



Inverclyde Libraries Communications Strategy 2018-2021

An Enriched, Enhanced, Empowered Inverclyde

1. Introduction

Inverclyde Libraries seeks to make a significant contribution to the lives of the people of Inverclyde through the delivery of high quality cultural, learning, information and leisure services and opportunities. Services are provided through a network of six branch libraries, one local studies library and archive (the Watt Library, part of the Watt Institution).

Inverclyde Libraries' mission to *inform and inspire the people of Inverclyde by ensuring access to reading, learning and cultural opportunities for all* can only be achieved by ensuring the people of Inverclyde are informed and aware of the wide range of services and opportunities offered by the library service. As part of our Service Statement and Standards, the Library Service commits to providing high quality information about all of our services whilst striving continuously to improve our services for the people who live in, work in and visit Inverclyde. In order to achieve these objectives, the service will implement a comprehensive communications strategy designed to:

- establish and maintain effective communication with key stakeholders, targeted groups and the wider community;
- establish community needs by utilising community profile information and implementing a library-specific Consultation and Engagement Strategy;
- achieve broad community awareness about services offered by Inverclyde Libraries;
- provide an outstanding, joined-up library offer;
- increase participation with events and services - engaging with wider, more diverse, audiences;
- enhance engagement with our collections.

Inverclyde Libraries will achieve the objectives listed above by:

- utilising existing communications structures to facilitate knowledge exchange between Inverclyde Libraries and Inverclyde Council Corporate Communications service to ensure accurate communication with external stakeholders;
- making reference to key marker documents, including Inverclyde Libraries' Strategic Plan, Annual Calendar, Social Media Guidelines (Appendix 1), Press Release Calendar (Appendix 2) and Consultation and Engagement Strategy;
- maximising use of communication mechanisms listed below;
- maximising use of marketing materials supporting national campaigns;
- enhancing the web presence – including streamlined website & increased use of WPAC;
- utilising a social media flow chart to facilitate regular, relevant social media posts designed to engage online audiences while they are active;
- utilising a press release calendar and template to facilitate regular, accurate press coverage;
- developing the logo to include Inverclyde Libraries tagline;

- developing print media and leaflet range, experimenting with styles and strategic distribution;
- ensuring all images are approved for use in line with Inverclyde Libraries Media Consent process (Appendix 3).

2. Communication at a Corporate Level

As a department of Inverclyde Council, Inverclyde Libraries' communications and marketing is informed by Inverclyde Council's Communications Strategy. This document is intended to form a link between the Inverclyde Council's Communications Strategy and associated Media and Social Media Protocol and the Inverclyde Libraries Service Plan in relation to external communication.

3. Communication mechanisms

Inverclyde Libraries will communicate with external stakeholders using a range of communications mechanisms. The list below is not exhaustive, but highlights the broad range of regular communication mechanisms employed by Inverclyde Libraries:

	Adults	Children & Young People	Parents/ Carers	Service Users	Non-Service Users
Website	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
Posters / Leaflets / Flyers	When Relevant	When Relevant	When Relevant	When Relevant	
Print Media	When Relevant	When Relevant	When Relevant	When Relevant	When Relevant
Email Newsletter (Bookbug / Summer Reading Challenge/Library)		When Relevant	When Relevant	When Relevant	
Social Media	Ongoing	Ongoing (Age appropriate)	Ongoing	Ongoing	
Face-to-Face	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing

4. Equalities and Communication

Inclusive communication makes services more accessible for everyone. It will help to achieve successful outcomes for individuals and the wider community. It enables people to live more independently and to participate in public life. Inverclyde Libraries will endeavour to be inclusive with our communication remaining cognisant of protected characteristics and carefully selecting communication mechanisms appropriate for the intended audience.

5. Internal Communication

Inverclyde Libraries recognise that all staff have a vital contribution to make and that effective communication and consultation facilitates engagement with our highly trained and motivated staff. Communication is a two way process and therefore Inverclyde Libraries will utilise a range of internal communication methods to ensure effective communication at all levels. These include;

- Structured programme of meetings designed to facilitate the flow of information in both directions;
 - Cultural Services Management Team (CSMT) meetings addressing strategic issues and approving appropriate projects with decisions informing the Libraries Senior Staff Meeting (SSM) agenda and in turn being informed by the discussions at the SSM
 - Senior Staff Meeting addressing Service Planning, HGIOPLS, Performance and operational matters providing updates from HQ Teams and informed by discussions at CSMT, HQ Team Meetings, Stock Group and Library Supervisors Meeting
 - Library Supervisors Meeting (LSM) sharing best practice, addressing branch specific concerns and providing detailed information on specific projects informed by the discussions at SSM, Branch Team & HQ Team meetings
 - Branch Team Meetings disseminating information from SSM and LSM addressing branch specific issues and informing discussion at future SSM and LSM
 - HQ Team Meetings planning and addressing progress on team-specific activity
 - Stock Group Meetings providing budget updates, reviewing stock policy and events. Group comprises standing members from HQ and rotating representation from frontline delivery staff.
 - Project Group Meetings and *ad hoc*/task & finish Working Group meetings designed to progress specific projects. Group comprises members from various levels of staff as appropriate.

Minutes of all the above meetings are available on the libraries shared drive.

- Line Management Structure. Inverclyde Libraries has a clear Organisational and Line Management structure designed to facilitate the flow of communication. All Senior Staff will continue to operate an 'Open Door Policy' to ensure staff feel confident in discussing aspects of service planning and operation.
- Performance Reviews are a further key element in the communication process, with all staff undertaking a review with their Line Manager on an annual basis to allow a Training Needs Analysis to be completed for the new service year related to service planning.

- An annual training programme will be available for all members of staff designed to cover mandatory training such as equalities, first aid etc. in addition to project specific training and reader development training to ensure the smooth introduction of new services. All staff will also undertake training mandatory for Inverclyde Council employees which is available online via Brightwave.
- The Libraries shared drive is a key resource for consultation, communication and staff guidance and support. Policies and strategies, minutes of meetings, service procedures, performance data and project delivery documentation will be made available on the shared drive for all staff to view/access.
- Email - all members of staff have access to a dedicated council email address. Email will be used to communicate key messages in relation to operational matters and to distribute draft policies, Service Plan etc. during periods of staff consultation.
- Council Intranet. Council wide information, news and updates are available to all staff via the council Intranet - <http://icon/>

6. Disruption to Services Communication

During periods of disruption to service Inverclyde Libraries will communicate with staff and users in line with the Inverclyde Council's Communications Strategy. Website and Social Media updates will be in line with templates agreed with Corporate Communications via CRMT/Heads of Service/Service Managers.

7. Contact us

If you have any queries about any aspect of this document, please contact:

Inverclyde Libraries HQ
Wallace Place
GREENOCK
PA15 1JB

Tel: 01475 712330

Email: library.central@inverclyde.gov.uk

Strategy / Policy Name:	Inverclyde Libraries Communications Strategy
Written by:	Young People's Services Librarian
Approved by:	Libraries Service Manager
Version No:	v.01
Date:	14.01.19
EqlA Required:	Y
EqlA Completed Date:	15.01.19
Distributed to:	All library staff
Distribution Date:	01.02.19
Review Date:	14.01.21

Appendix 1 - Social Media Flow Chart and Guidelines & Promotions Calendar



Social Media
Responsibility Flowch



Promotions Calendar
18-19.xlsx

Appendix 2 - Press Release Calendar and Template



Press Release
Calendar.xlsx



Press Release
Template.doc

Appendix 3 - Inverclyde Libraries Media Consent



Media Consent
Form.docx

