



Minutes of the 2019 Annual General Meeting of the Health Libraries Group

12th June 2019 | 12.30-16:45 | CILIP 7 Ridgmount Street, London WC1E 7AE

Attendees (committee): Ruth Carlyle; Lesley Allen, Imrana Ghumra; Helene Gorrington; Sarah Hennessy; Preeti Puligari; Doug Knock; Joel Kerry, , Phillip Barlow, Emma Ramstead, Potenza Atiogbe, Maria Grant

Apologies: Rachel Gledhill and Richard Bridgen;

The AGM was also attended by over 12 delegates.

1. Welcome, introduction and apologies

Imrana Ghumra welcomed attendees to the 2018 Annual General Meeting of the Health Libraries Group and noted that 1 apology had been received.

2. Annual General Meeting

Minutes of the 2018 HLG Annual General Meeting held on 14th June 2018 in HLG Conference, Keele University

Minutes of the meeting are accurate and RC proposed this while MG seconded it.

- **Annual Report for 2018**

IG provided an overview of the HLG activities in 2018. Infographics was used for the first time to show the HLG activities in 2018. IG acknowledged that it was a busy year with the HLG Conference in June 2018, HLG constantly trying to undertake new services, looking at new platforms to deliver newsletter/bulletin, collaborating with partners such as CILIP and HEE and re-engaging #amilliondecisions campaign.

IG noted that there will be a photo competition in 2019 that members should be looking out for.

IG also mentioned that Helene Gorrington stepped down from International Role but continues to be part of the committee as is the Event Lead for the group. Margaret Scarce, Core Collections Lead, too stepped down from her role in December 2018.

HLG responded to national policies such as Topol Review and NHS Workforce Strategy. A suggestion from one of the members at 2018 AGM about setting up a Systematic Review group is moving forward and HLG is looking forward to set up a community of practice very soon.

MG pointed out the 'reviewer' opportunity is available to HLG members who were interested in the HILJ activities and could have a chat with her for more details.

IG explored any ideas for further development around HLG Awards process and HLG Conference with the attendees.

- Sarah Gardner felt that the application process for the HLG Awards and Bursaries was very straightforward while Yasmin Noorani felt that it helped candidates to understand and justify why they were applying for the Bursary.
- Regarding the format of the sessions at the Conference, the general feeling that a mix of interactive and talk was preferred. SG felt that there could be disappointments if the attendees couldn't attend all parallel sessions and hence suggested a repeat of the 'big' talks if possible. SH explained that 'registering expressions of interest' could be explored as an option for 2020 and see if that could be a possible solution. SH explained that based on the abstract submissions, themes for the conference are arrived; presenters are asked to collaborate where there are common topics while some turn into poster presentations.

Sarah Gardner thanked HLG for the support it was providing for the maternity guidelines group to meet and take forward a project that has the potential of scaling it to guidelines from other health disciplines.

Please read the report for more details.

3. AOB

IG thanked the work of the committee members for their support on a range of work streams.

IG thanked Paul Stevenson for his role as Treasurer in 2018. Paul later stepped down from the post in March 2018 but played a crucial role in getting the financial returns for the HLG at the AGM in June 2018.

4. Infographics and Social Media session by Andy Tattersall delivered as part of the HLG AGM

Infographics – start from scratch

- Not a new concept –disseminate large information in a visually interesting manner
- Simple infographics can be made in MS Power Point
- Florence Nightingale – pioneer in using Infographics since 1854 Crimean War
- Capture key impact and display in interesting manner
- If you are good at drawing, then you can create a bespoke infographics
- Graphical display should – show the data; induce the viewer to think about the substance rather than methodology
- Presenting numbers in a small space
- Encourage the eye to compare different pieces of data

