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Instagram and Academic Libraries: A Workshop

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ALAO Preconference Workshop

Thursday, Oct. 23, 2013

Stark State College, N. Canton, OH

Katy Kelly, Communications and Outreach Librarian, University of Dayton

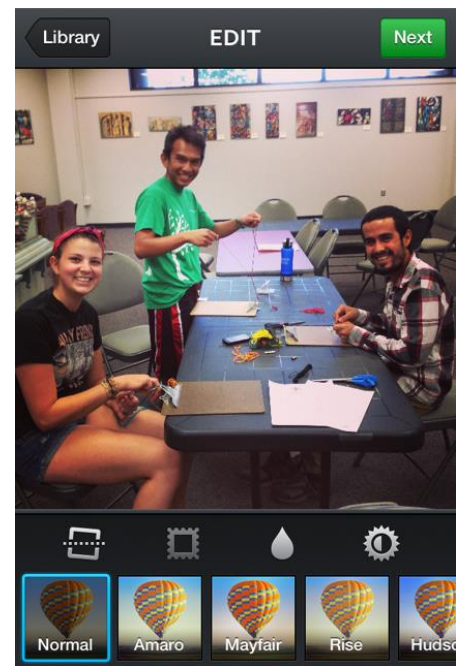
kkelly2@udayton.edu @roeschlibrary

Introduction

Instagram is a free and simple photo and video app, available for iOS and Android devices. Well-known for its image filters, this app is actively being used by 150 million people.ⁱ The Pew Internet and American Life Project found that thirteen percent of Internet users surveyed identified themselves as Instagram users. Pew also discovered that this app particularly appeals to adults 18-29, African-Americans, Latinos, women, and urban dwellers.ⁱⁱ

Instagram Basics

1. Take a photo or video directly from the app or import a picture or video from your photo library (my preferred method)
2. Built in tools allow you to crop, rotate, frame, blur, or enhance your photo
3. Select a filter if desired. Photo filters give your photo a unique look
4. After you edit the photo, it's time write a caption. Using hashtags (such as #library) allow people to find your post
5. Include the location your photo was taken by clicking "Name This Location"
6. You can link the Instagram account to other social media accounts e.g. Facebook, Twitter, Tumblr, Flickr, etc
7. Only one account can be logged in at a time using the app
8. Follow others and double tap a photo to 'Like' it. Mention other users by using @ (example: @roeschlibrary)
9. You will receive a notification when someone mentions you, follows your account, Likes your photo, or leaves you a comment



A few notable libraries that Roesch Library follows on Instagram

Ohio University Alden Library @aldenlibrary (<http://instagram.com/aldenlibrary>)

UCLA Powell Library @ucla_powell_library (http://instagram.com/ucla_powell_library)ⁱⁱⁱ

North Carolina State University Libraries @ncsulibraries (<http://instagram.com/ncsulibraries>)^{iv}

Duke University Libraries @dukelibraries (<http://instagram.com/dukelibraries>)

@roeschlibrary stats, 10/23/2013

141 posts, 178 followers

Most popular posts:



64 likes
roeschlibrary Do you come here often? Like this today (4/22) to enter the drawing for the Club Roesch V.I.P contest! The V.I.P gets their own study room and prize pack for finals week!

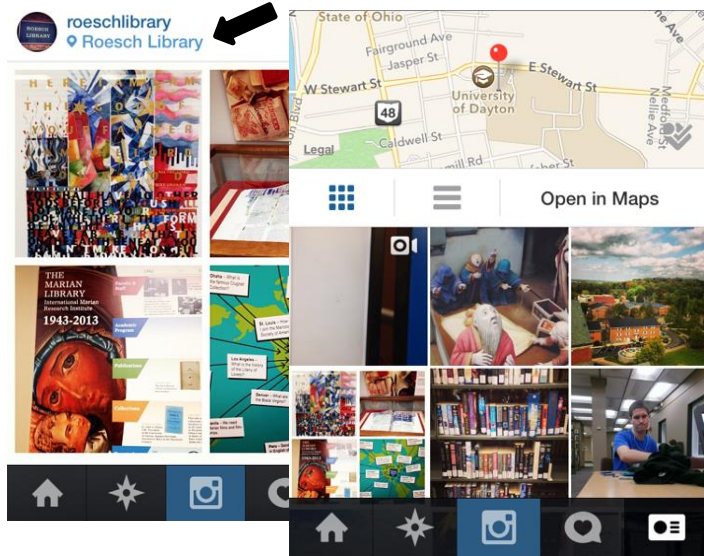


40 likes
roeschlibrary Just entered the building via the College Park entrance for the first time in over a year! Woot! #clubroesch



25 likes
roeschlibrary Beautiful in brick. #selfie

Suggestions for using Instagram on behalf of your library



“Name This Location” allows you to tag a photo at your library. You can also click on the location link at the top of a photo to see what others have posted.



♥ anaveau, emisfearless, roeschlibrary
● ladd_sarah15 My school's library is absolutely beautiful now that it matches the rest of campus! #clubroesch #iloveud

Hashtags are both searchable and hyperlinked so a group of photos using the same hashtag can be easily found. At Roesch Library, students often use the hashtag #clubroesch (the student-created nickname) to indicate the photo was taken in the library

What hashtag(s) could you use?



“#tbt Dayton to Daytona, 1982. @dvt2dytna”

Roesch Library’s account frequently uses the widely used hashtag “#tbt” which stands for “Throwback Thursday.” The library uses #tbt as an opportunity to showcase a relevant or timely photo from its Archives and Special Collections on Thursdays. This photo received 54 likes!

What could you use for a #tbt?



katyx3 *InstaRepost*

19 likes

roeschlibrary Great photo of the sunset over Dayton by @katyx3 : "Perfect view from #ClubRoesch #nofilter 📸" via @InstaReposts

Use another free app such as InstaRepost (iOS, Android) or Repost for Instagram (iOS) to repost student photos. This is the equivalent of a “retweet” and shows that you’re engaged with other users’ content – don’t forget to ‘Like’ photos too!



Promote collections, exhibits, services, daily happenings (construction photos at Roesch Library proved to be very popular!)

What will you promote?

“Fitzy the therapy dog will be here from 5-6 on the first floor. She wants to give you a high five! “



State Library of Ohio Snapshot Day Contest: Winners were “tagged” by their Instagram username within the caption of a photo with directions on how to retrieve the prize. The winning photo, with 32 “likes,” was a shot of the sunset out one of the top floor windows.

How might Instagram enhance a service, contest or event at your library?

“Photo contest: Instagram a picture around #clubroesch in honor of library snapshot day. Vote by searching "#clubroesch" and liking your favorites. Winner will receive an iTunes gift card and all who submit will receive a USB drive. Oct 8-Oct 19 2012”

Notes

Find this handout at ecommons.udayton.edu

ⁱ Instagram. "Press News" <http://instagram.com/press/>

ⁱⁱ Duggan, Maeve, and Joanna Brenner. "Demographics of Social Media Users - 2012." Overview. Pew Internet & American Life Project, 2013. Web. 12 June 2013.

ⁱⁱⁱ Salomon, Danielle. "Moving On From Facebook." *College & Research Libraries News* 74.8 (2013): 408-412. Library, Information Science & Technology Abstracts with Full Text. Web. 23 Oct. 2013.

^{iv} "About." My #HuntLibrary. North Carolina State University Libraries, 2 Jan. 2013. Web. 19 Jun. 2013.