Some Assembly Required
Building Social Media Tools and Teams to Maximize User Engagement
Who are we?

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Four Pieces to Put Together:

• Policy
• Team
• Templates
• Tools
Social Media Policy
Purpose and Goals

• Why is your library on social media?
• How will your social media initiatives tie in with your library’s strategic goals?
• How will they tie in with your university’s goals?
• Be specific!
Define primary audiences

• Who do you want to reach? (Probably faculty and students).
• Are they on social media already? How can you tell?
• Let your audience decide the platform – go where they are.
  • Overall market research: Facebook, Instagram, and Twitter are still good bets.
  • Where are YOUR users?

Source: http://www.pewinternet.org/2015/01/09/social-media-update-2014/
Content and Style Standards

• What is your library’s personality?
• What types of content will you create?
• What types of content will you share?
  • Apply the CRAAP test before sharing!
• Does your university have existing style or content standards?
• Copyright?
Assessment

• Assess to fit your goals, not to count followers and likes.

• **Engagement** = clicks, likes, shares, retweets, or other interactions with your posts
  
  • **Engagement rates** are calculated differently across different platforms.

• **Referrals** = the number of people who end up on your website from a specific link source

• **Conversion rate** = the percentage of users who do what you’re hoping they’ll do (e.g. register for your workshop, access your LibGuide, or check out your new books)
Questions to ask before jumping in

• Is the target audience on your prospective platforms?
• Will this presence fit with the existing culture of the platform?
• Who will be permanently tasked with coordinating this account?
• How often does the coordinator plan to post?
• What are the goals for this account?
• How will the prospective coordinator measure success?

(Adapted from “Ask these questions before jumping onto a social platform” by Joy Mayer: http://joymayer.com/2014/02/21/ask-these-questions-before-jumping-onto-a-social-platform/)
Be prepared for all of it to change.

• 1 year is a geologic age in Internet time.
• Think of your policy as a guide, not a set of rules to be followed.
• Set a regular schedule to revisit and revise.
Assembling a Team

Image cc Marvelous Roland, https://www.flickr.com/photos/tales2astonish/7122765671
Step 1 - Take Inventory

Where are we starting?
● What accounts already exist?
● Who controls those accounts?

Step 2 - Set Goals
Where do we want to end?
● One account or many?
● Merge or coordinate?
Who posts?

Communications Officer
Policy Enforcer

Marketing Team Chairs
Lead Coordinators

MU Libraries main accounts*
Coordinator

Special Collections Coordinator

Journalism Library Coordinator

Health Sciences Library Coordinator

Vet Med Library Coordinator
Happy 20th Birthday, MERLIN!

Happy 20th Birthday to our online catalog, MERLIN! Launched on May 28, 1996, the MERLIN Library Catalog is how researchers search for books and other materials that the library owns. Celebrate its birthday Saturday by searching the catalog!

What does MERLIN search?
MERLIN is the shared library catalog of the four University of Missouri campuses and the State Historical Society of Missouri. The MERLIN catalog searches for books (print AND ebooks), periodicals (scholarly journals, magazines, newspapers), DVDs, CDs, government documents, and other formats of scholarly materials along with part of the tangible and online collections at MERLIN member libraries.

MERLIN includes the collections of the following Missouri libraries: University of Missouri (MU), MU Law, University of Missouri-Kansas City, University of Missouri-Kansas City Law, Missouri University of Science and Technology, University of Missouri-St. Louis, and the State Historical Society of Missouri.

Who has access to MERLIN?
All University of Missouri students, faculty, and staff have access to MERLIN. Additionally, the Missouri Historical Society and the University of Missouri-Kansas City are affiliated with the Missouri Libraries Consortium (MLC), which enables these institutions to access the MLC catalog and resources.

