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Shut Up and Listen: How One Academic Library Used Social Listening to Connect with Students and Build a Community

Maria Atilano

University of North Florida, m.atilano@unf.edu

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SHUT UP AND LISTEN

How One Academic Library Used Social
Listening to Connect with Students and
Build a Community

MARIA ATILANO

MARKETING AND STUDENT OUTREACH LIBRARIAN

UNIVERSITY OF NORTH FLORIDA

SOCIAL LISTENING



“Social media listening, also known as **social media monitoring, is the process of *identifying* and *assessing* what is being said about a company, individual, product, or brand on the internet.”**

- TechTarget.com





nassrinlatif
Thomas G. Carpent...

Follow

39 likes

6w

nassrinlatif This is what @juliannagrace_ and I live for honestly 😊 #pawyourstress #finalsweek #whatatimetobealive



Katie Beth Tison
@katiebethtison



Follow

Things I miss about UNF:

1. Bamboo gardens
2. My office
3. That fox painting in the library
4. Geese
5. Pretty much the library in general

RETWEET

1

LIKES

4



2:49 PM - 7 Oct 2014



1



4



Courtney Franklin
@CourtneyLynne_



Follow

I love going to UNF because of @UNFSG @unfadmissions @unflibrary social media accounts. They're so witty and interactive.

RETWEETS

2

LIKES

6



10:08 AM - 25 Mar 2014



2



6



THE GOOD



Jared Lemine
@JaredLemine



Follow

If you ever wonder why UNF is a value school, just go to the library, try & use a computer, & think about the question for about 15 minutes.

4:24 PM - 27 Oct 2014



Ashley Shearer
@_AshleyShearer



Follow

I find it incredibly ironic that at UNF, the only people who really talk on the 3rd and 4th floors of the library are the librarians. **#STOP**

