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5-6-2021

## Keeping Your Social (Media) Distance: Library Engagement in the Time of COVID

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# Keeping Your Social (Media) Distance:

Library Engagement in the  
Time of COVID



**Maria Atilano**, Student Outreach Librarian  
**Giannina Medell**, Outreach Services Associate

# Meet @unflibrary

## Maria Atilano

- Years at UNF: 15
- Faculty librarian since 2013
- Enjoys tea, books & bulldogs
- Fave social network: Instagram



## Giannina Medell

- Years at UNF: 4
- Library staff since 2020
- Enjoys gaming, beardies & D&D
- Fave social network: YouTube



# NEFLIN Tech Icebreaker

When survey is active, respond at [pollev.com/mariaatilano843](https://pollev.com/mariaatilano843)

0 done

0 underway

Powered by  **Poll Everywhere**

Start the presentation to see live content. For screen share software, share the entire screen. Get help at [pollev.com/app](https://pollev.com/app)





# NEFLIN Technology Icebreaker

To complete the survey, go to [pollev.com/mariaatilano843](https://pollev.com/mariaatilano843)

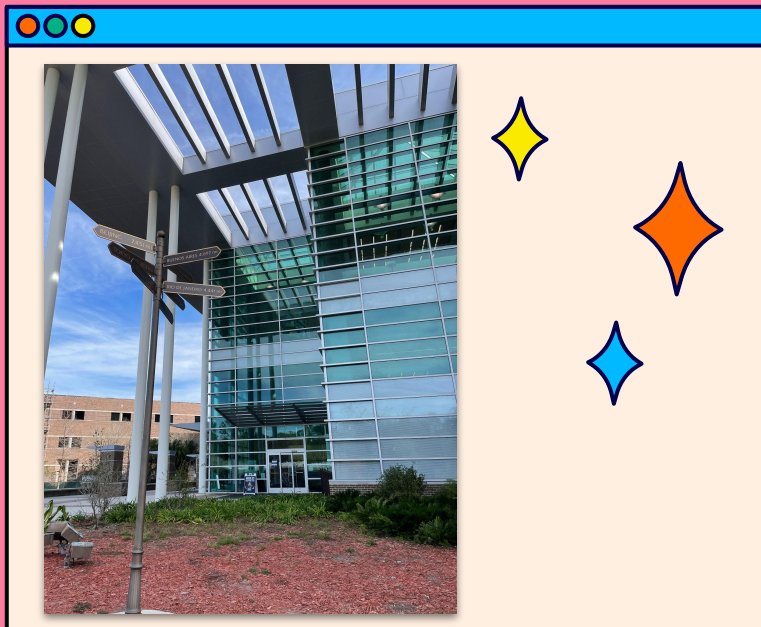


**2 done**

 **0 underway**



# UNF's Thomas G. Carpenter Library



Serves approx. 17k students,  
580 faculty & 1,250 staff

Research/Outreach Unit:  
2 librarians + 3 staff  
+ 5-ish students

Outreach responsible for  
events, activities, exhibits,  
marketing, social media



# @unflibrary Before COVID

THOMAS G. CARPENTER LIBRARY SOCIAL MEDIA PLAN

2020-2021 Goals and Strategies  
Updated by Maria Atlano – August 24, 2020

"Be interesting, be interested."  
-- Harry Glazer, "Likes" are Lovely, but Do They Lead to More Logins?" (2012)

"[Libraries] should seek to engage our patrons through personal and honest communication designed to anticipate, meet, and respond to user needs."  
-- Christie Kiewer, "Library Social Media Needs to be Evaluated Ethically" (2018)

The Thomas G. Carpenter Library has social media presences on Facebook, Twitter, Instagram, and YouTube. 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

TABLE OF CONTENTS

Social Media Team .....	2
Team Members .....	2
Student Assistants .....	2
Fundamental Goals .....	3
Social Media Strategies .....	3
Social Listening .....	4
Crisis Communication .....	4
Questions and Analytics .....	4
Social Media Accounts .....	5
Facebook .....	5
Twitter .....	6
Instagram .....	7
YouTube .....	8
Links and More Info .....	9
Select Bibliography .....	9

## Where/How We Started

@unflibrary since 2009

Twitter → Facebook → YouTube  
→ Instagram

2020/21 Social Media Plan  
document: [bit.ly/3tmxJGt](https://bit.ly/3tmxJGt)

Emphasis on social listening,  
"likes," some engagement

# Pre-COVID Social Engagement

SO Y'ALL KNOW HOW DOCTORS GET  
MEDICAL JOURNALS IN THE MAIL FOR  
RESEARCH AND FURTHER STUDIES?

