

## Collections Engagement Group (CEG) promotions: Guidance for Promoting Collections

- The Collections Engagement Group is responsible for planning and coordinating the promotion of Library collections, both physical and digital, to our users.
- The Group, co-chaired by the Head of Engagement and Engagement Manager (Faculties & Schools) with representation from teams across the Library, meets monthly and reports to the Library Collections Group.

### Routes for Promotion

CEG will consider promotion when:

- A new item, new collection/subscription is approved via CBMG (Collection Budget Management Group), or a new item/collection is purchased/donated by another area of the Library.
- A new collection is agreed to be added via Manchester Digital Collections or Manchester Digital Exhibitions
- An existing item, collection or subscription, holding significant interest for teaching, research or public engagement, is suggested via CEG representatives. This may be tied to specific events, exhibitions and/or other library communication campaigns.

**Note:** Exhibitions / Main Library showcase promotions are managed outside of CEG.

### Promotion Considerations

All suggestions are collated and reviewed at each CEG meeting. Considerations for promotion include:

- Audience
- Purpose/appeal
- Value for teaching & learning, research or public engagement
- Readiness and timeliness
- Accessibility
- Uniqueness or alignment with other collections
- Current promotion / curatorial capacity

### Levels & Timing of Promotion

CEG members discuss and agree the level of promotion and timing subject to promotion considerations.

Local Level	Standard Level	Enhanced Level	MDC/MDE
<b>School Channels</b>	<b>School/Library Channels</b>	<b>School/Library/ University* Channels</b>	<b>School/Library/ University* Channels</b>
<ul style="list-style-type: none"> <li>• Specific individuals (requester/key leads)</li> <li>• Specific Departments</li> <li>• Specific School channels (eg committees, newsletters)</li> </ul>	School channels plus <ul style="list-style-type: none"> <li>• Subject Guide Spotlight</li> <li>• Library Website News (public facing)</li> <li>• Library Intranet News (Library staff)</li> <li>• Library Update</li> </ul>	All standard channels plus <ul style="list-style-type: none"> <li>• StaffNet</li> <li>• Student News</li> <li>• Digital Signage</li> <li>• Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• Library website news</li> <li>• Library Intranet news</li> <li>• StaffNet</li> <li>• Library Update</li> <li>• School Channels</li> <li>• Digital Signage</li> <li>• Social Media</li> </ul>

\*University channels subject to central communications timeframe/content decisions

## Communication plans

- CEG Engagement Team members will take responsibility for drafting a communications plan for the agreed level of promotion.
- For items approved or suggested outside of CBMG the Engagement team member will contact relevant staff to discuss further information to populate the plan.
- Plans are reviewed and agreed by CEG Engagement team members and relevant staff involved in the collection before final sign off from CEG chair.
- Once reviewed, agreed and approved communications will be scheduled according to agreed timelines.

## Submitting suggestions for Promotion

Suggestions for consideration can be submitted either via your CEG representative or directly via the Engagement team [uml.engagement@manchester.ac.uk](mailto:uml.engagement@manchester.ac.uk). Please consider and include the following:

- **Context:** provide as much information on the item/collection content and the key message/s to help inform the narrative
- **Significance and value:** provide any information to align with key priorities, research, teaching and learning, public engagement, existing collections and current/potential partnerships/collaborations
- **Audience:** details of the target audience (e.g. researchers, students, general public)
- **Readiness & Timing:** confirmation of item/collection readiness, (or proposed timings for readiness), to ensure the item/collection is discoverable and accessible as practically possible before communication/promotion goes live
- **Additional Channels:** provide details of any other channels being considered for promotion (eg SC blog, press release, exhibition etc)
- **Impact:** Define any specific goals for the promotion (eg raise awareness, inform a change) and/or if any evaluation is required to measure success.

## Further Information

For further information regarding the Collections Engagement Group contact:

Janette Watson, [janette.watson@manchester.ac.uk](mailto:janette.watson@manchester.ac.uk)

Engagement Manager (Faculties and Collections)

Co-chair Collections Engagement Group

*Janette Watson  
January 2026*