Marketing Samvera
October 11th
Samvera Connect 2018

Richard Green, Hull

Alicia Morris, Tufts

Marketing Samvera

- The Samvera Marketing WG was set up in May 2018 to look at how Samvera could/should best market itself
  - Initial charter to Connect 2018
  - See charter and meeting record
    - https://wiki.duraspace.org/display/samvera/Samvera+Marketing+Working+Group
- Membership

Chris Awre, Hull (facilitator)	Charlotte Nunes, Lafayette
Karen Cariani, WGBH	Ryan Steans, Northwestern/Avalon
Richard Green, Hull	Steph Taylor, CoSector, University of London
Alicia Morris, Tufts	

Building on what we have

- The Samvera name and logo were developed in 2017
  - Samvera website was overhauled and re-launched as part of this
  - https://samvera.org
  - Successful transition from Hydra
- Well-populated wiki and extensive github site
  - https://samvera.org/wiki
  - https://github.com/samvera
- Samvera is a strong community that seeks to work together to achieve the end goals of successful repository solutions

If you want to go far, go together!

Charter

- Identify the key marketing messages Samvera needs to put out to different audiences
- Identify the channels that can be used to communicate about Samvera, e.g., discussion lists, commercial partners, professional bodies, etc.
- Create a suite of suitable marketing materials for use at conferences ("stuff") and within institutions. This might includes core slides that can be used in presentations, flyers, banners, etc.
- Develop guidelines for ongoing development of Samvera's web presence and ensure consistency of presentation
- Understand the sectors that Samvera might look to engage with to help differentiate the marketing required for these, e.g., libraries, museums, media organisations, university presses, grant funders, etc.

Focus of activity

- In discussion about the charter we identified a need to initially focus on the questions that we are asked about Samvera, and develop answers to these that can be communicated through different channels and to different audiences.

- Development of Samvera FAQ

- Identify marketing materials that can be used to facilitate this communication
    - Not conference giveaways per se, but tools to enable members of the community to present on Samvera and deliver a consistent message

FAQ

- Gathered a set of questions we are commonly asked about Samvera

- Generated answers to these based on the combined experience and input of the Group's members
  - Highlighted different views amongst ourselves about what the answers are or should be, but also emphasized the value of Samvera in working together

- FAQ will be made available via the Samvera website

- There are more questions we can include – ideas welcome!
  - Focused on those that were core to helping others understand Samvera

Key questions I

- What is Samvera?

- Why use Samvera?

- Who uses Samvera, and what for?

- What do you mean when you say you are part of a community? How does that work?

- How can I connect with the Samvera Community and stay up to date on events and developments?

- What is the purpose of Samvera Connect and other in-person meetings of the Samvera Community?

Key questions II

- Where can I download and try Samvera?

- What does it cost to implement Samvera?

- How do we know Samvera will be around in 5 or 10 years?

- Is there an exit strategy for me when I need to move on?

- I've heard the terms Hydra, Hyrax, Hyku, and HyBox associated with Samvera—what do they all mean?

- My institution is moving more and more into the cloud. Can I have Samvera in the cloud?

- What does Samvera offer that DSpace, EPrints, ContentDM, Islandora, etc. do not?

Marketing materials

- A focus on materials that convey the Samvera brand, whilst also being practical
  - Bag with the Samvera logo
  - Branded memory stick, containing Samvera-related files
    - Samvera Powerpoint template (see this presentation!)
    - Samvera annual report
    - Digital version of the leaflet
  - Printed leaflet
  - Hex sticker
- A combination of materials to use digitally and that can be handed to people face-to-face

Leaflet

- An introduction to what Samvera is

- Text taken from FAQ answers for consistency

- Initial design created to frame ideas – feedback welcome!

- Aiming at professional graphic design and printing for future versions

Welcome to Samvera

If you want to go far, go together!

Marketing DIY

- Samvera does not have a central point that can hold marketing materials for distribution to events and institutions as required

- Focus on two approaches to enable members of the community to engage in marketing locally
  - Limit marketing materials to those that can be created to meet immediate needs through small production runs (via web-based supply companies, e.g., 4imprint.com)
  - Provide digital versions of print materials that can be reproduced locally to meet needs
    - Leaflets, stickers, etc.

Ideas brainstorm

- Discussions in the light of the Group's activities have suggested some further areas for development
  - Personalise Samvera by sharing names associated with key roles and activities
  - Set up a Samvera blog, with a focus on inviting guest contributions from across the community (and outside it, where relevant)
  - Develop a set of current case studies of Samvera usage
  - Capture quotes from colleagues working with Samvera on what it provides for them
  - A Google slides template, to complement the Powerpoint template
  - Materials to support tables at events
  - Other…?

What can you do?

- What questions would you find it useful to have an answer to in talking about Samvera?

- What marketing materials and/or messaging have you encountered in other areas that we could make use of?

- What marketing materials have you particularly liked to take away from events?

- How do you do your graphic design? Is this an area where you could contribute to Samvera?

Feedback from discussion

Next steps

- The Samvera Marketing WG has agreed to re-charter for a further term of activity post-Connect
  - If you're interested in joining let us know or add your details to the wiki page

- Developing what we have to address the charter's goals
  - Answering further questions
  - Refining answers and creating suitable messaging for specific audiences/groups and channels
  - Identifying and creating additional marketing materials as appropriate
  - Enhancing the design and professionalism of materials
  - Focus on communicating the benefits of community participation

If you want to go far, go together!

Thank you

- Queries to Chris Awre, c.awre@hull.ac.uk

If you want to go far, go together!