Is there such a thing for  
teachers? I know there  
are education  
journals(i've read tons for  
class)

But I'm wondering if there's  
any that can be mailed to  
you? PLEASE let me know if  
there are! 💙

8/24/18



msjonesjournals • Follow  
University of North Florida

the more I have reading online, the more I realize my eyes) so PLEASE let me know if this is something that is real because I've googled about everything! #teacherresearch #undergrad #journalofeducation #teacherjournals #subscription #teachersofinstagram #teacherlife #teachergram #teaching #student

unflibrary Yes! There are many education trade journals and magazines, published for professionals both in print and online. Some are linked to professional memberships, which may require \$\$. Google "print education trade journals" and you'll find orgs like NEA and titles like Education Week.

msjonesjournals @unflibrary oh wow I never thought my library would respond to this 😊 guess I should've asked there first! Lol thank you so much for responding!! @unflibrary @msjonesjournals 🙏🙏



unflibrary likes this

21 HOURS AGO

Add a comment...



sierra arnemann  
@sierradancer99

10/8/19

So my university @unflibrary is getting ready for LGBTQ coming out week and there's a sign that says "Let's get one thing straight, I'm not" LMAOOO I LOVE THAT

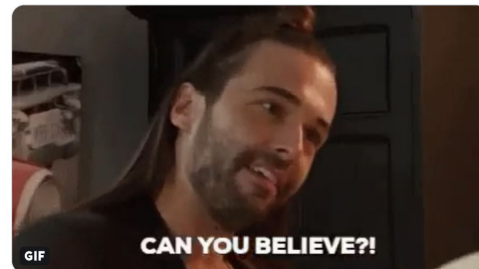
9:01 AM · Oct 8, 2019 · Twitter for iPhone

1 Like




UNF Library @unflibrary · 3s

Replying to @sierradancer99




# Pre-COVID Social Engagement



**Thomas G. Carpenter Library**  
Published by Buffer [?] · December 2 at 6:00 PM · 🌐

Ospreys, you might be tempted to step outside the Carpenter Library to greet a friend or grab some Starbucks, but don't forget your Osprey1Card! Even Baby Yoda knows: need your card to get back inside the building, you will. 😊



12/2/19

**Performance for Your Post**

**8,048** People Reached

**310** Reactions, Comments & Shares ⓘ

<b>150</b> Like	<b>30</b> On Post	<b>120</b> On Shares
<b>52</b> Love	<b>11</b> On Post	<b>41</b> On Shares
<b>66</b> Haha	<b>10</b> On Post	<b>56</b> On Shares
<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
<b>32</b> Comments	<b>0</b> On Post	<b>32</b> On Shares
<b>9</b> Shares	<b>9</b> On Post	<b>0</b> On Shares

**841** Post Clicks

<b>215</b> Photo Views	<b>0</b> Link Clicks	<b>626</b> Other Clicks ⓘ
---------------------------	-------------------------	------------------------------

**NEGATIVE FEEDBACK**

**1** Hide Post      **0** Hide All Posts

**0** Report as Spam      **0** Unlike Page

Reported stats may be delayed from what appears on posts



**Lilz @LilianaKendall** · 11h  
Y'all mind if I camp out in the Thomas G. Carpenter Library?

1   8



**UNF Library @unfilibrary**

Replying to @LilianaKendall

Not at all! It's never too late to camp out at Tommy G's. We recommend the 4th floor for the quiet 🏠💤 #librarylife #loveUNF

