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Building Social Media through Teamwork: Dividing and Conquering when Budgets and Time Stand in the Way

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Building Social Media Through Teamwork

Dividing and Conquering when budgets and
time stand in the way

Introductions



JoHannah Lowder is a Customer Service Leader at the Jerry Falwell Library in Lynchburg, VA. She serves as the Twitter Content Manager on the Social Media Committee and is a member of the Customer Engagement Team. She has a B.A. in History from Liberty University and a Masters in Library and Information Science from the University of Illinois.



Joshua Waltman is an Online Research Assistant at the Liberty University Jerry Falwell Library in Lynchburg, VA. He has a B.A. in Philosophy and Religion and a Masters of Arts in Religion. He is a member of the Social Media Committee and serves as the Facebook Content Manager and as part of the assessment team for the committee.

Our Intent



- ❧ Our focus has been on two platforms: Facebook & Twitter
- ❧ Discuss the division of labor within the committee structure on our approach
- ❧ Marketing Strategies – posting guidelines, principles, and goals
- ❧ Assessment and Benchmarking

Social Media Golden Rule



The golden rule: The immediate goal is not to market your services or resources. The immediate goal is to build relationships.

- ❧ To be effective, there must be a continual interaction
- ❧ There is a tension between formal and informal communication
- ❧ Assessment is driven by interaction
- ❧ Posts are designed to elicit a response, whether from the customer, community, or other organization
- ❧ The power of narrating your own identity

Why Facebook and Twitter?



Our Vision

The Jerry Falwell Library aspires to be the heart of intellectual exploration of Liberty University. As the preeminent provider of physical and virtual resources selected for the enhancement of learning, the library is committed to the discovery, creation, and sharing of information in a dynamic and creative environment that responds to the varying ways its customers seek knowledge. The Library is poised to occupy the unique role of assisting in the development of the academic, cultural and social environment of the Liberty University community. Through our service, the Library seeks to support the goal of Liberty University to enrich the greater community of Central Virginia and the world with our innovation and commitment to lifelong learning.

Why Facebook and Twitter?



Twitter

Our mission: To give everyone the power to create and share ideas and information instantly, without barriers.



Facebook

Mission: Founded in 2004, Facebook's mission is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

Committee Structure



- ❧ Made up of 12 voluntary members, 9 of which cycle off over a 2 year period
- ❧ Conscious effort to include representation from a variety of library departments
- ❧ Meet twice a month for discussion
- ❧ Store content for posts on a shared network drive

Committee Structure



- ❧ Divided into 5 subcommittees responsible for gathering information in specific categories
 - ❧ Spiritual focus
 - ❧ Events
 - ❧ Fun facts/trivia
 - ❧ Information resources
 - ❧ Library facts (Did you know?)
 - ❧ Engagement group
 - ❧ Assessment/aggregation group

Facebook Posting Principles



1. Consistency in posting is key
2. Visually stimulating posts attract interaction
3. “Engagement” is the name of the game
4. Remove all library jargon whenever possible
5. Ask library personnel to share, tag, and like
6. Intentionally reach out to faculty, community groups, and other constituent groups
7. Helpful, yet light! Interject humor whenever possible

Platform Aggregates



- ❧ Compile all platforms to a single dashboard
- ❧ Examples include: Hootsuite, Socialite, Yoono
- ❧ Post scheduling capabilities (including Autoschedule)
- ❧ Customized URL capabilities
- ❧ Possibility to Generate Analytics

Platform Aggregates



Check out the new curriculum library this week!

AutoSchedule   Off 

AutoSchedule your message for optimal impact.

