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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
AutoSchedule your message for optimal impact.

April 2014

2014-04-25

2 : 20 AM

Email me when message is sent

Want to save time? Try the bulk message uploader

Schedule
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
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
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
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 Casin 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
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

LU Jerry Falwell Library
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!

Happy New Year from the Jerry Falwell Library!

Here’s another picture that was sent to us by Kelly Clark. Thanks Kelly!
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
RT @KelseaAnn: At least we have a pretty place to study for finals #liberty #JFLibrary ow.ly/i/5p7TP

Thiago DeSouza @Thiago_DeSouza • Apr 28
Forgetting your headphones and sitting in the #JFLibrary all day is the worst.

JerryFalwell Library
@LibertyULibrary
@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!
Twitter – Types of Posts

JerryFalwell Library
@LibertyULibrary

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

JerryFalwell Library
@LibertyULibrary

RT @SheilaWalsh: liberty.edu/index.cfm?PID=... An online piece about my day at @LibertyU

JerryFalwell Library
@LibertyULibrary

@SpironNOTW are there any tours of the library scheduled today? My family has not seen it yet. Tried last night, but it had closed.

JerryFalwell Library
@LibertyULibrary

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

Snapshot

<table>
<thead>
<tr>
<th>Total Likes</th>
<th>New Likes</th>
<th>People Talking About This</th>
<th>Weekly Total Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,599</td>
<td>17</td>
<td>113</td>
<td>13,503</td>
</tr>
<tr>
<td>↑ 0.6%</td>
<td>↑ 1 (daily avg)</td>
<td>↑ 82.3%</td>
<td>↑ 102.8%</td>
</tr>
</tbody>
</table>

Daily Likes

Daily Post Feedback
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

**Page Likes**
- **2.6k** Total Page Likes
  - **0.4%** from last week
- **10** New Page Likes
  - **25%**

**Post Reach**
- **13.8k** Total Reach
  - **100%** from last week
- **1k** Post Reach
  - **74.4%**

**Engagement**
- **1.3k** People Engaged
  - **65.1%** from last week
- **83** Likes
- **9** Comments
- **3** Shares
- **3.4k** Post Clicks
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
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
Twitter Assessment

Demographics from twtrland.com

Twitter Followers Demographics

695 Followers

<table>
<thead>
<tr>
<th>Influence</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Celebrities</td>
<td>12 - 17</td>
</tr>
<tr>
<td>Power Users</td>
<td>18 - 24</td>
</tr>
<tr>
<td>Casual</td>
<td>25 - 34</td>
</tr>
<tr>
<td>Novice</td>
<td>35 - 49</td>
</tr>
</tbody>
</table>

Gender Distribution:
- 49% Male
- 51% Female
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

Twitter Assessment
Questions?

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Follow us on Twitter at @LibertyULibrary