9:11 AM · 21 Sep 2017

1 Retweet 2 Likes

Tweet your reply



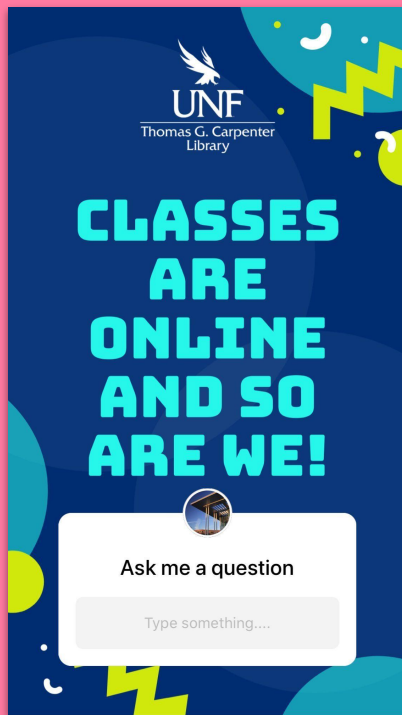
**Lilz @LilianaKendall** · 2h  
Replying to @unfilibrary  
😂😂😂 thanks so much, the 3rd and 4th floor are my fav spots

2

9/21/17



# @unflibrary During COVID



## The Rise of Social Media

Campus closed from mid-March to August 2020

Library instruction and research assistance → **VIRTUAL**

Outreach events, activities and exhibits → **VIRTUAL**



# Keeping Your Distance

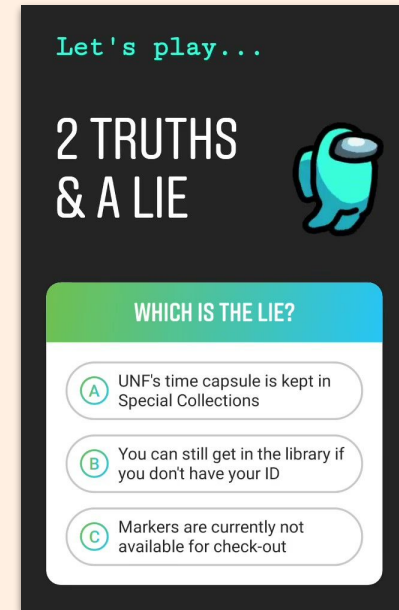
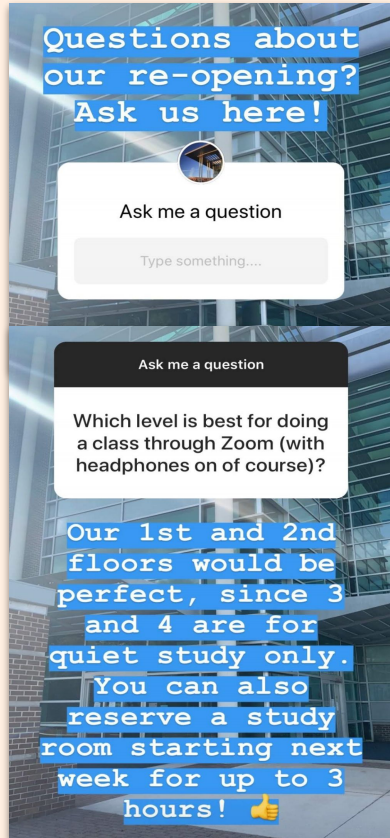
How do we virtually 1. communicate with, 2. provide research assistance for, AND 3. promote library services and resources to UNF students, faculty & staff?

→ **Social Media**



# Examples of Engagement

## Instagram Stories




Trivia Statistics  
<https://bit.ly/3tPu3wY>




# Examples of Engagement

## Social Media Campaigns

**Thomas G. Carpenter Library**  
April 5 · 🌐

Ospreys, Welcome to Your Library for National Library Week! Santina Willis, Circulation and Interlibrary Loan Associate, and her "coworkers" enjoy snack time, diaper changes and walks around the block between chats and meetings. Her WFH office doubles as a daycare and dog care, but she's still happy to help you find an article or book!

