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How to Post So Others Will Listen: Engaging Your Audience Through Social Media

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How to Post So Others Will Listen: Engaging Your Audience Through Social Media

April Hines, Journalism and Mass Communications Librarian at University of Florida

Maria Atilano, Marketing and Student Outreach Librarian at University of North Florida

#LMCC17



VS



Find Your Voice

“I” vs. “We”

Business Casual

“We” represents the library as a whole, not an individual



What is my
personal brand?

How can I provide a
window into my role
as a librarian?



Kourtney Alston @KourtneyAlston · 17 Feb 2015

Thx @UFCJCLibrarian your presentation inspired all the #InvestGATORS #gogators #dreamBIG pic.twitter.com/3GiDSUigvu



2



3



Craft Targeted Messages

How do I want others to see me?

- “our librarian”
- Dedicated – I’ve got your back
- Approachable
- Subject Expert
- Research Ninja
- Love what I do



April Hines
@UFCJLibrarian

Had a fun research consult with @UFJSchool student @EvynMoon. Found some great resources for her master's projects. Need help? Contact me.



1:22 PM - 13 Oct 2017

3 Retweets 22 Likes



1 3 22



EvynMoon @EvynMoon · Oct 13
Replying to @UFCJLibrarian @UFJSchool
Thank you for everything!!!! So helpful :)

3

Give them What they Want



Thomas G. Carpenter Library ✓

Published by Spencer Hoge [?] · January 25 · 🌐

We have very important news- Bee the border collie who UNF hired to help with the goose issue is in the news... Again!

<http://www.news4jax.com/.../unf-hires-border-collie-to-solve-...>



UNF hires Border collie to solve Canada geese problem

Complaints about hundreds of Canada geese making a mess on campus and threatening students at the University of North Florida prompted the hiring of a furry new staff member to chase away the problems.

NEWS4JAX.COM

1,865 people reached

Boost Post



Like



Comment



Share



Antonio Rodgers, Alex Broadbent and 45 others

Top Comments ▾

1 Share

2 Comments



Write a comment...



Callie Sgromolo John Sgromolo

Like · Reply · Message · 👍 1 · January 25 at 5:44pm



Leah Marie Irwin Reily Rieker

Like · Reply · Message · January 25 at 1:51pm

Be Authentic

Even if it's
embarrassing...



April Hines @UFCJCLibrarian · Aug 16

Today I give you a true gift. Me moving into my freshman dorm @UF in 2000. Excuse the **bangs** and jean shorts. #yikes



Impressions	4,685
Total engagements	689
Media engagements	495
Profile clicks	104
Likes	35
Link clicks	29
Detail expands	21
Replies	4
Hashtag clicks	1

Create Engaging Content

Attract and Sustain Followers



April Hines @UFCJLibrarian · 15 Aug 2013
@macloo Soon, I promise. Thought I would recruit a few more followers first. :)

Mindy McAdams @macloo
Following

Replying to @UFCJLibrarian

@ufcjclibrarian No, no, here's the logic - show people you have good content for them. THEN they will follow you. Content first!

6:58 AM - 16 Aug 2013

1

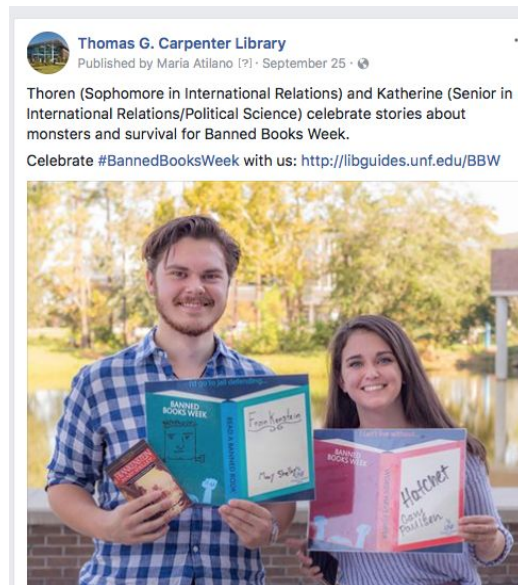


April Hines @UFCJLibrarian · 16 Aug 2013
Replying to @macloo
@macloo You're right. First tip is up!