April 2014

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

:

Email me when message is sent

Want to save time? Try the bulk message uploader

 1953  

Facebook – Types of Posts



Monday – Events and Announcements

- ☞ Balance posts being informative vs. annoying
- ☞ A weekly point of reference for frequent visitors to the page
- ☞ This has become our most consistently viewed post each week

Facebook – Types of Posts



THIS WEEK AT THE LIBRARY

Monday, March 31

Kevin Lehman (Convocation Speaker)
JFL 380 Scholar's Lounge
With Jessica Daly

Tuesday, April 1

FACS Resources: Featured Databases
11 a.m. JFL 171 Active Learning Classroom

Wednesday, April 2

FACS Resources: Advanced Databases
4 p.m. JFL 171 Active Learning Classroom

Friday, April 4

Atrium Concerts at Lunch
12-1 p.m. Lower Atrium
Woodwind Quintet – Dr. Armenio Suzano

AND

Basics of APA Formatting
5 p.m. JFL 171 Active Learning Classroom
With Randy Miller

THIS WEEK AT THE LIBRARY

Monday, February 17

“The Pierce Street Historical District of Lynchburg”
7 p.m. in JFL Room 001 Conference Room A/B
with Shawn Spencer-Hester

Thursday, February 20

“African-American Chaplains During the Civil War”
7 p.m. in JFL Room 001 Conference Room A/B
with Kenny Rowlette & Jordan Alexander

AND

Tour the Jerry Falwell Library
5 p.m.
Ask at the Welcome Desk

Facebook – Types of Posts



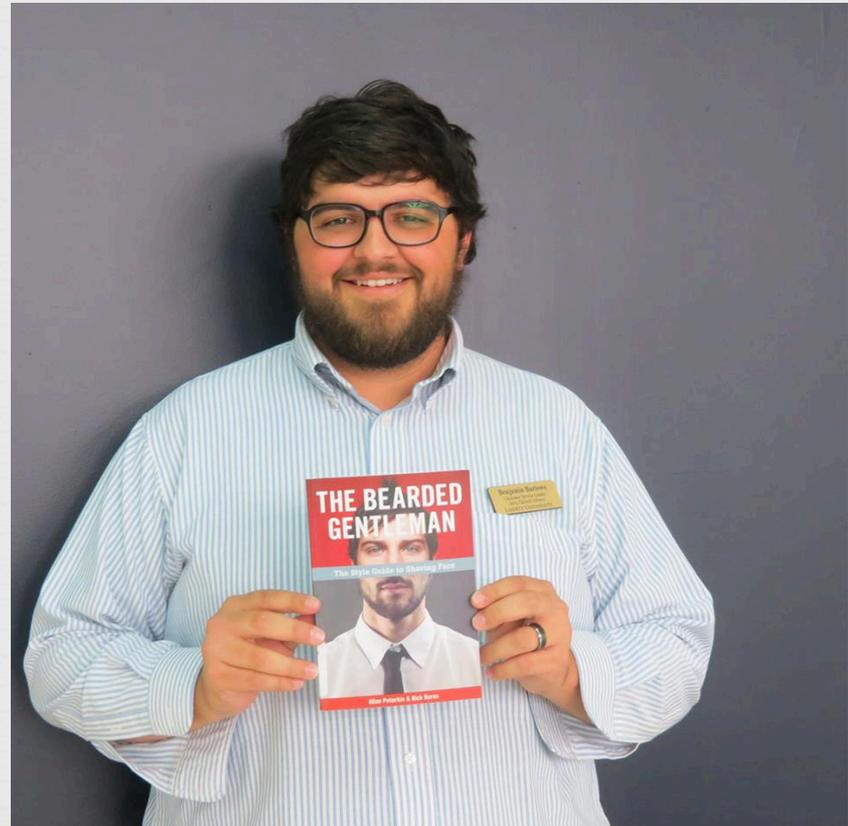
Tuesday – Fun Fact/Trivia

- ❧ Posts are designed to be engaging
- ❧ We aren't necessarily using "library" information
- ❧ Quirky, Fun, and Clever posts garner the most interaction
- ❧ As in every post, personalizing the question and/or image elicits more response
- ❧ Consider tagging local organizations and community members

Facebook – Types of Posts



In honor of No Shave November, check out the books in your local library honoring beards!