💬 Chat online with library staff at <https://www.unf.edu/library/>



### Performance for Your Post

**1,029** People Reached

**143** Reactions, Comments & Shares 🗨

53 Like	8 On Post	45 On Shares
79 Love	4 On Post	75 On Shares
10 Comments	2 On Post	8 On Shares
1 Shares	1 On Post	0 On Shares

**96** Post Clicks

5 Photo Views	0 Link Clicks 🗨	91 Other Clicks 🗨
---------------	-----------------	-------------------

### NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

**unflibrary**



[View Insights](#)[Promote](#)



👤👤 Liked by **unfinternationalctr** and **101 others**

**unflibrary** Our librarians are online! Stephanie Race, Head of Research and Outreach, is working to ensure that faculty are aware of the services and resources that are accessible remotely. To keep herself busy while staying at home, Stephanie is listening to

**unflibrary**



[View Insights](#)[Promote](#)



👤👤 Liked by **uofnorthflorida** and **155 others**


**unflibrary** Our librarians are online! Our fearless leader and Dean of the Library, Dr. Brent Mai, knows how to Zoom in style. True to his Kansas roots, Dean Mai warns, "Pay no attention to that man behind the curtain!" 😊

# Examples of Engagement

## Feel Good Posts!

Thomas G. Carpenter Library  
November 23, 2020

It's time for another friendly Thanksgiving Food Fight! Which do you prefer: Stuffing or Casserole? 🍗 Let us know your choice by adding your reaction!



Get More Likes, Comments and Shares  
When you boost this post, you'll show it to more people.

111 People Reached 20 Engagements [Boost Post](#)

Glenda Kelsey, Imani Phillips and 9 others 1 Comment

Like Comment Share

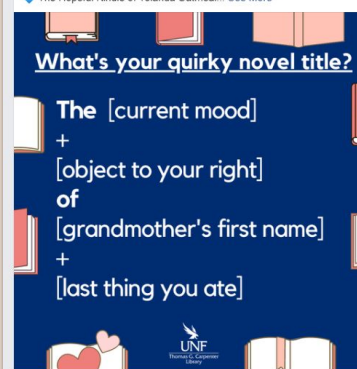
Comment as Thomas G. Carpenter Library

Most Relevant ▾

Miles Alexander But what KIND of casserole!? 🍗  
Haha · Reply · Message · 20w · 2

Thomas G. Carpenter Library  
November 3, 2020

Feeling stressed? Let us distract you for a minute or two with a very important question: What is your quirky novel title? We polled library staff and thought we'd share some literary selections. ♦ The Hopeful Kind of Yolanda Oatmeal... See More



Get More Likes, Comments and Shares  
When you boost this post, you'll show it to more people.

50,267 People Reached 6,325 Engagements [Boost Post](#)

Anne Rand, Félix Lavallée and 18 others 24 Comments 141 Shares

Like Comment Share

**Performance for Your Post**

50,267 People Reached

2,782 Reactions, Comments & Shares (👍)

Reaction	On Post	On Shares
Like	14	259
Love	1	29
Haha	5	128
Wow	0	2
Comments	29	2,177
Shares	141	0

3,543 Post Clicks

Click Type	Link Clicks (🔗)	Other Clicks (👁)
Photo Views	1	3,124

**NEGATIVE FEEDBACK**

Feedback Type	Count
Hide Post	0
Report as Spam	0

Reported stats may be delayed from what appears on posts

Molly Swisher  
The Joyful Cat Edna of Jolly Rancher  
Love · Reply · Message · 23w · Edited · 1

Jennifer Martens  
"The Absent-Minded Vacuum Cleaner of Susan Toast."  
Love · Reply · Message · 23w · 4

1 Reply

Megan Momenee  
The Anxious Nightstand of Nellie Noodle  
Love · Reply · Message · 23w · 5