1



Social Media Campaigns



1,266 People Reached

50 Reactions, Comments & Shares

39 Like

8 On Post

31 On Shares

8 Love

1 On Post

7 On Shares

2 Comments

0 On Post

2 On Shares

2 Shares

0 On Post

2 On Shares

186 Post Clicks

33 Photo Views

0 Link Clicks

153 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts

Keep It Personal



April Hines
@UFCJCLibrarian

Who's going? Visit all 5 candy stations to learn about @UFLibraryWest, earn free swag, and be entered into a drawing for a grand prize!



679

44

9:27 AM - 23 Oct 2017

1 Retweet 4 Likes



April Hines
@UFCJCLibrarian

A librarian's duties know no bounds. Like buying 1,400 pieces of candy for the @UFLibraryWest Halloween event.



5:16 AM - 25 Oct 2017 from Gainesville, FL

34 Likes



1 34

Plan, Plan, Plan

Content Categories

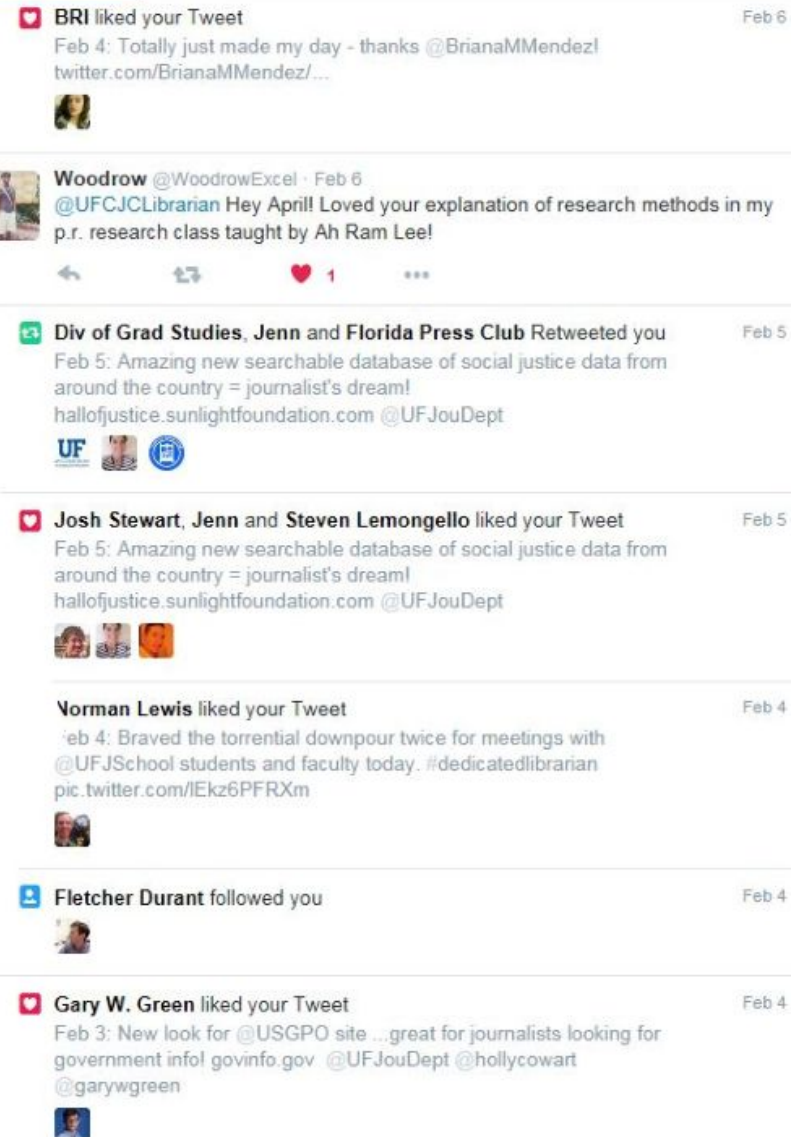
Specialized resources & research tips

Happy “Customers”

How I help students & faculty - what is my role?

Event Updates

Photos & Cool Stuff



Coordinate Your Efforts

View the UNF Library's
social media plan:
<http://bit.ly/2yYfA9P>

Thomas G. Carpenter Library Social Media Plan 2017/18 Goals and Strategies

Written by Maria Atilano – September 2017



Thomas G. Carpenter
Library

"Be interesting, be interested."

-- Harry Glazer, "'Likes' are Lovely, but Do They Lead to More Logins?" (2012)

"Make sure to create great, useful content. This is the hardest 'rule' of social media and the one that will gain you the most traction in using social media for an organization. Share great content, and your customers will want to connect with you."

