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#SWOOPTogether: Fostering Community Resilience on Social Media During COVID-19

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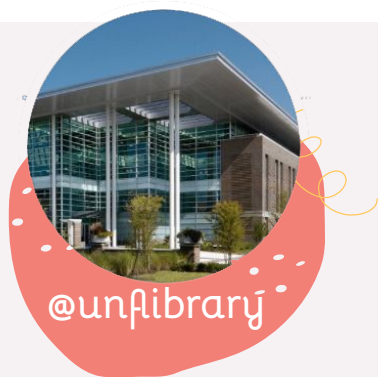


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#SWOOPTogether

Fostering Community
Resilience on Social Media
During COVID-19

By Maria Atilano
Student Outreach Librarian
University of North Florida



Before COVID-19

- Social Media supports outreach
 - ◆ Events, programs, activities, etc.
- 1 or 2 daily posts on Facebook, Twitter, and Instagram
- IG and FB stories = an afterthought





During COVID-19

- Social Media **BECOMES** outreach
- 3 or 4 daily posts on Facebook, Twitter, and Instagram
- Paid advertisements and campaigns
 - ◆ Tracked stats: <https://bit.ly/3fYYI3V>
- IG and FB stories = an engagement powerhouse!



A United Front

STAY CONNECTED WITH
THE UNF OSPREY COMMUNITY
DURING THIS CHALLENGING TIME

WE ALL
#SWOOPTOGETHER



We're Here to Help

FIVE WAYS TO CONTACT

Tommy G's

1. Email:
ask@unf.libanswers.com
2. Text:
904-507-4122
3. Online Chat:
<https://libguides.unf.edu/Contactus>
4. Research Consultation:
<https://unf.libcal.com/appointments>
5. Send us a DM!
@unflibrary

We are here to help!



Thomas G. Carpenter Library

April 20 - May 1

NEED 24/7
FINALS HELP?

TEXT
CHAT
EMAIL

Tommy G's is here for you!



Thomas G. Carpenter Library



(904) 507-4122



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NEED HELP?
CONTACT
TOMMY G'S!

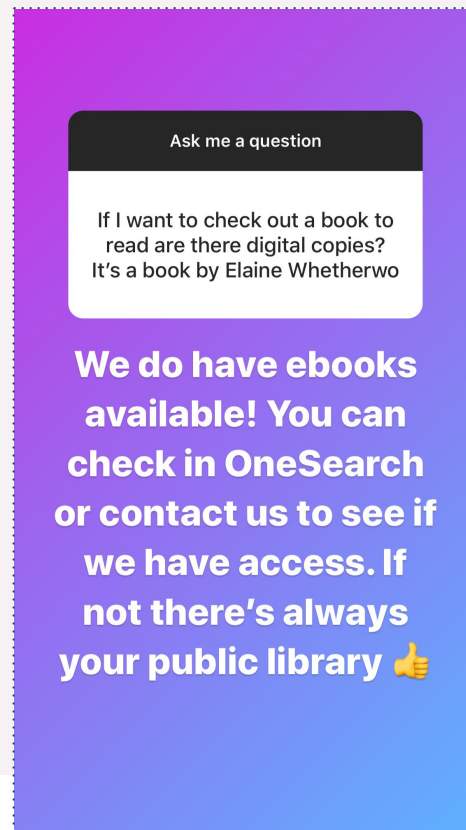
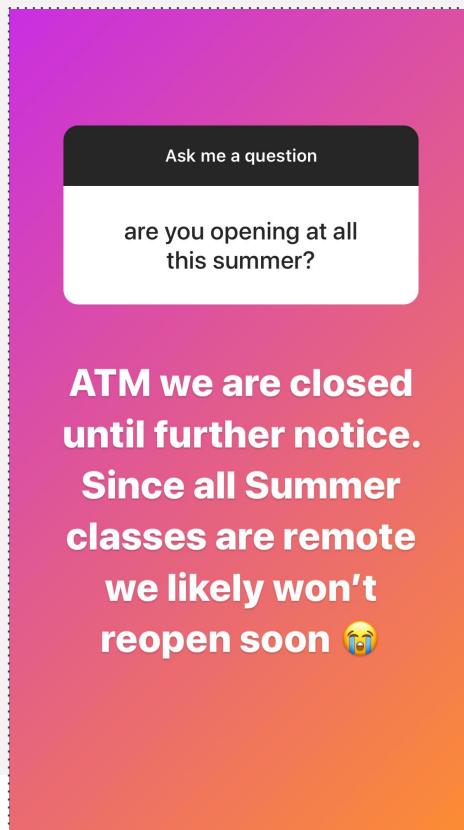
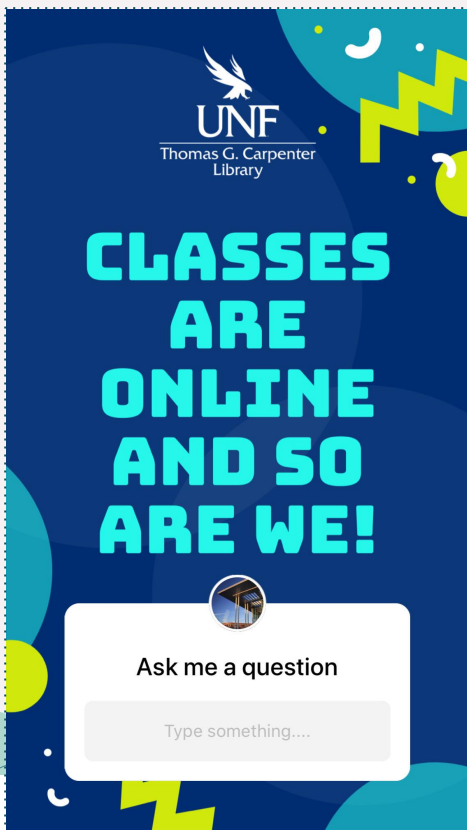
WE ARE ONLINE AND
AVAILABLE FROM
8 AM TO 5 PM
MONDAY TO FRIDAY
THIS WEEK

