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

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GET @ US!

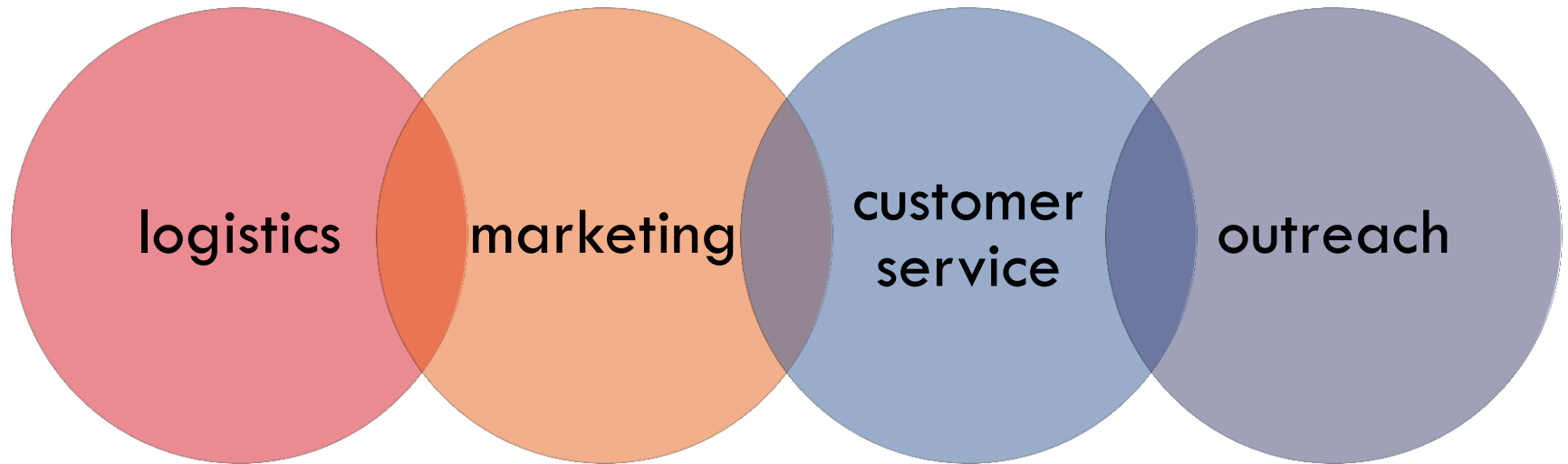
USING SOCIAL MEDIA TO MARKET LIBRARIES,
PROVIDE CUSTOMER SERVICE, & REVITALIZE
OUTREACH EFFORTS

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?



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?



Stop: Poll Time.

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



Cornell University Library added 9 new photos to the album Olin @ 50: Cake-cutting and exhibition opening!



1,956 Impressions · 0.20% Feedback

👍 Unlike · Comment · Share · June 10 at 4:31pm

👍 You and 3 others like this.

Write a comment...

Cornell University Library

Today at 2 p.m., celebrate Olin @ 50 with cake in Libe Cafe and an amazing new exhibition! And if you can't make it to campus, check out the amazing online exhibit...



Olin at 50 | olinuris.library.cornell.edu
olinuris.library.cornell.edu

Half a century ago, life in John M. Olin Library looked very different — but the building itself is a long-standing symbol for generations of Cornellians. The exhibition on view in Olin and Uris libraries traces Olin's history through photographs, drawings and artifacts.

Marketing: Repurposing content

- How do you bring forward traditional library news in traditional sources and incorporate it into a regular social media feed?



The screenshot displays a social media feed with three posts from Cornell University Library. Each post includes a profile picture, a header with the library name, a main headline, a sub-headline, a date, and interaction options like 'Like' and 'Comment'. The first post is dated September 13 at 7:02am and features a photo of a woman reading. The second post is dated September 1 at 7:28am and features a photo of a man. The third post is dated August 30 at 6:38am and features a photo of students at a computer.

Cornell University Library
"Change is good." Indeed!
Cornell Chronicle: The library is a changin' - in some ways
www.news.cornell.edu
University Librarian Anne Kenney told alumni Sept. 1 in New York City that the library is changing in many ways and providing continued relevance to Cornellians, locally and globally.
Like · Comment · September 13 at 7:02am
Library Connect, Sterling and Francine Clark Art Institute Library, Claire Lambrecht and 2 others like this.
View 1 share

Cornell University Library
Celebrating the legacy of James G. Needham and sincerely thanking his estate for this wonderful gift of support.
Ezra Update: Endowment boosts Mann's limnology collections
ezramagazine.cornell.edu
More than 100 years ago, a Cornell professor took his passion for fieldwork and freshwater science and spun them into an entirely new field of study: limnology. Now, a new gift to Mann Library from James G. Needham's estate is providing for its future.
Like · Comment · September 1 at 7:28am
Sterling and Francine Clark Art Institute Library likes this.

Cornell University Library
Even digital natives can use a hand sometimes... did you know you can text, chat or email Cornell librarians? Just ask: <http://www.library.cornell.edu/ask>
News: What Students Don't Know - Inside Higher Ed
www.insidehighered.com
A two-year anthropological study of student research habits shows that students are in dire need of help from librarians, but are loath to ask for it.
Like · Comment · August 30 at 6:38am

Marketing: Engaging your audience



twitter
@roeschlibrary

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/eZRRKM>.
<http://udayton.edu/libraries>



Timeline Favorites Following Followers Lists

 **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... Its 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!

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

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

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

Rest stop!