-- David Lee King, "Landscape of Social Media for Libraries" (2015)

The Thomas G. Carpenter Library currently has a social media presence on Facebook, Twitter, YouTube, Pinterest, and LinkedIn. While target audiences, strategies, and posting schedules may change, the mission of our social media presence is twofold:

- 1) Share useful, educational and engaging content
- 2) Create opportunities for communication and connections with library users

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YouTube	8
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We're All in This Together

Follow UNF on Social Media

Follow the University of North Florida's news about academic programs, research, admissions and more. UNF departments are invited to [share their links](#) and be recognized as official UNF social media sites. A login may be required on these sites to access content.

UNF					
University of North Florida					
Admissions					
Alumni Association					
Athletics					
Fine Arts Center					
Graduate School					
Hicks Honors College					
Institutional Research and Assessment					
MOCA Jacksonville					
One-Stop Student Services					
Student Government					
Student Union					
Thomas G. Carpenter Library					
Thomas G. Carpenter Library - For the Community					
University Police Department					

Advocate

Share the Love

Don't keep success stories to yourself!



April Hines
@UFCJCLibrarian

Met w/ a grad student who said "You have no idea what this means to my research" after I showed her some resources. Almost made me cry!

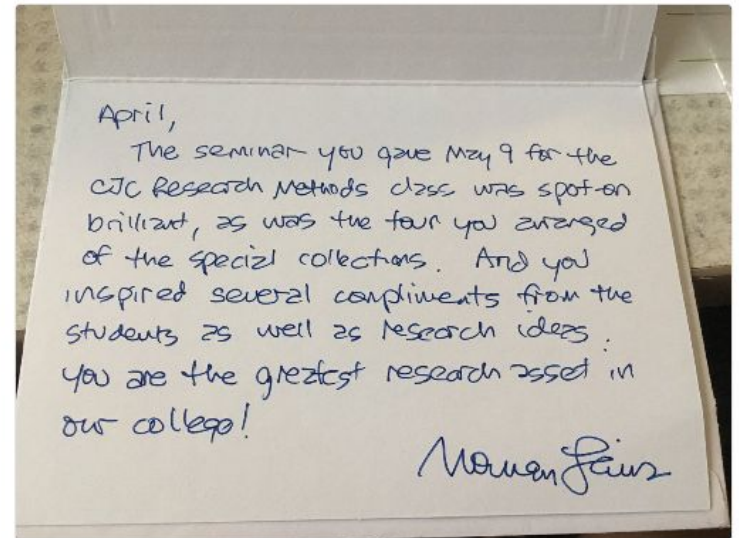
2:02 PM - 19 Sep 2017

1 Retweet 25 Likes



April Hines
@UFCJCLibrarian

Wow! @bikeprof truly writes the most thoughtful thank you cards. Day = made. @UFJSchool folks are the best.



5:25 PM - 23 May 2017 from Gainesville, FL

1 Retweet 30 Likes



We Matter!

So does everyone else

Thomas G. Carpenter Library ✓
Published by Maria Atilano [?] · May 25 · 🌐

#ThrowbackThursday to a time long, long ago when Tommy G's looked VERY different. Our library building was completed in 1980, and looked this way until we had an addition built in 2005. Who remembers the good old days?

Find more awesome pictures from UNF history on Digital Commons:
<http://digitalcommons.unf.edu/buildings/>



3,827 people reached

[View Promotion](#)

👍 Like 💬 Comment ➦ Share

👍👤❤️ Christina Kittle, Anthony Zanaglio and 119 others

Top Comments ▾

3 Shares

9 Comments



Write a comment...



Elizabeth Stern umm my library was building 2, I was a student work study for 2 years there!

Like · Reply · Message · 1 · May 29 at 10:59am



Thomas G. Carpenter Library That's awesome, Elizabeth! Thanks for sharing 😊

Like · Reply · Commented on by Maria Atilano [?] · May 29 at 4:56pm



Roberta Miller I do!! I got my BA degree in 97. Thanks for the blast from the past!

Like · Reply · Message · 2 · May 30 at 12:56am



Ron Hafner Yep, I worked on my master's there from '82-'84.

Like · Reply · Message · 3 · May 29 at 10:19pm



Marguerite Bradford Richardson That's what I remember from my 8 years there! !!

