

REPORT 2019

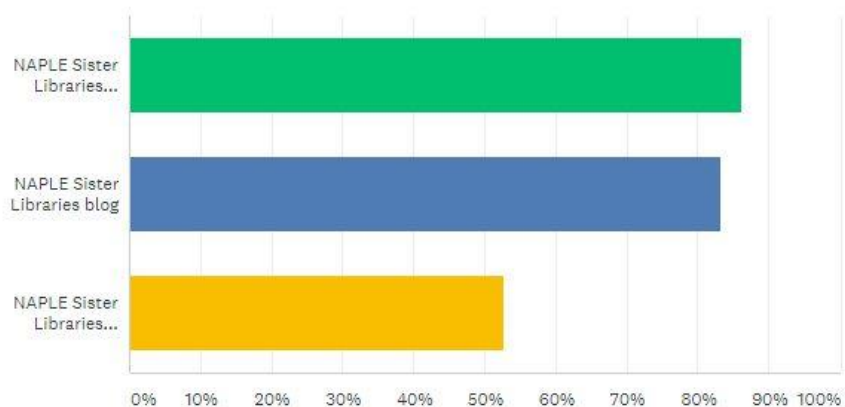
The NAPLE Sister Libraries program is growing thanks to the strategy in social media. The opening of the Facebook page has disseminated the program widely as we can see in the statistics: Facebook is the main referrer, bringing 20% of the total visits. This year, both the number of visits and visitors has reached its record high.

Survey to improve NAPLE Sister Libraries program

In June 2018 we launched a survey to find out what are the preferences of our users regarding contents of the program: Blog, Twitter and Facebook. It was a 4 questions survey that was answered by 38 people.

Are you aware of the existence of these?

Answered: 36 Skipped: 2

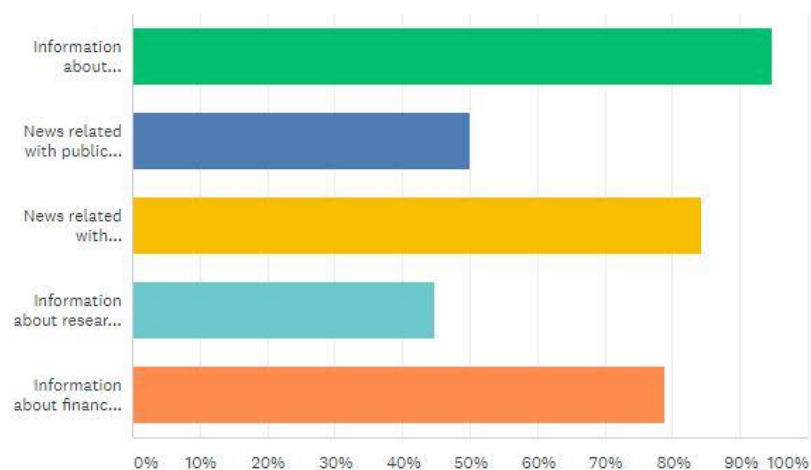


OPCIONES DE RESPUESTA	RESPUESTAS
▼ NAPLE Sister Libraries Facebook page	86,11% 31
▼ NAPLE Sister Libraries blog	83,33% 30
▼ NAPLE Sister Libraries Twitter account	52,78% 19
Total de encuestados: 36	

Our Facebook page is most popular tool, even more than the blog although by the time of the survey it had been active only for about 8 months. Our Twitter account is the least known, only by half of the respondents.

What information do you expect to find on our channels?

Answered: 38 Skipped: 0

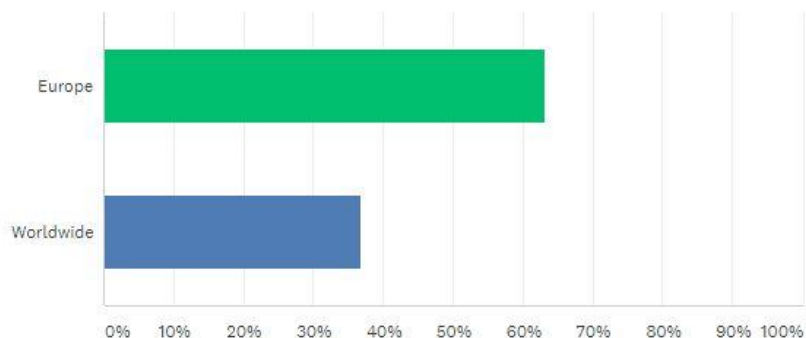


OPCIONES DE RESPUESTA	RESPUESTAS
Information about libraries: Sisterships, Good Practice (activities), etc.	94,74% 36
News related with public libraries	50,00% 19
News related with Cooperation between libraries and another institutions	84,21% 32
Information about research in the public libraries field	44,74% 17
Information about financing of library projects (Creative Europe, Erasmus+ ...)	78,95% 30
Total de encuestados: 38	

Information about libraries: Sisterships, Good Practice (activities), etc. is the most valuable information for our users (94,74%). The visitors look for Best Practice of activities developed from one specific library or in cooperation with others, as suggested by 84,21% of respondents. Also important is the information about grant programs like Erasmus+

Please, define the scope that interests you

Answered: 38 Skipped: 0



OPCIONES DE RESPUESTA	RESPUESTAS
▼ Europe	63,16% 24
▼ Worldwide	36,84% 14
TOTAL	38

Our users clearly prefer the scope of the contents of the program to remain within the European framework.