Facebook – Types of Posts



Wednesday – Library Resource Marketing

- ☞ Schedule posts according to academic/community calendar
- ☞ The worst thing we can do here is to be boring
- ☞ Use informal language to be accessible
- ☞ Always have a hook

Facebook – Types of Posts



There are many people "behind the scenes" that help to make your Jerry Falwell Library the perfect place to find what you need to succeed. This is Danielle Viall. Anyone want to guess what her role is?

Facebook – Types of Posts



Thursdays – “Did you know” about the library?

- ☞ Creative ways to highlight services and resources
- ☞ In some way introduces the customer to the library

Facebook – Types of Posts



Did you know that the first floor of the library houses a very special flag which flew aboard the USS Cassin during the attack on Pearl Harbor on December 7, 1941?

Facebook – Types of Posts



Fridays – Engagement through Discussion

- ❧ May or may not be library related
- ❧ Simply trying to bolster interaction
- ❧ We want the customer to talk to us

Facebook - Types of Posts



LU Jerry Falwell Library

Liked · November 15, 2013

Which do you like better-- ebooks or print books?
Why?

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Cynthia Martin Schmidt likes this. Top Comments



Nathan Freier For research, I prefer ebooks.
For pleasure reading, I prefer hard copy.

Unlike · Reply · 1 · November 15, 2013 at 5:39pm



Cynthia Martin Schmidt For fun or intense research-print. For quick research- ebook. I love being able to phrase or keyword search an entire ebook.

Like · Reply · November 19, 2013 at 10:27pm



Lowell Walters Depends. For sustained leisure reading, ebook.

Unlike · Reply · 1 · November 15, 2013 at 5:25pm



Lori Snyder This is a tough one - I like the convenience of e-books and the fact that I can have what I want right now. I really like reading fiction on my Kindle. However, if I really want to study something in depth, I want a print book. I'm interested to see what others say.

Facebook – Types of Posts



Sundays – Catering to the Campus Culture

- ☞ In our context, we promote a spiritual or inspirational resource or service
- ☞ This becomes an excellent opportunity to promote other organizations
- ☞ You might include a guest post

Facebook - Types of Posts



 **LU Jerry Falwell Library** March 30

Are you an online student needing prayer? Contact our campus pastors for prayer and help! <http://www.liberty.edu/onlinecommunities/index.cfm?PID=28516>



Like · Comment · Share

 **LU Jerry Falwell Library** shared a link. October 6, 2013

October is Clergy Appreciation Month. We appreciate our campus pastors! What do you appreciate about your pastor? Don't forget to tag them. <http://ow.ly/puVVU>



Campus Pastors Office | Meet the Staff | Liberty University
www.liberty.edu

Facebook – Types of Posts



Other Posts

Happy New Year from the Liberty University Jerry Falwell Library!



Like · Comment · Share

43 1 2

1,055 people saw this post

Boost Post

 **LU Jerry Falwell Library** January 20

Here's another picture that was sent to us by Kelly Clark. Thanks Kelly!