CLICK THE LINK
IN OUR PROFILE!

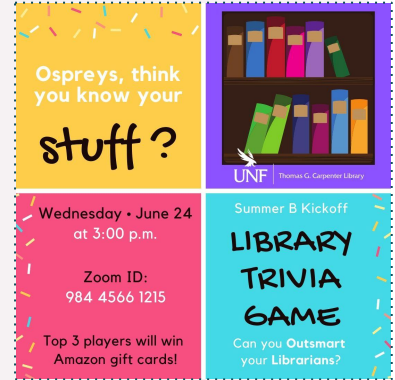
Our Librarians are Online!



AMA: Using IG Stories



Let's Play a Game



It's not *only* about us...



healthy_osprey



STAY
AT
HOME

#healthyospreys



healthy_osprey Hey ospreys! We hope that you guys are still staying safe throughout this entire journey. D...



unfibrary



unfibrary We at the Carpenter Library believe that #LibrariesAreForEveryone. As such, we have developed a #BlackLivesMatter online book display with free and library resources related to the history of race and racism, whiteness and privilege, race and education, and race and criminal justice. View the display by clicking the link in our profile!

#loveunf #SWOOPlife
#librariestransform
#librariesofinstagram #library
#librarylife #librarylove
#universityofnorthflorida
#SWOOPtogether #Juneteenth

4d



Liked by uofnorthflorida and 59 others

4 DAYS AGO

Add a comment...

Post

BE THE CHANGE

A Virtual Candlelight Vigil
for Racial Justice

8-9 p.m. | Wednesday, June 10



UNF
UNIVERSITY OF
NORTH FLORIDA

WE STAND AGAINST RACISM.

Anywhere.
Everywhere.