Like · Reply · Message · 3 · May 29 at 9:57pm

Show them what we do

In an internal survey of 352 students at
the University of Florida- 77% were
unsure of what a subject librarian does...



April Hines
@UFCJLibrarian

Had the BEST time showing [#loweclass](#) how to enhance their [#researchninja](#) skills. What a great group! [#ilovemyjob](#)



Shamarria Morrison @TheShaMor
The [#loweclass](#) is learning how to become [#researchninja](#)s from April Hines the @UFCJLibrarian.

6:07 PM - 20 Sep 2017 from [Gainesville, FL](#)

1 Retweet 13 Likes



April Hines
@UFCJLibrarian

Working on purchasing ebooks and linking to journal articles for a [@UFJSchool](#) Spring class in an effort to save students money. [#gotyourback](#)

8:44 AM - 23 Nov 2016

1 Retweet 12 Likes



April Hines
@UFCJLibrarian

Just helped a [@UFJSchool](#) student find e-books, studies, and stats on the business of news in the digital age. You could be next. [#AskApril](#)

12:52 PM - 5 Nov 2015


1 Retweet 3 Likes



Listen

Engage!


Social Listening is key to
customer satisfaction and
community building





 **Sebastian Gomez**
@_Sebastian_G1 [Follow](#)


If you ever wanna feel winter in Florida just go to the UNF library


4:01 PM - 23 Aug 2017





1 Retweet 13 Likes





 2  1  13 




 Tweet your reply

 **UNF Library** @unflibrary · Aug 23
Replying to @_Sebastian_G1
Brrrr! You might need to break out a hoodie from the @UNFBookstore 🧥

 2   3 

 **UNFBookstore** @UNFBookstore · 17m
This will keep you warm!
bkstr.com/ProductDisplay...



   2 

Butt in!

Be part of the
conversation – it could
pay off...big time.



Julie Dodd @Dodd3109 · 8 Apr 2015

Enjoying @mariabalinska talk w/ @mattsheehan - how news can do more by including academic findings. @UFJSchool



1



4



April Hines @UFCJCLibrarian · 9 Apr 2015

Hey @UFJSchool students inspired by @mariabalinska- find me! I can connect you w/ academic research for your stories. @garywgreen @UFJouDept



2



2



Gary W. Green

@garywgreen




Following

@UFCJCLibrarian Will you be around for Summer session? Would like to have you speak to our student reporters if you are available.

— — —

Create Opportunities



 **Lo**
@laurengabriela_ [Follow](#)

Finally get my study space back tmrw, but I'm probably gonna go to UNF library anyways, judge me w/ my UF Nursing backpack idc 🙄

1:48 AM - 13 Sep 2017

1 0 0 0



Tweet your reply

 **UNF Library** @unflibrary · 10m

Replying to @laurengabriela_

No judging from us! We welcome all visitors, even those from the #Gatornation 🤪

0 1 1 0



D 🌻 @_DoubleOhh7 · 41m

The man at the UNF library was hella confused when he asked for a photo ID and I handed him my Gator1 lmao 🤪

1 0 2 0



UNF Library @unflibrary · 8m

Hey, could have been worse. It could have been a UGA card! 🤪

1 1 1 0



D 🌻
@_DoubleOhh7 [Follow](#)

Replying to @unflibrary

Omg true 🤪

1:04 PM - 13 Sep 2017

0 0 1 0

Assess

Twitter Engagement

YOUR TWEETS

During this 80 day period, you earned **1.4K impressions** per day.

