

Information Coordinator's Report 2016-2017

The Academic and Research Libraries (ARL) Standing Committee represents a large and diverse cohort of academic and research libraries across the world and our committee membership reflects that diversity. Strong communications within the committee are key to achieving our objectives and those objectives also highlight the need for broader communication. In 2016-2017, our achievements have included:

- A strong focus on social media
 - We have grown membership on our committee Facebook page to over 1050 members. Facebook has proven to be an effective way to share information about ARL activities and the work of academic and research libraries in general. The take-up of Facebook for promotion of countries' activities has been significant over the last few months, and we have representation from across the world. We note a large cohort from the African continent, which is pleasing to see. We have also received posts in languages other than English indicating success in extending our reach.
 - We have also used our Facebook page to direct followers to the IFLA ARL Blog on the ARL website. This strategy reinforces that we represent a Section of IFLA and also leads followers to the IFLA website.
 - Whilst we have found that Facebook is the preferred platform of many of our followers, we have continued to grow our Twitter account. Our focus on this channel has been profiling IFLA achievements and topical events.
- Encouraging our ARL SC members to write about issues relating to their specific countries and/or about a specific aspect of their work. This initiative was led by Mr Leo Ma from China. Over the year he organized SC members to make submissions on current issues in their countries including South Africa, Spain, Italy, Singapore and England. Topics included open access, open libraries, digital humanities, avoiding using library jargon, libraries supporting research by building new services, collaborations between libraries, library buildings and library spaces, and moving from subject librarian roles to functional librarianship. These accounts were listed on the ARL Blog and then linked and promoted via Facebook/Twitter.
- In 2017, we invited all SC candidates seeking membership to ARL SC to post a short biography and to talk about issues that are important to them. Again these were posted on the ARL blog and promoted via ARL's web pages and Facebook/Twitter.
- Managing a listserv email account, UNIVERS, which provides a valuable communication channel on a range of topic. We currently have 730 active members on UNIVERS with new requests to join the list received weekly.

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Information Coordinator

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