

Dalhousie Libraries Communications Committee Annual Report 2018/19

By Marlo MacKay, Chair

Monday, June 17, 2019

Dalhousie Libraries Communications Committee Annual Report to Library Council

Period Covered: July 1, 2018 to June 30, 2019

Chair: Marlo MacKay, Communications Coordinator

Membership: Nadine Boutilier (Kellogg), James Boxall (GIS), Joan Chiasson (Archives), Gina Coates (Sexton), Sarah Davis (Sexton), Phil Laughner (Killam & Resources), Lachlan MacLeod (Copyright & Data), Marlo MacKay (System-wide), Jolene Reid (MacRae & Seed Library), Margaret Vail (ATS).

Summary for 2018–2019

After a two-year hiatus, the Dal Libraries Communications Committee started to make a comeback in a reimagined form with a specific focus on social media. To keep our options open, we did not change the name of the committee to reflect this.

The members, listed above, represent different locations and areas of specialty both to broaden the scope of the Dalhousie Libraries' social media channels and to better reflect all activities of the Dal Libraries.

We met in the summer of 2018 to discuss the types of content needed and how members will submit content to the chair for scheduling. Members were asked to submit content for about five social media posts per month and to include images where possible. The goal of this content is not to duplicate what is already being shared by the communications coordinator on social media (i.e. staff announcements, events, time sensitive issues, etc.). This is value-added content that the contributors have access to by virtue of their locations and specialties.

The communications coordinator reviews the content and determines which posts are appropriate for which platforms (Twitter, Facebook, Instagram) and then schedules the content into posts for content to be released throughout the month. This unfortunately became a cumbersome process once the school year began and the communications coordinator was unable to review and schedule the content.

The committee will meet again this summer to discuss replacing members who have moved on or who will be/are on leave. We will start submitting content again in September and continue on a monthly basis.

Recommendation

To assist the communications coordinator in keeping up with the flow of content, have a member of the committee who is skilled at social media assist with reviewing and scheduling content.