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Get @ Us!: Using Social Media to Market Libraries, Provide Customer Service, & Revitalize Outreach Efforts

Katy Kelly
University of Dayton, kkelly2@udayton.edu

Gwen Glazer
Cornell University, grg59@cornell.edu

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GET @ US!

USING SOCIAL MEDIA TO MARKET LIBRARIES, PROVIDE CUSTOMER SERVICE, & REVITALIZE OUTREACH EFFORTS

Monday, Oct. 10, 2011 * ALCOP Conference
Who are we?

- **Gwen Glazer**, Social Media Coordinator and Staff Writer/Editor, Cornell University Library, Ithaca, NY

- **Katy Kelly**, Communications and Outreach Librarian, University of Dayton Libraries, Dayton, OH

- **Leslie Tabor (here in spirit!)**, Branch Manager for the Norman Public Library, Norman Public Library, Norman, OK
What are we talking about today?

logistics  marketing  customer service  outreach
What are we doing?

- Social media coordinator; new position created in 2010 when it became a bigger part of my job
  - Started Facebook page & Twitter account in 2009
- Staff writer/editor, print and Web; responsible for general outreach efforts
- Target audiences: spreading the word about the library for internal audiences, general university audience, and the world at large
- Some public library experience with TCPL and ALA
What are we doing?

- New position created at University of Dayton: Communications and Outreach Librarian
- Head of Marketing and Outreach Team
- Outreach Programming:
  - Exhibits, promotions, displays
- Marketing:
  - Signs, banners, website, social media (Twitter, Facebook, Foursquare, Flickr)
- ‘Traditional’ librarian duties, tenure requirements
What are YOU doing here?
1. What kind of library are you in?
http://www.polleverywhere.com/multiple_choice_polls/LTE5MTk1OTgwOTc

2. What’s your library already doing?
http://www.polleverywhere.com/multiple_choice_polls/MjE0MzUzNTkwMw
Rest stop!

- Never Have I Ever, social media style
Logistics: Workflow

- Who controls the WAY things get done, and who actually does the work?
Logistics: Technological Environments

- What do your users have, and what do they need?
- Plus, a microcosm of technological challenges: the pitfalls of QR codes
Logistics: Social media policies

- What do you have to consider during the process, how do you make a good policy, and what's the point of having one?
Rest stop!

- Social media policies and guidelines: Compare and contrast!
Marketing: Target audiences

- Figuring out who you’re talking to and how you’re going to do it
How do you bring forward traditional library news in traditional sources and incorporate it into a regular social media feed?
Marketing: Engaging your audience

Roesch Library
@roeschlibrary Dayton, OH
The best place for research at the University of Dayton. Our social media guidelines are posted at http://bit.ly/e2RRKM.
http://udayton.edu/libraries

- UD_Student Rudy Flyer
  @roeschlibrary Spending my St. Pattys day doing Study Tables on the 4th floor. Can we get bottle service up here?
  17 Mar

- DaytonFlyer John Smith
  @roeschlibrary I'm back!
  10 Mar

- Flyer_Faithful Jane Brown
  First time to the library in the year 2011...getting my grind on with some work! #ClubRoesch #winning
  8 Mar

- RoeschFan James Johnson
  Closing club roesch... It's a long walk back to stuart
  5 Mar

- Roesch Library Roesch Library
  Ha, our vending machines on the second floor are the closest thing to bottle service we have. Happy St. Patricks!
  17 Mar

- Roesch Library Roesch Library
  Welcome Back! Hope your semester is going well.
  10 Mar

- Roesch Library Roesch Library
  Hope you have a good time - welcome back! You sure are #winning.
  8 Mar

- Roesch Library Roesch Library
  Wow, that takes dedication! hope everything goes well this week. hang in there...you're almost to spring break!
  5 Mar
Crafting a tweet

Brainstorm a past, present, or future program/service/event at your library and write a 140-character tweet (and think of a website to share, too!)
Customer service

- ‘Listening’ via Twitter & Facebook and what to do with the feedback

- Roesch Library
  - Roesch Library: Woo! The heat is on and @TheBlendUD is open!
    - 22 hours ago
  - Roesch Library: If you're coming to the library today bring a warm bev, coat, blanket, your best friend... anything to keep you warm! #itscold #beprepared
    - 2 Oct
  - Roesch Library: @yroggergmartin that's a good question. Looking into it!
    - 1 Oct
  - Roesch Library: @P_Boston Um of course! #CRC
    - 30 Sep
  - Roesch Library: @P_Boston Clementine would have a good chance at winning a Club Roesch mascot contest!
    - 30 Sep
  - Roesch Library: @P_Boston Sorry about the chilly temps. We need some heat! In the meantime, how about some kitten mittens? youtu.be/47D9-U8hn5I
    - 29 Sep
Craft responses to the following tweets:

- If only #clubroesch had a food court in the basement...
- Wish internet was a whole lot faster here at #clubroesch
- Thanks for dropping the ball on courtesy notices when books are due, Roesch Library. I really cannot justify paying $10 in library fines.
- Just got kicked out of #ClubRoesch cause it closes at 5am...similar story happened at #ClubTables but at 9pm #WheresTheAfterParty
- Is this a sick joke? The thermostat now says it's 65 in this study room... I'm in a refrigerator #clubroesch
- Annoying people on 4th floor of #clubroesch would you kindly shut up?
Outreach: Creating new efforts

- How to use social media as an original outreach tool as opposed to “tacking it on”
Outreach: Choosing the right tool

- How do you decide?
- Pros and cons for everything:
  - Facebook: wider audience, updates and news, local interactions
  - Foursquare: local audience only
  - Twitter: instant updates, more one-on-one interactions
  - GooglePlus: maybe faculty, student associations, internal use?
- How much duplication is OK?
Conclusion

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Questions

- **Gwen:**
  - gglazer@cornell.edu
  - Twitter: @Cornell_Library
  - Facebook: CornellUniversityLibrary

- **Katy:**
  - kkelly2@udayton.edu
  - Twitter: @roeschlibrary
  - Facebook: /roeschlibrary