Happy 20th Birthday, MERLIN!
Coordinator Responsibilities

• Content Creation
  • Plan
  • Produce / Gather
  • Schedule

• Engagement & Monitoring
  • Respond to users (questions, comments, complaints, praise)
  • Interact with other library accounts
  • Alert Communications Officer when necessary

• Assessment
  • Track user reach, engagement, follower count
  • Track and share campaign specific assessment (e.g. conversation rate)
Monitoring

MU Libraries @MULibraries · Nov 23
Did you miss the @MUBlackStudies "Why BlackLivesMatter" Teach-In? #EllisLibrary recorded it buff.ly/1SXugVK

Black Studies
University of Missouri

Yoda Loco @YodaLoco · 18m
@MULibraries @MUBlackStudies "ITS NOT GOOD TO BE A MELTING POT" HOW THE F___ DOES MU FUND THIS ANTI-WHITE ANTI-CHRISTIAN GARBAGE?

Yoda Loco @YodaLoco · 15m
@MULibraries @MUBlackStudies trump2016 Anti Capitalism, Anti-White Anti_Christian - is this what MU uses its time on? Communism pure
User Engagement

MU Libraries @MULibraries · 23m
@MeganPeiser We are so sorry :( 

GIF

What have we done?

Megan Peiser @MeganPeiser

When glitch by @MULibraries circulation makes all dissertation books due for renewal on the same day #phdlife

1 Retweet
2 Likes
User Engagement

Darell @D_Briefed - 18 Dec 2015
@LottesLibrary @MULibraries An HP celebration gif. I like your style, Lottes.

J.Otto Lottes HSL @LottesLibrary - 18 Dec 2015
@D_Briefed @MULibraries HP is ALWAYS the way to go.....

I had to do it.

Angelheaded Hipster
@MIZ_PHD

The @HamiltonMusical quote conversation I've had tonight with @MULibraries has been the highlight of my week.

8:02 PM - 10 May 2016

GIF
Q: What team structure works best for you?
A: The team structure that works best for you!
  • Take inventory
  • Make goals
  • Coordinate team according to goals
  • Be flexible and check-in
  • Keep org involved

Ingredients of a Campaign

• Goal/Objectives.
• Audience.
• **Key message.**
• Communication strategies.
  • Media.
  • Content.
  • Timing.
  • Locations.
• Assessment.
Determining your key message.

• **Action!** What is the ONE thing you want your audience to do as a result of this campaign?

• What’s in it for them?
  • Why should they care?
  • How will this make their lives easier?

• Make it short and snappy.

**Example:** Ask a Librarian! We can help you 24/7.
Communication strategies depend on your audience.

- **WHAT** types of media do they consume?
  - Undergrads: Twitter, Instagram, flyers, handouts
  - Faculty: Facebook, email, flyers

- **WHEN** is the best time to reach them?
  - Undergrads: Late afternoon and evening
  - Faculty: during the workday

- **WHERE** can you find them?
  - Undergrads: dorm rooms, Greek houses, apartment buildings, library study spaces, classroom buildings, student center, Rec Center
  - Faculty: Office hours, classroom buildings
What types of content will you need to produce?

- Graphics
- Videos
- Text-based blog posts or articles
- Infographics
- LibGuides
- Flyers
- Handouts
- Other?
Timing is everything.

• How long will this campaign run?
• How often will you post?
• What times of day?
• How much can you automate or schedule in advance?
Engagement and Assessment

• Can you ask followers to:
  • Answer a question?
  • Post a photo?
  • Retweet?
  • Tag someone they know?

• What campus organizations can you tag? Make a list.

• Do you need to come up with a hashtag?
• How will you measure success?
Tools
Scheduling

Unless you’re live tweeting, you shouldn’t be live tweeting.

Ways to automate your posting process

• BUFFER
  (also considered SproutSocial and HootSuite)

• IFTTT = If This Then That
Content Creation

- Canva
- Piktochart
- Pixabay
- Giphy
- Imgflip
- Repost-IIt

Keep informed about copyright rules and follow the example set by your larger organization.
Project Management

- Trello - “Trello keeps track of everything, from the big picture to the minute details.”
- Email communication often between coordinators
Analytics

- Pulled from individual platforms
  - Facebook Insights
  - Twitter Analytics
  - have not started collecting Instagram analytics

- Suggestions for analytics tools that measure the following?
  - Engagement
  - Referrals
  - Conversion rate
Takeaway - Small Efforts can have Big Impacts

• Policy
• Team
• Templates
• Tools
Thank you!

Questions?