.ie/IFLA/programme> (needs to send the links of slides and youtube videos, papers to UCC for upload)

Petra has asked for authors' permission for posting the above resources on our IFLA/ENSULIB websites and channels.

A news item will be made for the release of ppts, recordings, papers of the Satellites/WLIC (will be done by Priscilla/Beth)

Storage Guidance by HQ <https://public.3.basecamp.com/p/9kqGgbusfiYVhBa8RT8pX6AZ>

6. Any other business

“Get Involved” webpage update

<https://3.basecamp.com/3833672/buckets/22761066/messages/5317536009>

There was no other business and the meeting was adjourned at 15:30 CEST.