LIKE

1



10:49 AM - 2 Sep 2014



THE BAD

CLASSED

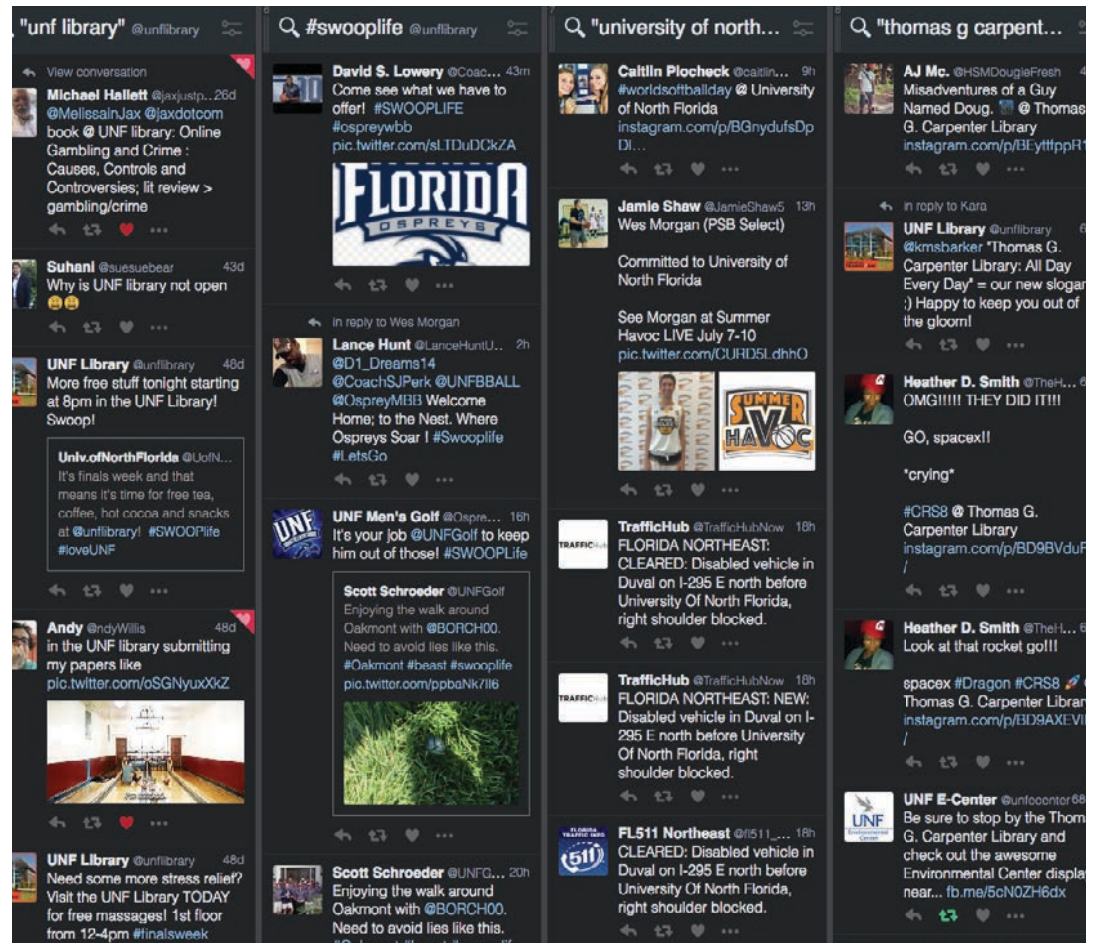
...AND THE UGLY

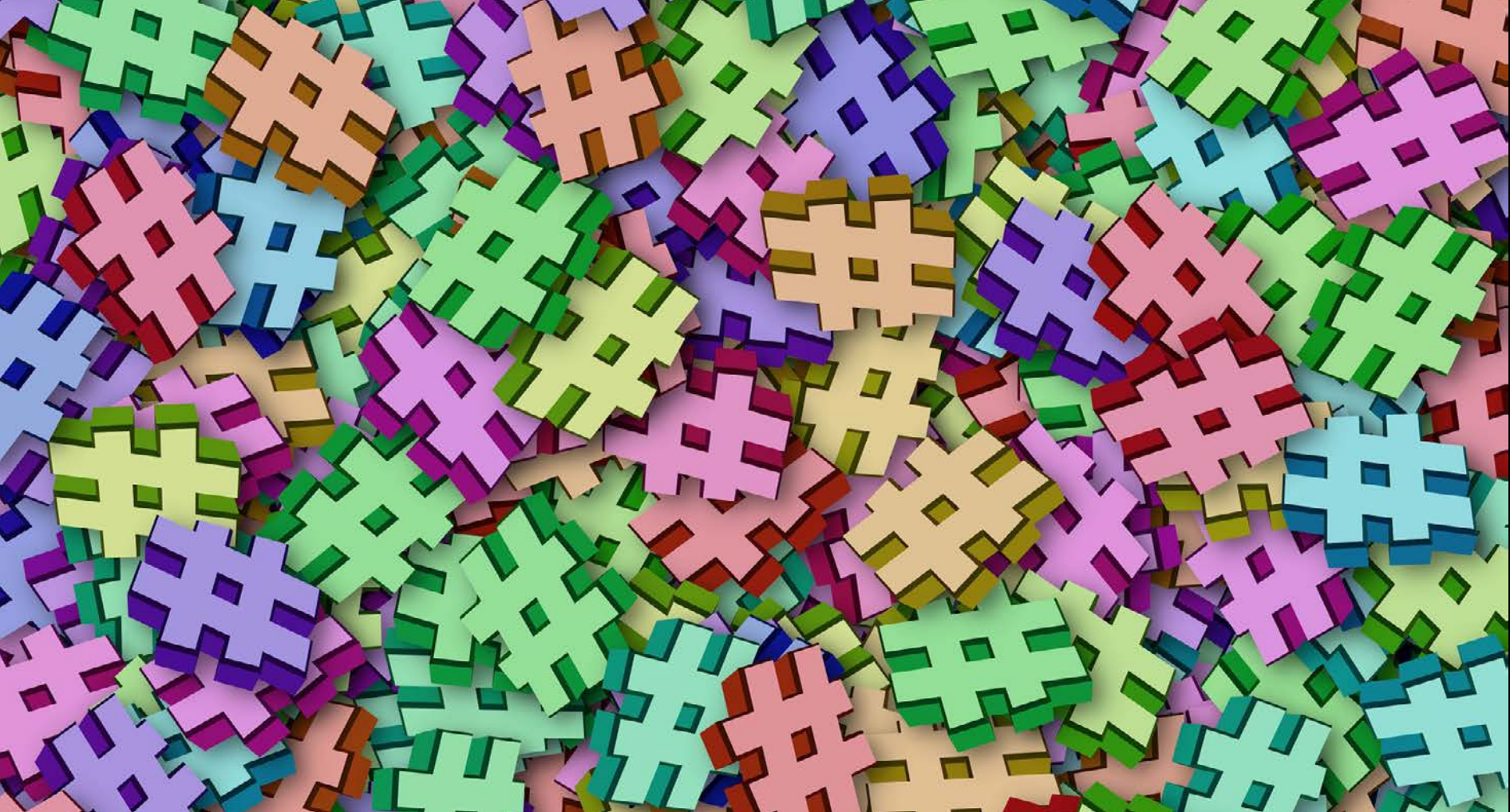


HOW DO WE LISTEN?

