

## **Business Case for CyMAL Blog for Sector Training Events**

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I am seeking permission to create a blog

### **1. Reasons for *separate* presence outside of the corporate generic accounts:**

The reasons for creating a blog is to create an informal less corporate place to market the sector training courses organised by CyMAL. We would like to have more interaction with the sector and to get feedback on how we can improve our courses and this would be a more informal interactive way of doing it. This would help me a great deal in my role in marketing the sector training courses.

### **2. Purpose of the Blog account**

Creating and maintaining a Sector Training blog account as part of my job is necessary to enable me to:

- inform members of the sector of changes to dates of courses for example
- Promote sector training events to increase participation
- Inform the sector about new courses
- Maintain the skills of the sector staff
- Meeting the sector's expectations
- A large number of libraries, museums and archives are using social media. It will soon be a weakness for us not to have a social media presence.

### **3. Communications objectives**

The blog account would enable me to achieve the following communication objectives:

- Share and disseminate information to the sector
- Raise the profile of CyMAL and its activities
- Gather information from the museum, library and archive sector to help inform future planning and activities.
- Interact with the sector in Wales
- Improve communication with the sector

#### **4. Risk analysis**

Using social media within a professional or personal capacity brings both benefits and risks.

##### **Benefits:**

- Sharing of information
- Interaction with the sector
- Meeting growing expectations of the sector
- Raising the profile of CyMAL and the sector training programme
- Improving communications
- Interaction by sector professionals with professionals in other libraries, archives and museums
- Gathering information to help inform my job

##### **Risk:**

It would be disingenuous to say there are no risks involved, either professionally or personally, by having a social media presence. Through my personal knowledge of social media and understanding of the issues involved I believe the risk would be low, but I acknowledge that personal and professional usage is very different.

I abide by workplace code of conduct all the time and this would be no different for this different medium.

I would apply the same principles to social media as I do to other forms of communication e.g phone calls and emails. Whilst social media communications are more instant and more easily circulated to a large audience, the principles of content and professionalism remain. I would not engage in communications that brought my reputation, or that of CyMAL into disrepute.

##### **Risks of not having a presence:**

I think it is valid to consider what the risks are of not having a social media presence. These include:

- Perception of the organisation being out of touch
- Harder to engage with different user groups who are increasingly online much of the time

## **5. Activity (monitoring and updating)**

I would be the sole person responsible for updating and maintaining the blog. The blog would be password protected for myself. Other members of the Collections, Standards and Training team could write material for me but I would be the one to enter it on to the blog. In the event of me being away from work on long term sickness or changing posts someone else in the Collections, Standards and Training team would be trained up as a back up plan.

## **6. Other resource implications**

I would have to factor in at least 7 hours a week on updating and maintaining the blog. This would include the time to write the blogs and to ensure that the content is translated so that all the blog posts are bilingual.

## **7. Legal Issues**

It would be possible to set up approval/moderation of comments on blogs which help also prevent from spam. If the discussion is not deemed suitable to have on the blog then I would take it off-line by e-mail or by telephone. Copyright and privacy guidelines will be followed before photos are uploaded on to the blog

## **8. Location of blog**

The blog will be on the free weblog publishing tool from Google.

## **9. Evaluation of the presence to measure success**

The effectiveness of the blog will be measured by using Google Analytics. On blogs there is also the ability to enable people to subscribe by email. The number of subscribers who choose to do this can therefore be monitored.