Like · Comment · Share

73 3

1,786 people saw this post

Boost Post

Other Marketing Ideas

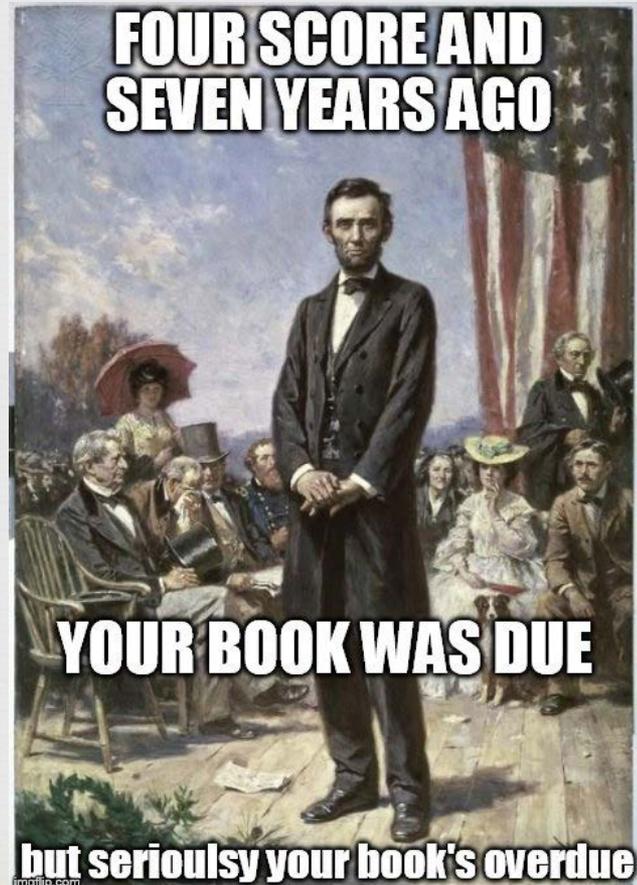


∞ Meltwater Contests

∞ Library Memes

∞ Excessive Tagging

∞ Hash tagging



Twitter Posting Principles



1. Consistency and spontaneity in posting are key
2. Visually stimulating posts attract interaction
3. Simpler is better (mentions, hashtags, links, images)
4. Remove all library jargon whenever possible
5. Reply to responses; inject in conversations
6. Intentionally reach out to faculty, community groups, and other constituent groups
7. Helpful, yet light! Interject humor whenever possible

Twitter – Types of Posts



 **JerryFalwell Library**
@LibertyULibrary  [Following](#)

RT [@KelseaAnn](#): At least we have a pretty place to study for finals [#liberty](#) [#jflibrary](#)
ow.ly/i/5p7TP

 Reply  Retweet  Favorite  More



 **Thiago De Souza** [@Thiago_DeSouza](#) · Apr 28
Forgetting your headphones and sitting in the [#JFLibrary](#) all day is the worst.

[Details](#)  Reply  Retweet  Favorite  More

 **JerryFalwell Library**
@LibertyULibrary  [Following](#)

[@Thiago_DeSouza](#) That doesn't sound fun. Next time, you can check out headphones at the Customer Service Center for 3 hrs at a time!

 Reply  Retweet  Favorite  More

Twitter – Types of Posts



 **JerryFalwell Library**  [Following](#)
@LibertyULibrary

Thank you for the visit, Congressman Goodlatte! We hope you enjoyed the behind the scenes glimpse of the robot! ow.ly/i/5kpEH

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



 **JerryFalwell Library**  [Following](#)
@LibertyULibrary

RT [@SheilaWalsh](#): liberty.edu/index.cfm?PID=...

An online piece about my day at [@LibertyU](#)
[@LibertyULibrary](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



K.C. Spiron [@SpironNOTW](#) · Mar 29

[@LibertyULibrary](#) are there any tours of the library scheduled today? My family has not seen it yet. Tried last night, but it had closed.

[Details](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **JerryFalwell Library**  [Following](#)
@LibertyULibrary

[@SpironNOTW](#) There are no official tours scheduled today. But you can call the library at 582-2506 and request an impromptu tour!