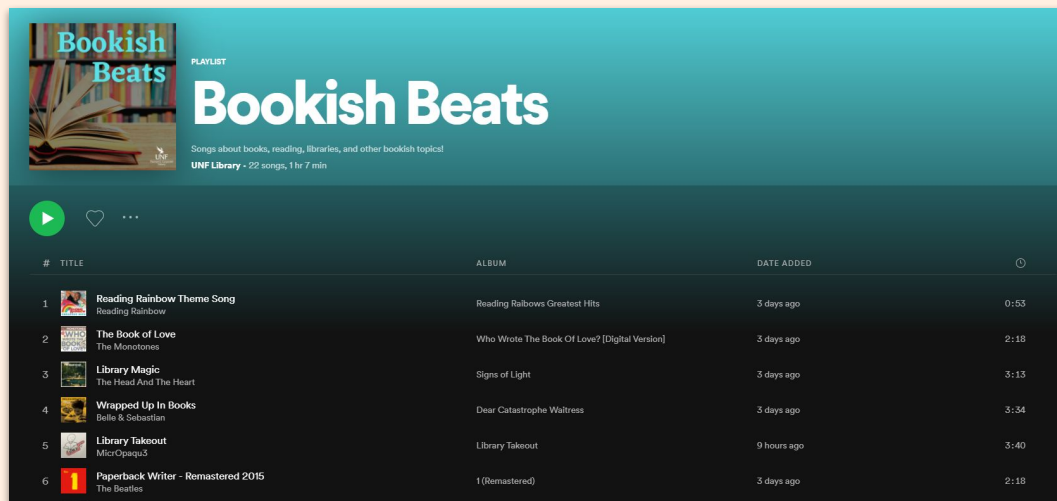
1 Reply

Janice Murphy  
Ponderous Wall of Minnie Snickers.  
Love · Reply · Message · 23w · 1

[View 18 more comments](#)

# Examples of Engagement

Thinking outside the box!

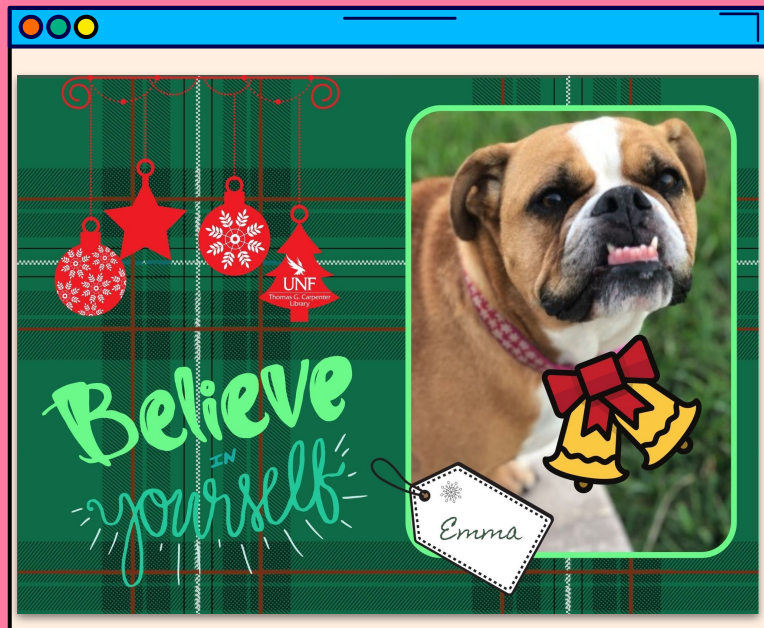


Spotify Music Playlists

<https://spoti.fi/3eq9OCd>



# Examples of Engagement



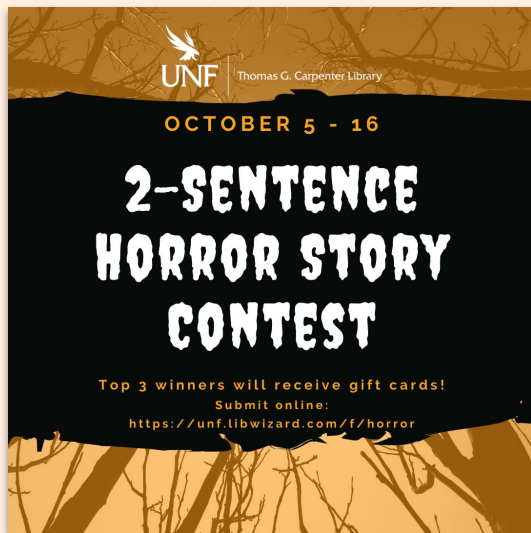
Finals Week Pet Grams!