Engagements

Showing 80 days with daily frequency

Engagement rate

2.6%

Nov 8
4.2% engagement rate



Link clicks

478

Nov 8
7 link clicks



On average, you earned **6 link clicks** per day

Retweets

115

Nov 8
5 Retweets



On average, you earned **1 Retweets** per day

Likes

805

Nov 8
8 likes



On average, you earned **10 likes** per day

Replies

50

Nov 8
0 replies



On average, you earned **1 replies** per

ROI

Keeping track of organic
and paid posts on Facebook



08/22/2017 5:18 pm		Thanks to all 223 students who stopped by our Breakfast event today! We hope you had a great time, and learned a thing or two about your			2.3K		474 94	
08/21/2017 2:00 pm		Our Week of Welcome Event, Breakfast at Tommy G's, is happening tomorrow from 9-11am on the library's first floor! Will you be there?			166		3 5	
08/21/2017 10:25 am		Welcome back, Ospreys! We're so glad to see you.			156		1 1	
08/18/2017 1:41 pm		Who's up for an adorable story about how the Hobbit came to be? #feelgoodfriday https://thearcnast.io/the-hobbit-how-a-10-year-old-boy-			212		4 2	
08/17/2017 11:30 am		Our Breakfast is coming up soon, and we have some awesome goodies in store for our Ospreys! Other than free donuts and coffee, you can snag			667		89 20	
08/16/2017 1:15 pm		Happy humpday from the Library! Here's a little ditty to tickle your funny bone!			961		29 20	
08/16/2017 10:02 am		Our annual Breakfast at Tommy G's is from 9 to 11 a.m. next Tuesday, August 22nd on the first floor of the Thomas G. Carpenter Library. There			463		4 4	
08/15/2017 2:37 pm		Our Breakfast is only one week away! What are you most excited about?			0		0 0	
08/15/2017 12:24 pm		It's so quiet on campus, it's almost eerie! We're so excited to see everyone back next week. Will the library be one of your first stops? 🍌			1.3K		45 31	
08/15/2017 9:32 am		Don't miss this great exhibition that just opened yesterday!			204		7 7	
08/14/2017 2:06 pm		Interesting news from city council. I'm sure UNF has some history majors that would love to work at a Civil War Museum.			982		137 13	

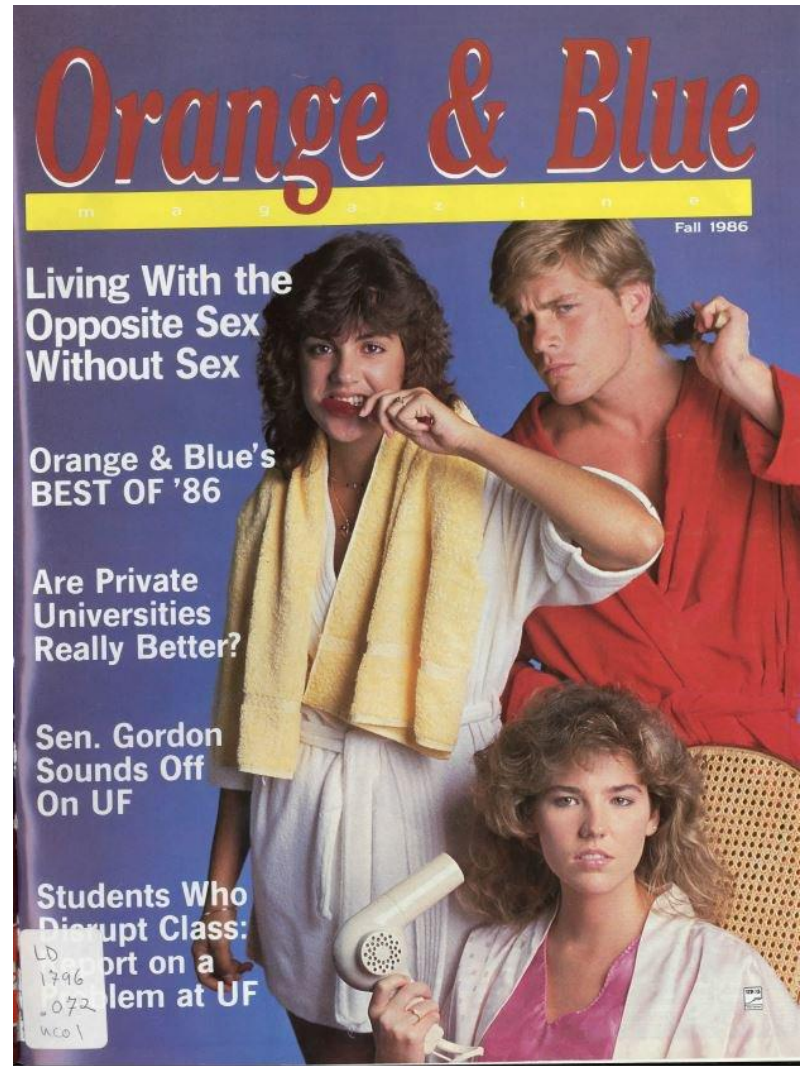
Lessons Learned

Humor goes a long way



April Hines
@UFCJLibrarian

This '86 cover of Orange & Blue mag is everything. Pulled from the @UF Archives in Library East. @ProfSpiker



