



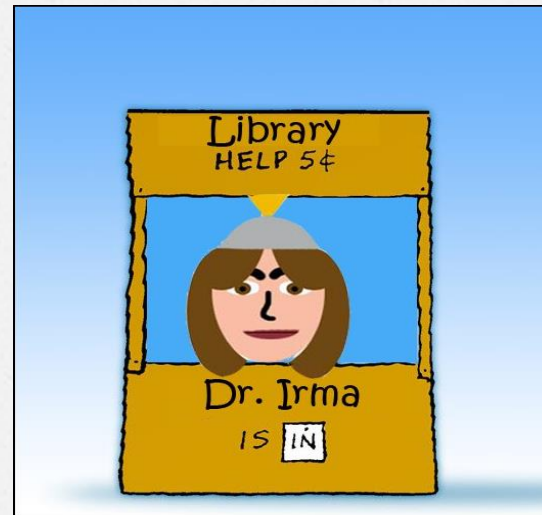
ESTABLISHING A SOCIAL MEDIA PRESENCE IN AN ACADEMIC LIBRARY

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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)

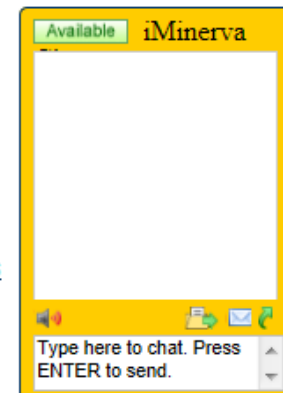
Text-a-Librarian

Send a message to 265010. Start the message with our AIM screen name iminerva. Ex: *"iminerva what r yr hrs?"*

Who is iMinerva?

iMinerva includes the [Reference Department](#) and the Reference Interns ([LIS graduate students](#))

Spring 2014 Ask Us! hours





University Libraries

Irma Minerva

[Update Info](#)[Activity Log](#)[Timeline](#)[About](#)[Photos](#)[Friends](#)[More ▾](#)

Irma, where did you go to high school?

88% complete

About

Worked at Walter Clinton Jackson Library ▲
Past: The University of North Carolina at Greensboro - UNCG

Studied at University of North Carolina at Greensboro
Past: The University of North Carolina at Greensboro - UNCG

Lives in Greensboro, North Carolina

From Greensboro, North Carolina

In a complicated relationship

Followed by 18 people

Photos

Tag more photos

[Status](#)[Photo](#)[Place](#)[Life Event](#)

What's on your mind?



Irma Minerva

May 2 via Twitter

Photograph of the day:

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

on.fb.meon.fb.me

Like · Comment · @IrmaUNCG on Twitter · Share



Irma Minerva

May 1 via Twitter

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

Like · Comment · @IrmaUNCG on Twitter · Share

1

Lara Patterson and Liane Elias like this.



Write a comment...



Irma Minerva

May 1 via Twitter

New FOL Blog Post: Lawrimore Appointed to Society of American Archivists Committee on Public Awareness <http://t.co/4Sg80HFhXj>



Friends of the UNCG Libraries: Lawrimore Appointed to Society of American Archivists Committee...

ow.ly

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



Try the new Twitter profile.

Give your profile a makeover: Choose a custom header image, pin a Tweet to the top, and show off your best stuff.

Take a look!

Tweets

Following

Followers

Favorites

Lists

Photos and videos



UNCG Libraries-Irma

@IrmaUNCG

Irma is the awesome chat icon for UNCG's University Libraries
Greensboro, NC · library.uncg.edu

TWEETS

1,147

FOLLOWING

411

FOLLOWERS

523

Edit profile

Tweets



UNCG Libraries-Irma @IrmaUNCG · May 2

Photograph of the day:

A teacher guides a blindfolded female student to pin an... on.fb.me/PX4k1l

Expand

Reply Delete Favorite More



UNCG Libraries-Irma @IrmaUNCG · May 1

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

Expand

Reply Delete Favorite More



UNCG Libraries-Irma @IrmaUNCG · May 1

New FOL Blog Post: Lawmore Appointed to Society of American Archivists
Committee on Public Awareness ow.ly/2Gdnhj

Expand

Reply Delete Favorite More

Who to follow · Refresh · View all



BlumenthalArts @Blument...

Follow



UNCG Alum Charlotte @U...

Follow



Mecklenburg County @...

Follow



Find people you know

Import your contacts from Gmail



UNCG Irma Minerva

University of North Carolina at Greensboro libraries

library.uncg.edu ·



Pins from:



kimberly lutz



Newton Public Library

ards

1,200 Pins

17 Likes

Send Profile

333 Followers

1



Create a board

Jane Austen



25 Pins



Edit

New Fiction



76 Pins



Edit

New non-fiction at UNCG



95 Pins



Edit

New DVD's at UNCG



Edit

in Veterans Historical ...



New at the Music Library



96 Pins



Hansen Performing Arts Col...



23 Pins



American Trade Bindings



66 Pins



Ebooks



Irma's World at UNCG

Keep up with Irma & the University Libraries at The University of North Carolina at Greensboro

[Home](#)[New DVDs](#)[Library Resources](#)

Wednesday, April 30, 2014

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](#)

Posted by LibraryLiane at 1:23 PM

No comments: [Links to this post](#) 

Labels: dvds

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.



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2014 (2)

SOCIAL MEDIA STRATEGY

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

- o Make sure people know how to find you on social media



- o Gain followers and likes

- o Like and follow others



- o Build relationships with patrons

3. SHARE REGULARLY

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



MY TIPS:

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

<http://librarysciencelist.com/100-most-social-media-friendly-college-university-libraries/>

Thank you!

◦ Questions? kmoconno@uncg.edu