TWEETDECK, FEEDLY & HOOTSUITE

- Schedule posts in advance
- Monitor multiple accounts at once
- Create RSS feeds





FOLLOW HASHTAGS

#SWOOPlife #loveUNF #ilovejax

Our library sponsored
the 2015 pumpkin
carving contest on
campus!

We found this tweet
thanks to the **#loveunf**
hashtag



Alex Mikell
@noitsmichael



Follow

#loveunf because Gopal Popoff and I won
the pumpkin carving contest last year! And
we're gonna destroy it this year!



RETWEET

1

FAVORITE

1



1:06 PM - 2 Oct 2015





“UNF library” has
given us some
great interactions



tarren rae @tarrenrae

9h

Shout out to UNF library for adding a ton of couches for me to nap on between classes



UNF Library

@unflibrary

@tarrenrae Hey, we're here for you. We got your back 🦊

😴👉 #naplife #loveunf

11/3/15, 9:45 PM

VIEW TWEET ACTIVITY

1 RETWEET 1 FAVORITE



FOLLOW GEOTAGS

Jacksonville FL, University of North Florida,
Thomas G. Carpenter Library



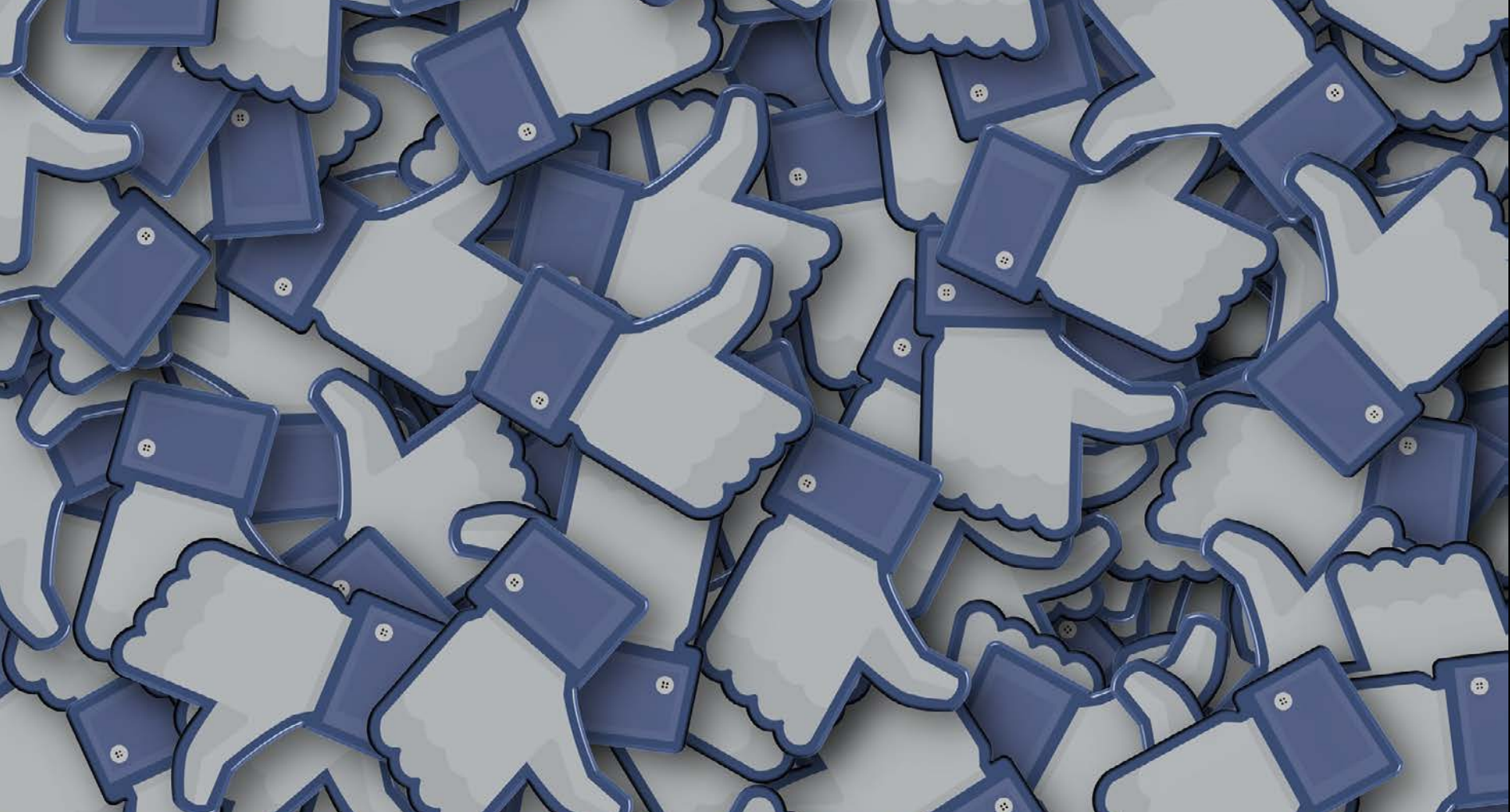
When mama gotta do what mama gotta do and #munchkins tag along again
#mypatientboys #mystudybuddies #universityofnorthflorida

9.07 pm 11/16/2015



Thomas G. Carpenter
Library

Visitors can use
Thomas G.
Carpenter Library
as their location
on Instagram



NOW WHAT?

