Like, Tweet, Pin: A Guide to Growing Your Library’s Social Media Presence

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What is Social Media?

Websites and applications that enable users to create and share content or to participate in social networking.

*Oxford English Dictionary*
Who Uses Social Media?

- Younger adults have the highest use of social media (88% of 18- to 29-year-olds)
- The majority of Americans ages 18 to 64 use social media.
- The lowest use is by older adults age 65 and older (37%)


Image: https://hop-online.com/blog/startups-user-acquisition-through-social-media/
What Social Media is Being Used?

❖ Facebook is used by the majority of Americans
❖ Pinterest is most popular with women
❖ Instagram and Twitter are used more by younger adults
❖ The median American uses 3 out of 8 social media platforms


Image: https://hop-online.com/blog/startups-user-acquisition-through-social-media/
Why Use Social Media?

❖ Marketing
❖ Outreach/Engagement
❖ Information literacy
General Guidelines

❖ Responsibility
❖ Add value with relevant content
❖ Give credit
❖ Collaborate with other campus/community entities to cross-promote
❖ Avoid tagging
❖ Use a consistent hashtag for branding
❖ Assessment
Communication

❖ Respond quickly to comments/questions
❖ Use a conversational, respectful tone
❖ Elicit engagement
❖ Be positive and upbeat
Privacy

- Verbal consent
- Release form
- FERPA
- NAIA Regulations
Social Media Policy

❖ Purpose
❖ Prohibitions
❖ Operation
❖ Guidelines for each platform used
❖ Assessment
Social Media Platforms at LRU

❖ **Facebook**: Carl A. Rudisill Library
❖ **Twitter**: @LRLibrary
❖ **Instagram**: @LRLibrary
❖ **Pinterest**: Rudisill Library
Facebook

❖ Post 2 to 5 times weekly, no more than 2X/day
❖ Use page type “Local Business/Place”
❖ Reply to all comments
❖ Create an event
❖ Schedule posts ahead of time
❖ Use photos and videos
❖ Videos: max of 1.75 GB and 45 minutes

Image: https://www.mnn.com/family/pets/stories/meet-the-cats-that-rule-facebook
Facebook-Assessment

❖ Insights
❖ Export Data:
  - Page data: lifetime likes
  - Post data: average post reach
Facebook-What We Did

❖ Featuring SLAs
❖ Posts about library staff
❖ Changes to hours
❖ Videos
❖ Giveaways during special events
Facebook - How We’re Doing

❖ Average increase of 2 likes per month
❖ Average post reach = 81
❖ 4th highest in NC for Like % Increase

Twitter

❖ Post several times weekly
❖ Follow other libraries, campus centers, etc.
❖ Use hashtags: #BearsBooks
❖ Retweet relevant content
❖ Informational
❖ You can post images and videos
❖ Videos max of 2 min, 20 sec
Twitter-Assessment

- Analytics
  - # tweets
  - Top tweet
  - Impressions
  - # of followers
Twitter-What We Did

❖ Literary quotes (#LiearyInsults)
❖ Information: hours, events
❖ More videos and images
Twitter-How We’re Doing

❖ Average increase of 2 new followers per month
❖ Average of 7 tweets per month
❖ Last two months-videos were the top tweets
Instagram

❖ Photos and short videos (max of 1 minute)
❖ Comment briefly on postings
❖ Use hashtags
❖ “Human” side of the library

image:http://www.dailymail.co.uk/femail/article-2335343/Meet-Tuna-Chihuahua-Dachshund-mix-melted-hearts-375-000-Instagram-followers-line-merchandise.html
Instagram-Assessment

❖ Posts
❖ Followers
❖ # of hearts
Revamped use in September 2017 after over a year of no activity
Began to use videos
Feature SLAs, library staff
Library events
Instagram-How We’re Doing

❖ Average increase of 4 new followers per month
❖ Average of 2 posts per month
❖ Video posted in February was most popular post ever
Pinterest

❖ Photos with text or link
❖ Create boards to organize subjects
Pinterest-Assessment

❖ Analytics
- # followers
- # public boards
- Top pin impressions
Pinterest-What We Did

❖ Created a virtual board of a library display
❖ New bestsellers
❖ Read the movie
❖ Visiting Writers series
Pinterest-How We’re Doing

❖ Average increase of 2 new followers per month
❖ 672 pins
❖ 736 monthly viewers
Student Workers

❖ Student perspective, young adult demographic
❖ Have new hires spend time reviewing past posts
❖ Avoid over editing their posts--keep their voice
❖ Work ahead to schedule postings
❖ Flexible scheduling
❖ Transition to employment after graduation
Bibliography