ALA American Library Association

americanlibraryassociation

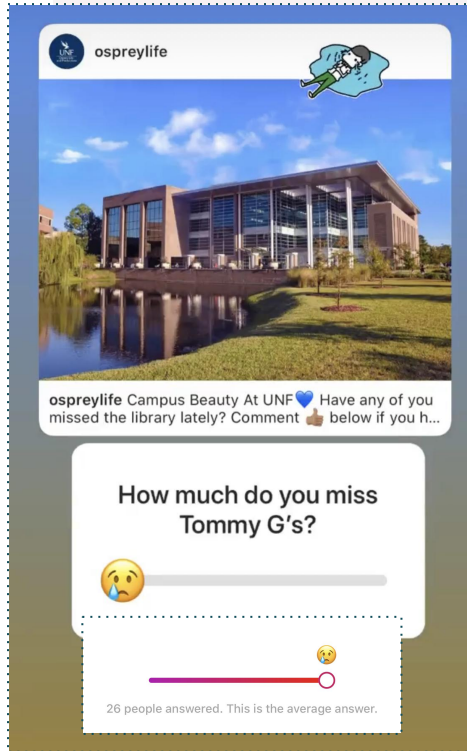
Hope is powerful.
Hope sees opportunities,
even in challenges.
Hope fills the soul,
even when it feels empty.
Hope spreads kindness,
even when we feel so far apart.
Hope creates momentum.
Hope fuels change.
Fight for hope.
It matters.

original words by racial justice activist
and poet, Audre Lorde

@unfcounselingcenter



...but sometimes it is!



Tommy G's is here to help! What are you struggling with this Monday?

Literature review for research paper 🤔

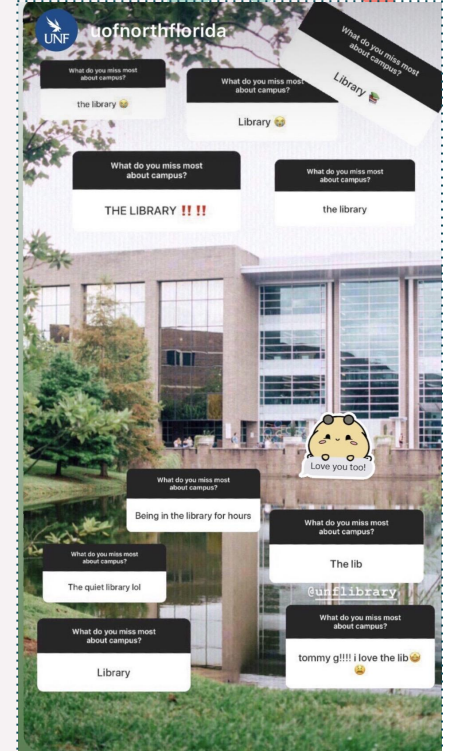
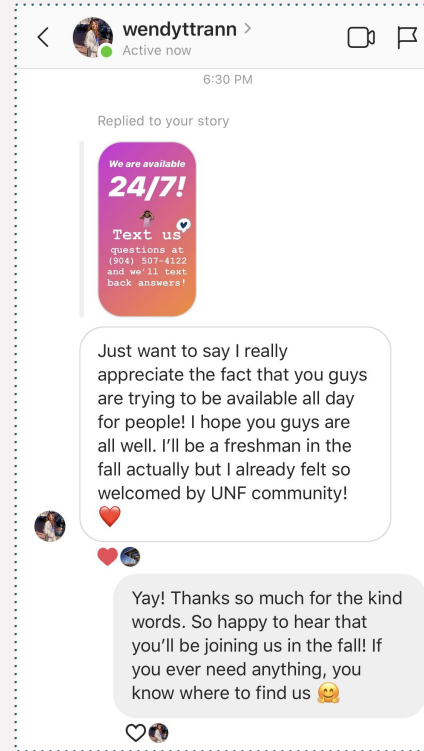
Ack! Never fear, your friendly research librarians are here!

Schedule an online consultation and we'll help you conquer that lit review

Link in our bio 🍷

Resulted in a booked research consult!


This block contains a promotional message for library services. It starts with a greeting and a question about struggles with research. It then encourages users to schedule an online consultation to help with literature reviews. The message is bold and uses a playful tone with a '🍷' emoji. It concludes by stating that the service resulted in a booked research consultation.





After COVID-19

Social media will continue to drive outreach
Positive messaging with focus on community
Strength in partnerships and togetherness



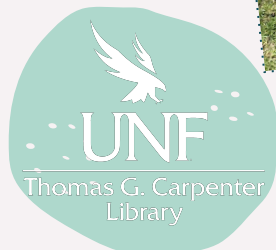


Thank you!



Contact me:
m.atilano@unf.edu
@mdatilano on Twitter

Slides and notes:
<https://bit.ly/37PvcL3>



Follow us @unflibrary



WE ALL
#SWOOPTOGETHER

