10-10-2011

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

Follow this and additional works at: https://ecommons.udayton.edu/roesch_fac_presentations

Part of the Library and Information Science Commons

Recommended Citation  
https://ecommons.udayton.edu/roesch_fac_presentations/10

This Presentation is brought to you for free and open access by the Roesch Library at eCommons. It has been accepted for inclusion in Roesch Library Faculty Presentations by an authorized administrator of eCommons. For more information, please contact frice1@udayton.edu, mschlagen1@udayton.edu.
GET @ US!

USING SOCIAL MEDIA TO MARKET LIBRARIES, PROVIDE CUSTOMER SERVICE, & REVITALIZE OUTREACH EFFORTS
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?
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
Marketing: Repurposing content

☐ How do you bring forward traditional library news in traditional sources and incorporate it into a regular social media feed?
Marketing: Engaging your audience
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

WordPress plugin: WPBadges
WordPress version: 5.4.1
WordPress theme: Twenty Twenty-One
WordPress site: roeschlibrary.wordpress.com
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

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