ESTABLISHING A SOCIAL MEDIA PRESENCE IN AN ACADEMIC LIBRARY

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RLC INTERNSHIP

O Project learning objectives: Analyze the University Libraries’ social media presence in order to develop sustainable long-term objectives for social media output
  O Attend Social Media Committee meetings
  O Create a plan for future posting
  O Create and publish content for various social media outlets
MEET IRMA!

Ask Us!

By Mobile Device

Phone
336-334-5419 or 888-245-0180 (ask for Reference)

Text-a-Librarian
Send a message to 265010. Start the message with our AIM screen name
imnerva. Ex: “imnerva what r yr hrs?”

Who is iMinerva?
iMinerva includes the Reference Department and the Reference Interns (LIS
graduate students)

Spring 2014 Ask Us! hours
Irma, where did you go to high school?

68% complete

What's on your mind?

Photograph of the day:

A teacher guides a blindfolded female student to pin an... http://t.co/yoe48YU6Hd

Like · Comment · @IrmaUNCG on Twitter · Share

Free coffee in Jackson Library TONIGHT at 9 pm and midnight!

Like · Comment · @IrmaUNCG on Twitter · Share

Lara Patterson and Liana Elias like this.

Write a comment...

New FOL Blog Post: Lawrimore Appointed to Society of American Archivists Committee on Public Awareness http://t.co/4Sq80HfHxj

The Friends of the UNCG Libraries are advocates and supporters of the Libraries. Our Friends make a real difference in our ability to serve the...
New DVDs

ACTION
The legend of Hercules
47 Ronin
Capitán Trueno y el santo grial

DOCUMENTARY
These birds walk
Approved for adoption

DRAMA
Gimme shelter
Labor Day

FOREIGN
Gloria

SCI-FI
Escape from tomorrow

THRILLER
Devil's due

TV
Father Brown: the complete collection

Exam Week Coffee Cart

UNCG Friends of the Library and the Office of Campus Activities & Programs will be providing coffee, tea, and hot chocolate for FREE to help you stay awake and study!

We'll have the coffee cart set up on the 1st floor of the library at 9 pm and again at 11:45 pm on Wednesday, April 30; Thursday, May 1; and Sunday, May 4.
SOCIAL MEDIA STRATEGY

- Understand your audience
- Be a leader AND a follower
- Share regularly

“You must encourage people to follow you because they find value in what you are communicating”

Brown, Kathleen, Steve Lastres, and Jennifer Murray. "Social media strategies and your library: giving up control and focusing on creating an authentic relationship with clients and fellow librarians are central to creating an effective social media strategy." Information Outlook Mar.-Apr. 2013: 22+. 
1. UNDERSTAND YOUR AUDIENCE

- Acceptable content – no political issues or controversy
- When in doubt, don’t post!
- Post for students, NOT for you
- Assessment: Twitterfeed, HootSuite, Klout
2. LEAD AND FOLLOW

- Make sure people know how to find you on social media
- Gain followers and likes
- Like and follow others
- Build relationships with patrons
3. SHARE REGULARLY

- Gain trust and loyalty of followers
- Maintain relevancy
- Share often and respond quickly
MY TIPS:

1. Have a plan and commit
2. Engage users – try to start a dialogue where they can comment, like, share, etc.
3. Develop a personality – can vary by social media platform
4. Share often, but remember: quality can trump quantity
5. Don’t be afraid to fail
6. Check what others are doing:

Thank you!

Questions? kmoconno@uncg.edu