<https://unf.libwizard.com/f/petgram>



# Examples of Engagement

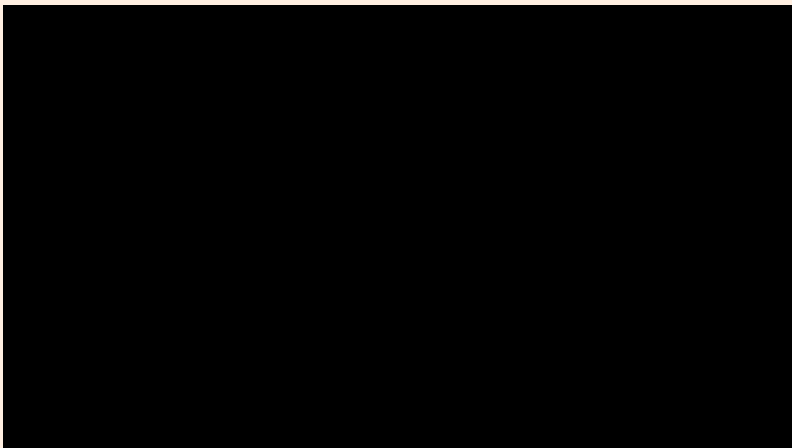
## Literary Contests!



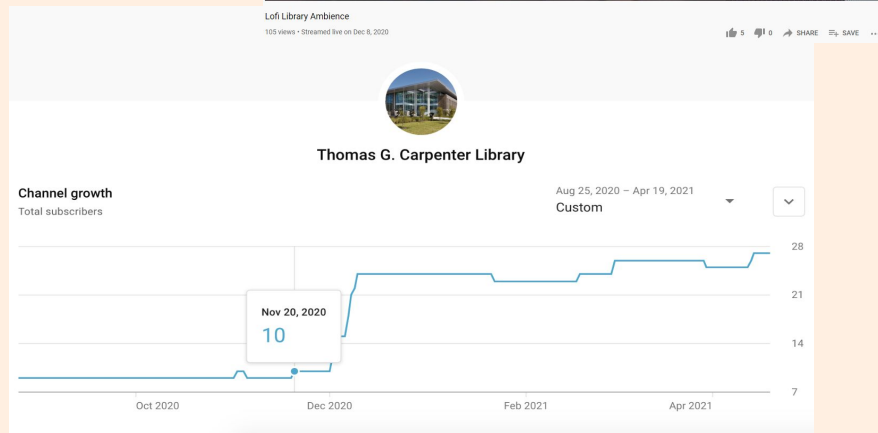
<https://libguides.unf.edu/literarycontests>

# Examples of Engagement

Tommy G Livestreams!



<https://www.youtube.com/unflibrary>



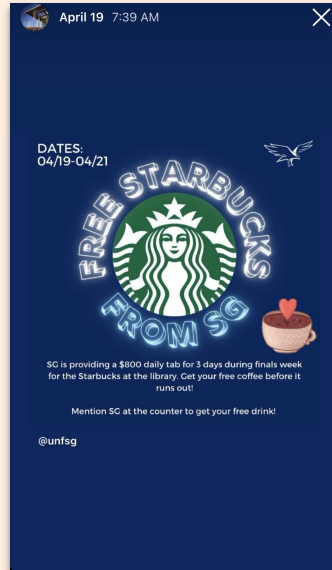
# What's Working

Memes (with learning objectives)