Impressions


17,281

Total engagements

1,487



Murphy's Law







 **Marielisa Martinez** shared UNF Student Union's photo. 32 mins · 🌐

SO I CAN'T EVEN CRY IN MY OWN LIBRARY? #smh 😭🤔🤔🤔 I thought my friend Tommy G would be a little bit more empathetic #finals #finalsweek 📖💻👨🏻🎓


EDIT: this photo was not taken inside UNF's Library.
I knew it. It didn't sound like tommy at all, [Thomas G. Carpenter Library](#)
[Show Attachment](#)


 Hannah Nicole Simmons 1 Comment 

 Like  Comment  Share

 **Thomas G. Carpenter Library** Hello! Just so you know, this photo was not taken in the Thomas G. Carpenter Library. Although we do agree that it's rather humorous, we would rather support our students with finals week puppies and free coffee. 😊

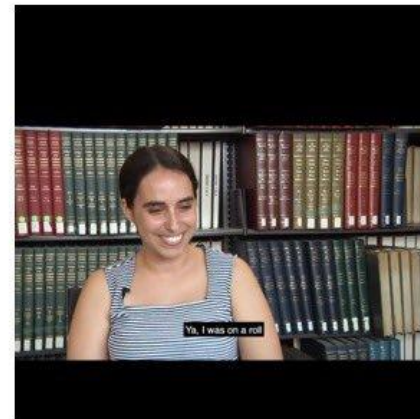
Like · Reply · 🗨️ 1 · Commented on by Maria Atilano (?) · 27 mins

 **Marielisa Martinez** Yaaaaayyyyy! That's the Tommy G I know and love 💙💙💙🐶🐶🐶
Unlike · Reply · 🗨️ 1 · 26 mins

 **Marielisa Martinez** Tommy G is one of my favorite places in the WHOLE WORLD (and my official crying spot/refuge during stressful times) 💙💙
Unlike · Reply · 🗨️ 1 · 25 mins

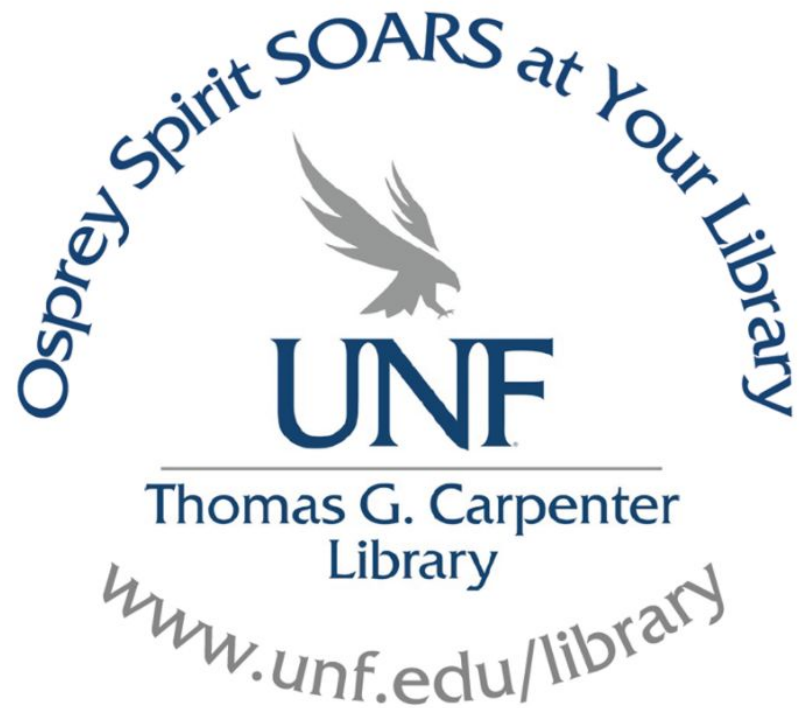
Next Steps

Digital Storytelling



New Roles, New Audiences

Plan to plan to plan



Find Your Voice
Craft Targeted Messages
Create Engaging Content
Plan, Plan, Plan
Advocate
Listen
Assess

Questions?

April Hines

Journalism and Mass Communications Librarian

University of Florida

aprhone@ufl.edu

@UFCJCLibrarian on Twitter

Maria Atilano

Marketing and Student Outreach Librarian

University of North Florida

m.atilano@unf.edu

@unflibrary on Twitter and Facebook

Don't forget the evaluation!

bit.ly/lmcc17



before you
leave
bit.ly/lmcc17

LIBRARYMARKETINGCONFERENCE.COM