

2015 UQL Cyberschool Seminar Report - Social media and the promotion of school libraries

On Friday 24 July, The University of Queensland Library held its annual Cyberschool Seminar at The Women's College. School principals, deputy principals, heads of departments, teacher-librarians and teachers were invited to attend. This year's theme was Social media and the promotion of school libraries. The seminar addressed the use of social media to promote school libraries, along with other marketing and promotional ideas.

Erin Martin from the Queensland Department of Education and Training gave a brief overview of DET's stance on the use of social media in schools, along with contact details for DET schools with social media enquiries.

Keynote Speaker, Tamara Rodgers, presented delegates with an overview of how she uses social media at her school. Tamara is currently the teacher-librarian at Evans High School, NSW. She is Vice-President of the School Library Association of NSW, Regional Leader for the Global Education Project, and School Promotions Officer at Evans High School. She has consulted with the NSWDEC on the development of Social Media policies

Her presentation 'School Libraries and Social Media - A Modern Day Love Story' looked at the benefits of social media for libraries, and examined some of the ways that schools can harness the collective experiences, skills, and interests of library communities to build a strong social media presence to benefit school libraries.

Jess Hannan, Marketing and Communication Officer at Brisbane City Council's Library Services, then presented 'Social media for libraries: Building an engaged online community'. Jess provided an insight into how Brisbane City Council Library Services use social media to create awareness of the library collection, services and events, and attract new library customers.

The next speaker, Jannine McGarry, Reference Librarian at Somerville House's Seymour Library, recently completed the online course, 'Grow the Love: Promote your library service' sponsored by ALIA and offered through Sydney TAFE. She provided a brief overview of the course and its benefits to library staff.

In the final session, attendees heard three perspectives from three schools on how the teacher-librarian promotes their school library. Louisa Carey from Macgregor SHS, Marj Osborne from Aquinas College on the Gold Coast and Kristen Lewis from

St Aidan's Anglican Girls' School went through the various ways they market and promote their school libraries, and gave practical examples of what they do at the school level.

UQL Cyberschool Manager Julie Oates and Associate Director of Client Services, Bill Beach respectively opened and concluded the day's proceedings.

A number of Cyberschool's partner Database and eBook vendors also presented updates on their products during the day's program. We wish to thank the following sponsors for their support:

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Turnitin Australia (Lunch sponsorship)
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Other sponsors included: Access IT Software; Alexander Street Press; Amazing People Library; Britannica Digital Learning; Colinfo; Ebsco Information Services; Gale Cengage Learning; Infobase Learning; Library Webs; Nature Publishing Group/Palgrave Macmillan; Pledger Consulting (Weblinks); ProQuest; Oxford University Press; and The Language People.

During the day, delegates were able to participate in a 'Logo Locator' competition, by visiting each participating vendor to receive a stamp on their entry card. Liz Swanson from Northside Christian College was the lucky winner of the iPad mini. Other competition winners included Jason Drummond from All Saints Anglican School (AustLit book prize) and Angie Morris from Redeemer Lutheran College (Oxford University Press prize).

Staff at The Women's College, Anne and Jeff, were again very obliging and a delicious lunch was enjoyed by all thanks to Head Chef Bill Guest and Sous Chef Katelyn Carmichael.

Some feedback from the day included:

- I really enjoyed the range of speakers and information from the product providers.
- Each session allowed me to take away at least one gem of wisdom to improve my library services.
- I walked away with great ideas about how to promote the library at my school.
- I found the quality of the day very high - informative, practical and with many opportunities and ideas

for extending my professional practice and implementing ideas into our library.

- I now have a better understanding of promoting our Library through social media. It is always time well spent networking with other school Library professionals.
- The keynote speaker was an excellent choice, engaging, passionate and enthusiastic about the role teacher-librarians can play in using social media.
- I always enjoy catching up with the vendors. It was a great day.
- I found the day both informative and inspiring. It was well run and the sessions were on time.

The annual UQL Cyberschool Seminar is a great opportunity for two of our main clientele, vendors and teacher-librarians, to get together for a day of professional development and sharing of resources and ideas. We look forward to another successful Seminar in 2016, tentatively scheduled for Friday, 22 July.

Video recordings and slide presentations from the Seminar can be viewed on our website at:

<https://www.library.uq.edu.au/services-for/2015-uql-cyberschool-seminar-presentations>



Liz Swanson from Northside Christian College, winner of the Logo Locator competition, receives her iPad mini from Diane Nibbs



UQL Cyberschool Manager, Julie Oates, welcomes over 90 delegates to the annual Seminar



Delegates visit vendors during the lunch break



Seminar attendees enjoy lunch in the pleasant surroundings of The Women's College



Keynote speaker, Tamara Rodgers during her presentation 'School Libraries and Social Media - A Modern Day Love Story'