# What's Working

## Campus partnerships & collaborations



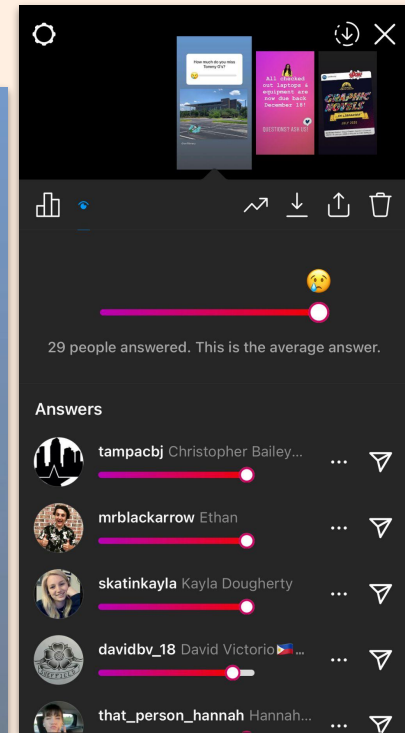
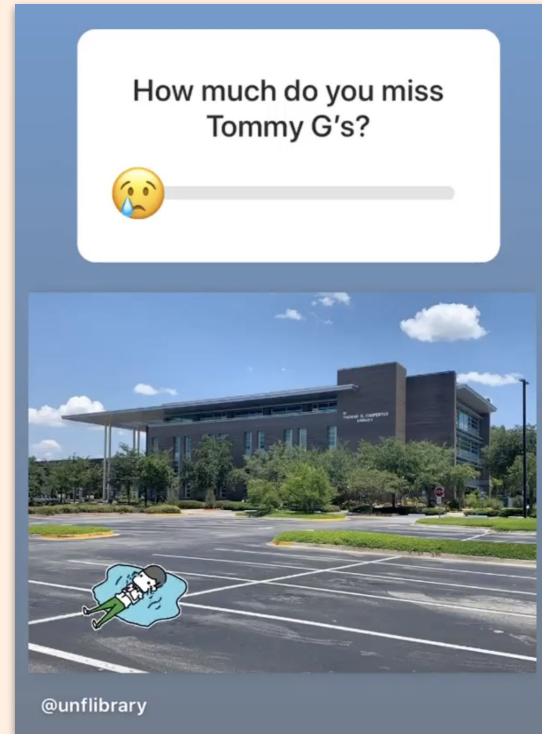
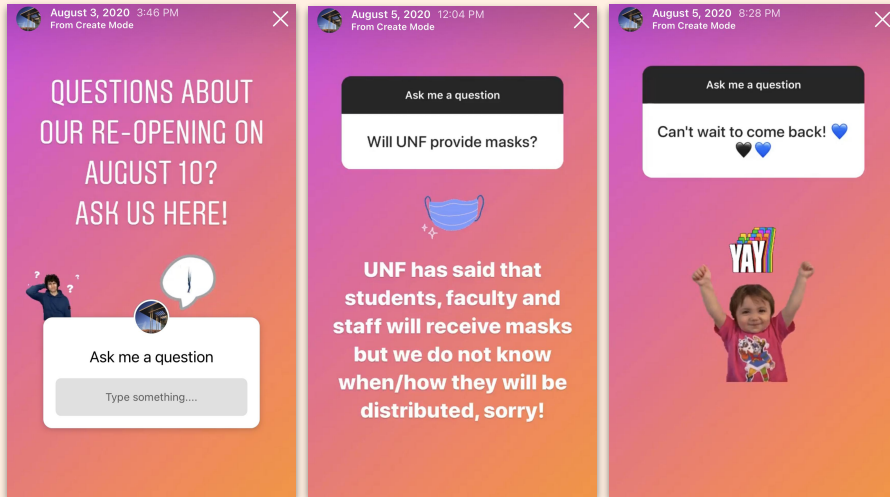


# What's Working

Polls, Trivia & Questions on IG:

AMA (Ask Me Anything)

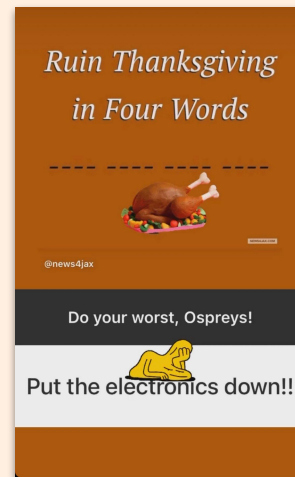
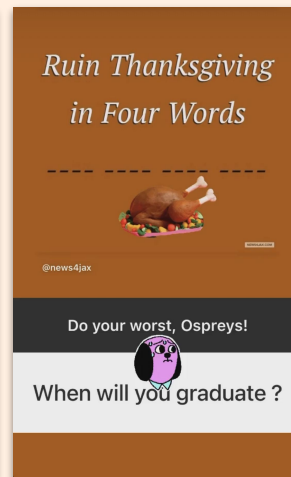
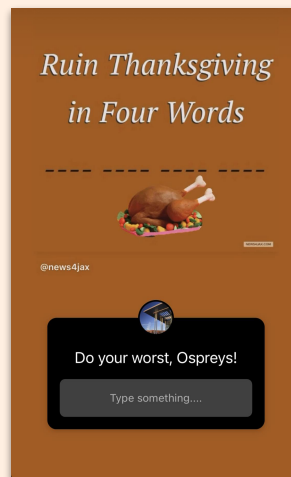
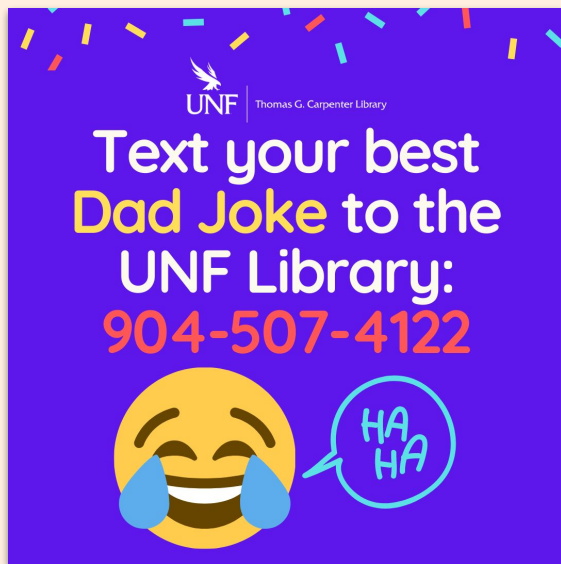
Tell us what you think / feel



