



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



ACLA 2018 Conference



Presenter



Dawn Behrend

Lenoir-Rhyne University

Instruction and Reference Librarian



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%)

<http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>

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

<http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>

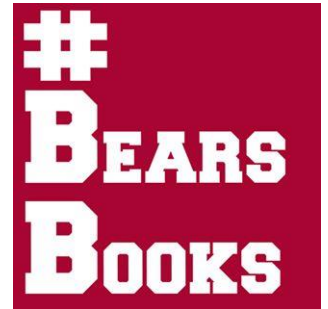
Image: <https://hop-online.com/blog/startups-user-acquisition-through-social-media/>

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

https://libres.uncg.edu/ir/wcu/f/Ellern_They_2018.pdf



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 (#LiteraryInsults)
- ❖ 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

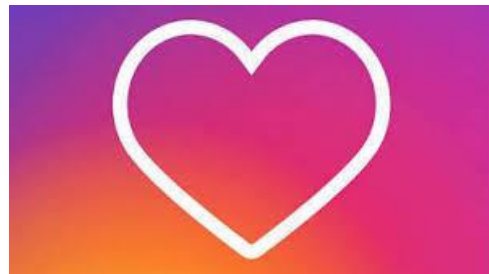
- ❖ Posts
- ❖ Followers
- ❖ # of hearts

Instagram-What We Did

- ❖ 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

Q & A



Bibliography

- Hagman, J., & Carleton, J. (2014). Better Together: Collaborating with Students on Library Social Media. *Public Services Quarterly*, 10(3), 238-244.
- Howard, H., Huber, S., Carter, L., & Moore, E. (2018). Academic Libraries on Social Media: Finding the Students and the Information They Want. *Information Technology & Libraries*, 37(1), 8-18.
- Kaul, H. K. (2016, September). Libraries and the Social Media Networks. *DESIDOC Journal of Library & Information Technology*. pp. 257-260.
- King, D. L. (2015). Landscape of Social Media for Libraries. *Library Technology Reports*, 51(1), 10-15.
- McKee, A. (2017). Selfies, Scavenger Hunts, and Scrawls: How the Vise Library Used Social Media to Increase Usage. *Computers In Libraries*, 37(9), 4-9.
- Peacemaker, B., Robinson, S., & Hurst, E. J. (2016). Connecting best practices in public relations to social media strategies for academic libraries. *College & Undergraduate Libraries*, 23(1), 101-108.
- Ramsey, E., & Vecchione, A. (2014). Engaging Library Users through a Social Media Strategy. *Journal Of Library Innovation*, 5(2), 71-82.
- Rivosecchi, M. (2014). Social Media in an Academic Library: One Piece of the Puzzle. *Feliciter*, 60(4), 45-46.
- Rossmann, D., & Young, S. H. (2015). Using SOCIAL MEDIA to Build COMMUNITY. *Computers In Libraries*, 35(4), 18-22.
- Wright Joe, J. (2015). Assessment of Social Media in the Library: Guidelines for Administrators. *Journal Of Library Administration*, 55(8), 667-680.
- Young, S. H., & Rossmann, D. (2015). Building Library Community Through Social Media. *Information Technology & Libraries*, 34(1), 20-27.