- Serve a reasonably clear purpose
- Replay complex information in a simple way and visual way; helps reader digest information in a quick and simple way; understand hierarchy of information –natural process of reading information- can be delivered as a road map/storyboard.
- Map based infographic – Infogram
- Network based infographic
- Hierarchical based infographic
- Qualitative information could also be converted into infographics but can be difficult
- Informational based infographic - icon driven infographic; free version of infographics programme can be limiting as all the features will not be available
- Chart based infographics
- Statistical based infographics
- Comparison based infographic – make sure that comparators are spot on;
- Process based infographic –
- Interactive based infographic – SILK <not available anymore>
- Policy citations of research –ask Andy;

Making your first infographics:

- Keep it simple
- Ask feedback from colleagues –subjective
- Think of your audience
- Eye catching title
- Fact check
- Cite your facts
- Add contact details
- Consistent in your output
- Ensure you can print out

Tools highlighted to create infographics are as below:

- Piktochart
- Canva
- Infogr.am
- Easel.ly
- Visme
- Venngage
- Visually

Piktochart – free; accessible on a range of platforms; reports, survey results

Canva – very popular infographic tool, issues with older browsers

Limitations with the tools, need to know the output first before starting using these A4 posters

- Do not try to fit everything into the poster
- Focus on key findings
- Don't make them with more than 2 columns
- Do think of the audience
- Think of the impact you are trying to make
- Use colour sparingly

Creative Commons – Flickr

Useful resources

www.iconfinder.com

www.freepik.com

www.vecteezy.com

www.graphicstock.com

Andy mentioned the following tools to create interesting videos

- Screencast
- Animation
- Video camera
- Vlog

These tools are: quick simple way of promoting your services, helps make your content mobile friendly –short bite sized videos. However they can go out of date and so need to keep them short. There could be access issues for NHS staff via certain platforms and not everyone wants to be on camera

Success depends on audience and whether they can view/hear the video

<https://screencast-o-matic>

- Can download it for use with PC and Mac; can edit and crop the video; free for 15 mins of recording; ideal of on-screen tutorials, presentations; how to guides
- A good idea or a problem to solve
- Try to plan what you want to say-option to pause your recording
- No outside noise
- Recording device –ipad/laptop/PC

Adobe Spark

Create professional looking high impact posters with little effort

Create animated presentations with audio and record it to share on YouTube

Works on web browsers and ios app

Free

<https://spark.adobe.com>

Royalty free images and clip art

Create social banners for Facebook

Marketing materials can be easily made

Have script first

Have an idea

A recording device –ipad

Editing software –Camtasia/Movie Maker/iMovie

A hosting platform – Vimeo/YouTube/iTunes U/Kaltura
Social media presence to communicate and share your newly made videos
Be relaxed
Try not to go over 4 mins –maximise your impact
Feel free to be less formal

Research Hacks – Andy Tattersall

Sparkol by VideoScribe
An expensive product but get for 1 week free trial
Need to be short
Brand them if possible
Use tags and good descriptions for discoverability

Animation tools
www.nawmal.com
<https://goanimate.com>
www.sparkol.com
www.powtoon.com
Limited with the free account; but worth looking and exploring.

Twitter

Andy recommended the book titled -Social media for academics by Mark Carrigan

Word limit on Twitter is 280 characters and so teaches us lessons on writing succinctly! Some terminology related to Twitter is explained below:

@mention of someone/organisation
@ comes on public timeline
#a stream of topic
Follow – to follow someone's Tweets
Moment – curated stories about what is happening around the world –powered by Tweets
URL shortner – www.bit.ly
Advance search feature available
Collection of communities
Tweetdeck – allows you to stagger the tweets over week/month/year
Tool to share and disseminate ideas

Altmetrics

Alternative method of tracking interest in an article
What attention a piece of research has had; media coverage and reactive
Twitter cards – promotional way of presentations
Tweet new research articles published by SWB using SWB R&D brand using Twitter cards

Andy's session was full of tips and techniques on using social media effectively to promote our library services online.