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

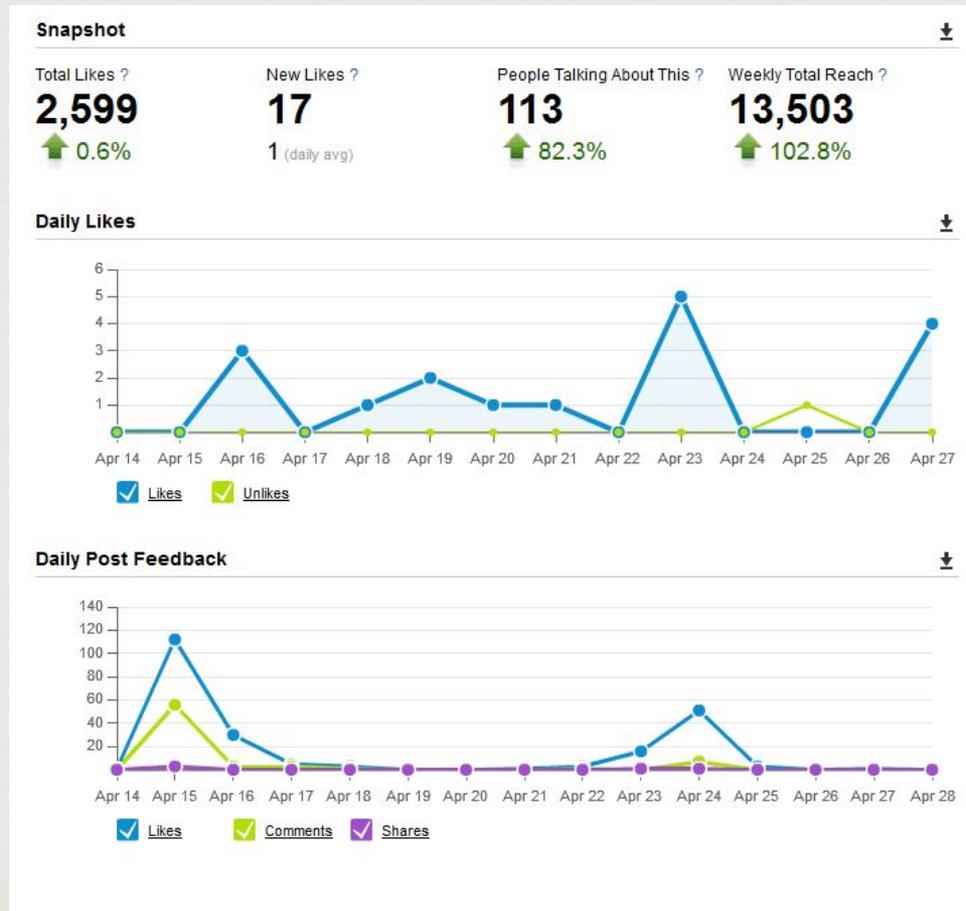
Facebook Assessment



Hootsuite Analytics

- ❧ Snapshot of featured statistics
- ❧ Charts the number of likes for a designated amount of time
- ❧ Charts the weekly “post feedback”

Facebook Assessment



Facebook Assessment



Facebook Insights

1. Demographics of customers
2. External Referrers
3. Posts with top engagement
4. Posts with top reach
5. Total weekly reach/engagement
6. Page and Tab Visits

Facebook Assessment



Facebook Assessment



Takeaway Principles

- ❧ Use the post analytics to tell you what is working to build relationships
- ❧ Likes are only one measuring stick
- ❧ Your engagement drops when you do not post
- ❧ Use “Pages to Watch” feature to benchmark progress
- ❧ Determine what customers are doing on the page (i.e. What’s working?)

Twitter Assessment



❧ Create Goals & Guidelines

❧ 10 Golden Rules to Take Your Library's Twitter Account to the Next Level ([Library Journal, 2013](#))

❧ Set examples to emulate

❧ 100 Most Social Media Friendly College and University Libraries 2013 ([LibraryScienceList.com, 2013](#))

Twitter Assessment



☞ Enable email notifications

☞ “Your Week On Twitter”

☞ Top tweets

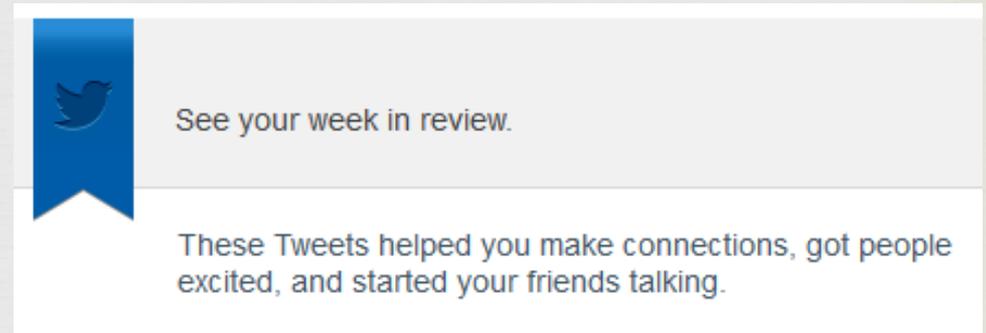
☞ Post views

☞ Favorites & Retweets

☞ Link visits

☞ What’s trending on Twitter

☞ People you may know



See your week in review.