Finally, we asked for comments on the program. These are the answers, that we'll use to improve the program:

"We suggest to make direct contact with us once a month to inform us about news on the NAPLE Sister Libraries channels (especially blogs). The aim should be to visit your page as much as possible. The fact is that we know for you, but we do not visit you so often as before when such practice existed".

"What if NAPLE could put together all the European programs that are meant to support them, by themes/subjets, wouldn't it be nice? Issue is it would be hard to keep up with all of them (schedules, due dates and so on). Its just an idea. Keep up the good work!"

"This program is fantastic. Just need to facilitate professional meetings"

"External support in case a lack of communication with the sister library happens some time"

"I think the Sister Libraries project is very valuable and can create a good way of cooperation between libraries in different parts of the world"

"Need to promote NAPLE sister libraries program wider"

“Maybe would be interesting to create a Naple Sisters Libraries staff Facebook group to facilitate interaction and relations between sisters-staff.”

“I miss more communication, more news of all kinds”

“It’s a wonderful project”

Sistership anniversaries

We’ve sent emails reminding libraries when it’s their anniversary. We ask them if they’re still working within the partnership and encourage them to send us information about it. If not, we suggest to engage again.

We’ve have irregular success with this strategy: most of the libraries reply to the mail. Some of them are still active in the cooperation, most of them –specially if the partnership was made in the first years of the program- have stopped doing things but are still interested in participating in the program.

Tweets in different languages

We believe the slow growth of our followers in Twitter can be due to the language - we use English- so we’ve started to translate the information about the program to the different languages of the libraries participating. We ask the national representatives to help us correct the Google translation (so they are also involved in it) and dedicate 1 month to each country. We started with Croatia.

Main Figures

Here you can see the evolution of the main figures from the last 4 years

	2016	2017	2018	2019
Libraries	84	90	98	113
Countries	14	14	14	15
Sisterships	36	37	43	47
Twitter Followers	565	671	794	914
Facebook Followers	-	-	86	200
Blog Visits / month average	300	700	1000	1370

Main landmark: Castropol at the European Parliament



Last 16th December 2018, Municipal Public Library “Menéndez Pelayo” from Castropol went to Brussels in a 4 days visit, accompanied by representatives of the cultural and social institutions that cooperate in different projects with the library. They were invited through the office of Jonás Fernández, Member of Parliament from Asturias region.

This library joined NAPLE Sister Libraries in March 2018 and is currently in a partnership with Prelog Municipal Library (Croatia). Cooperating with this library has led to the invitation to know the European Parliament and the programs that different European institutions are developing in order to allow cultural growth of the State Members.

They talked about the sistership with Prelog and the NAPLE Sister Libraries program. The MEPs were very interested in the opportunities that arise for a small rural public library in a remote area as soon as they get a partnership with other European libraries and different ways of manage the library in today’s Europe.

I believe we have a powerful project that can be used as an example for European cohesion, it has value at a political level: it’s an example of how acting local can have an impact globally, and proves libraries can be a tool for giving visibility to rural areas.

NAPLE and Erasmus+

Libraries are very interested in information about Erasmus+, as showed by the survey. The libraries in the program are very interested in benefit from it, participating in European projects as promoters or collaborators.

According to Erasmus+, one of the difficulties that faces a promoter of a project is the partners searching. NAPLE Sister Libraries, a program that connects more than 100 public libraries in Europe, can be an excellent tool for partner searching.

We suggest all NAPLE members to contact the Erasmus+ National Agencies in their countries and tell them about the program. They can advise those who need partners for an Erasmus+ project to check our blog in search of libraries that might be interested in participating.

Proposal

To pay a visit to your Sister Library is and the most efficient way to consolidate a strong partnership. It's also very rewarding for both parts. We have a couple of examples, the main one being the case of Croatian Public library "Viktor Car Emin" Opatija. They have established 2 partnertships that started with a visit to Galway and Santiago de Compostela.

NAPLE can elaborate and present a project under Erasmus+ (KA104, Adult education staff mobility). NAPLE would be the promoter, and the partners would be those libraries in the program that want to strengthen their partnership.

The idea is to define a field of interest for each call: the visit would be for working in a specific activity in relation with adult education. The goal is that, with what's been learnt, the visiting library would implement or improve a service of education for adults.

Conclusions

The NAPLE Sister Libraries program has proven a useful tool for libraries, that can benefit from a source of Best Practice and connect with others for developing activities in cooperation. But also for the politicians at the European Commission: the MPs were impressed by the example of Castropol and Prelog and have seen the potential of the program. We should be aware of this and study the implications and opportunities that can raise.

Adding a link to the program from the webpages of the institutions that are NAPLE members can help a lot to disseminate the program within the different countries.