- 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



roeschlibrary Roesch Library

Wool! The heat is on and [@TheBlendUD](#) is open!

22 hours ago



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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



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[@yroggergmartin](#) that's a good question. Looking into it!

1 Oct



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[@P_Boston](#) Um of course! [#CRC](#)

30 Sep



roeschlibrary Roesch Library

[@P_Boston](#) Clementine would have a good chance at winning a Club Roesch mascot contest!

30 Sep



roeschlibrary 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

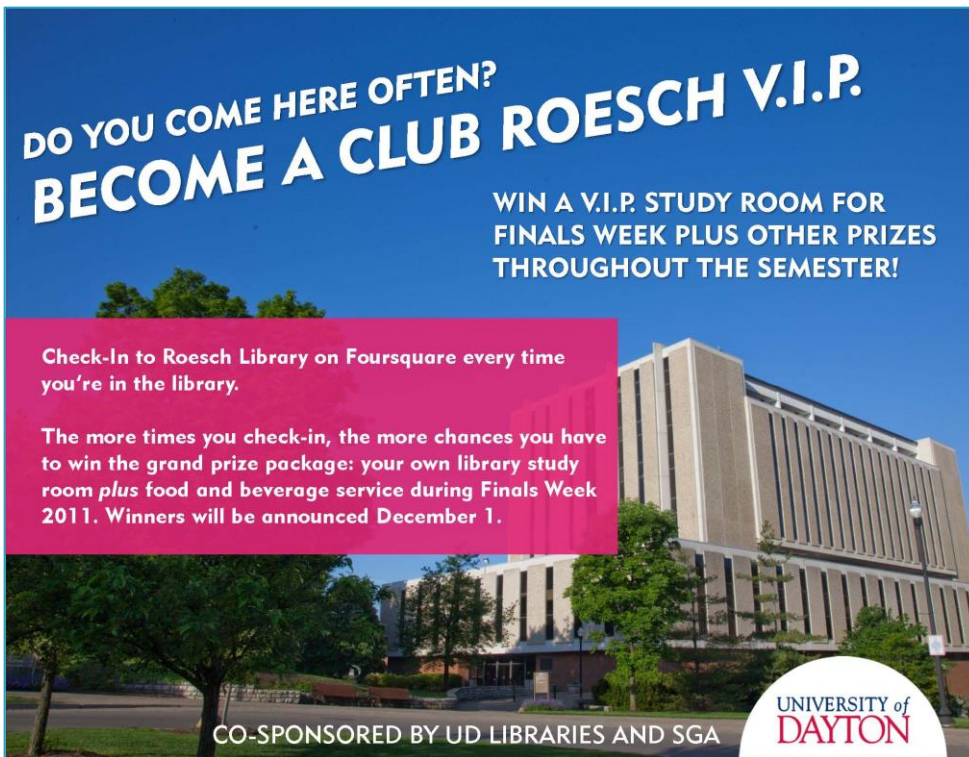
29 Sep

Rest stop!

- **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”



DO YOU COME HERE OFTEN?
BECOME A CLUB ROESCH V.I.P.

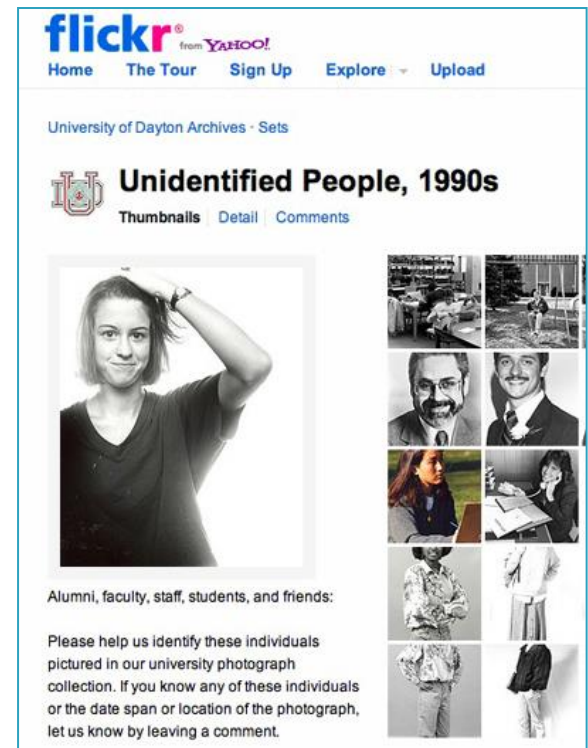
WIN A V.I.P. STUDY ROOM FOR FINALS WEEK PLUS OTHER PRIZES THROUGHOUT THE SEMESTER!

Check-In to Roesch Library on Foursquare every time you're in the library.

The more times you check-in, the more chances you have to win the grand prize package: your own library study room *plus* food and beverage service during Finals Week 2011. Winners will be announced December 1.

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UNIVERSITY of DAYTON




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University of Dayton Archives · Sets

 **Unidentified People, 1990s**

Thumbnails Detail Comments



Alumni, faculty, staff, students, and friends:

Please help us identify these individuals pictured in our university photograph collection. If you know any of these individuals or the date span or location of the photograph, let us know by leaving a comment.

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



Image from Flickr user [Crystl](#), used with Creative Commons license

Questions

□ Gwen:

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

□ Katy:

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