These Tweets helped you make connections, got people excited, and started your friends talking.

399

Total
Views

2

New
Followers

4

Favorites

Twitter Assessment



☞ Twtrland.com (free version)

☞ Overview – activity and top content

☞ Analysis – network breakdown, tweets distribution

☞ Network – who follows us, who communicates to us

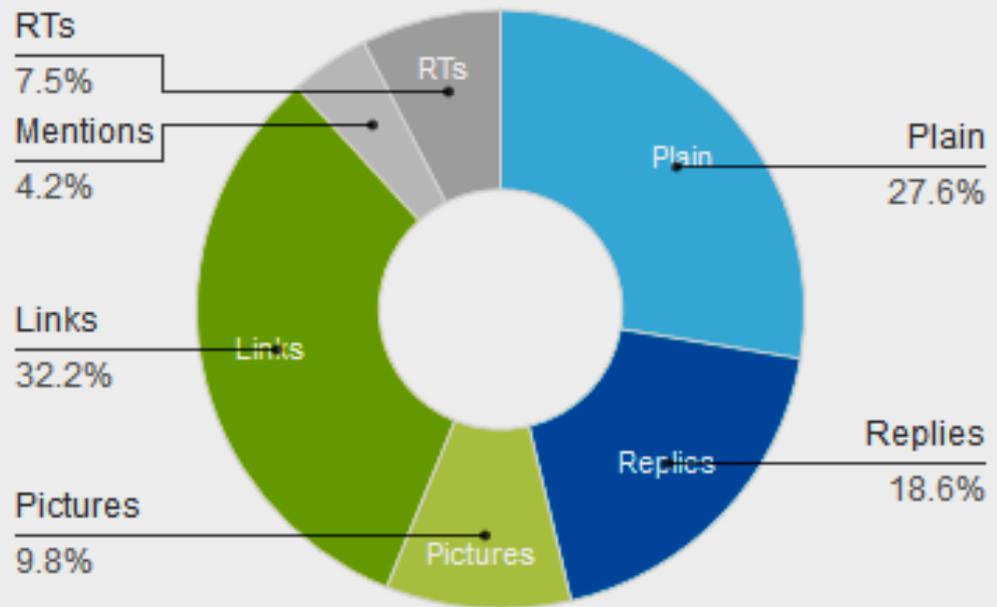
☞ Demographics – men/women, influence, age

Twitter Assessment



Analysis from
twtrland.com

Tweets Distribution



Twitter Assessment

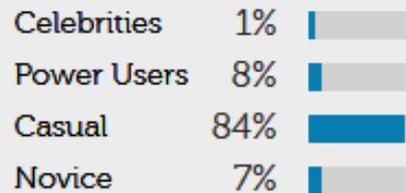


Demographics from twtrland.com

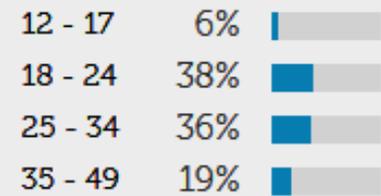
Twitter Followers Demographics



Influence ⓘ



Age



Twitter Assessment



Takeaway Principles

- ❧ Use benchmarks and guidelines
- ❧ Know what matters to you
- ❧ Choose one analytics tool and use it
- ❧ Note what works and what doesn't

Questions?



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Follow us on Twitter at [@LibertyULibrary](https://twitter.com/LibertyULibrary)