Like, Share & Reply



 **julie_hirst** @julie_hirst13 · Feb 1
so proud to say I've been admitted into the college all 3 of my sisters have attended, the University of North Florida!!! 🐦 #SWOOP

🔄 5 ❤️ 50 ⋮

 **UNF Library**
@unflibrary

@julie_hirst13 Yay! Congrats! Your family obviously has amazing taste. :) #SWOOPLife

RETWEET 1 LIKES 3

6:37 PM - 1 Feb 2016

🔄 1 ❤️ 3 📌 ⋮

Impressions	620
Total engagements	68
Detail expands	45
Profile clicks	19
Likes	3
Retweets	1



Gabriela Prieto

@gabyprieto

Follow

[@unflibrary](#) Guy at the front desk is being SUPER RUDE. I pay for this, I don't want someone treating me like that. [#unf](#) - 12 Nov

More Tweets



UNF Library

@unflibrary

[@gabyprieto](#) So sorry to hear that! We appreciate your feedback and will look into this issue. - 12 Nov



Gabriela Prieto

@gabyprieto

Follow

[@unflibrary](#) thank you very much. I appreciate it. It's discouraging when people are purposely not helpful.

04:48 PM - 12 Nov 13



UNF Library @unflibrary · 12 Nov 2013

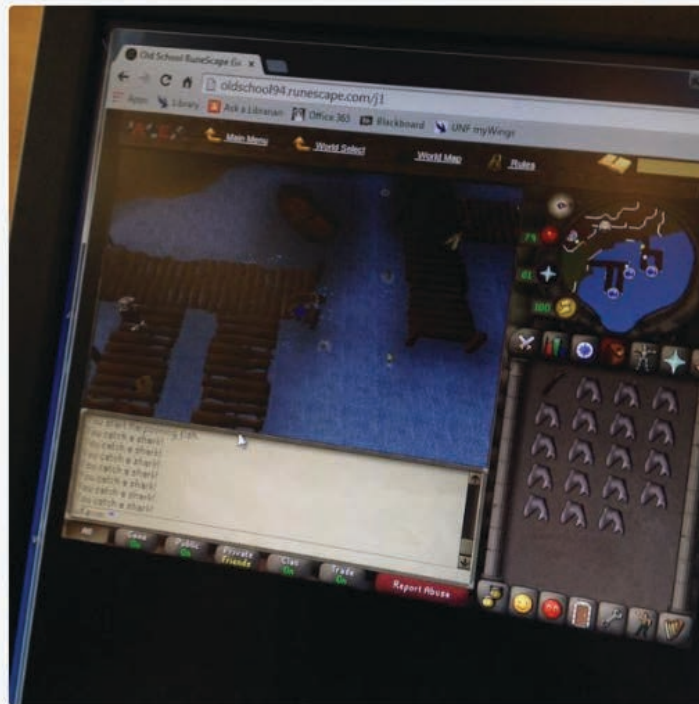
[@gabyprieto](#) I've forwarded your concern to the Dir of Public Svcs and we want to follow up. Are you in the library now? Or can we call you?





Kevin Chesser @Kevin_Chess · 8 Sep 2014

Sitting in the library playing Runescape. This is a valuable use of school resources. #UNF



UNF Library

@unflibrary

@Kevin_Chess No complaints from us! Studies show gaming is a great learning tool. There are worse ways to use our resources. :) #SwoopLife

RETWEETS

2

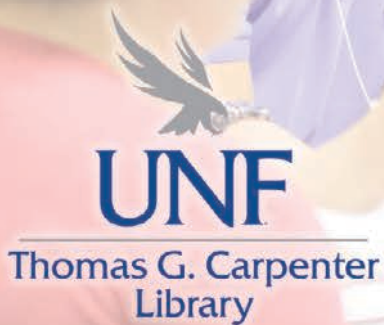
LIKES

4



4:00 PM - 8 Sep 2014





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THANK
YOU!

MARIA ATILANO

m.atilano@unf.edu

@mdatilano