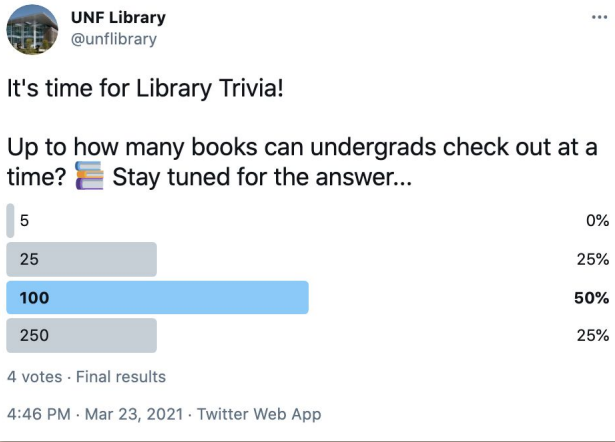
# What's Working

Positivity, kindness:  
"Let us distract you!"

#Support with Style



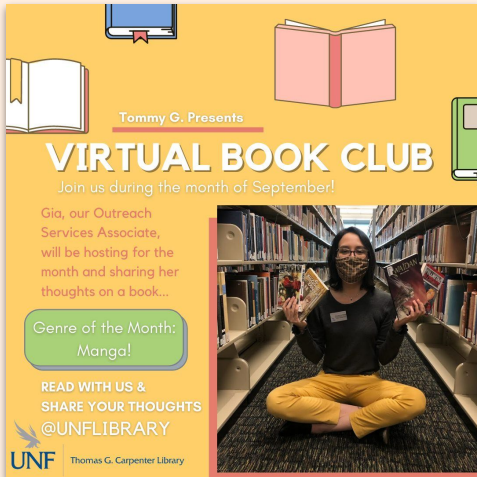
# What HASN'T Worked (but might work for you)



Polls on Twitter  
(unless shared by UNF's account)

Virtual Book Club via social  
(switched to Zoom)

Social Media Costume Contest  
during a Pandemic :(





Thomas G. Carpenter  
Library

# Keeping Your Social (Media) Distance



WELCOME TO FALL 2020  
TOMMY G'S IS NOW OPEN

## HELLO, OSPREYS!

- ♥ Only current UNF students, faculty & staff permitted in library building
- ♥ Valid Osprey 1Card required
- ♥ Wear a mask at all times
- ♥ Social distance for safety
- ♥ Enjoy food or drink outside



Thomas G. Carpenter Library

## Some Takeaways

Social media engagement →  
worth the time and effort

Reach out! Don't wait for users to  
make the first move

Statistics → <https://bit.ly/3fYYI3V>  
track the good and the bad! What  
doesn't work now might work later

Be open to new ideas



# Thank you! Questions?

## Contact us

Maria Atilano - [m.atilano@unf.edu](mailto:m.atilano@unf.edu)

Giannina Medell - [giannina.medell@unf.edu](mailto:giannina.medell@unf.edu)

View these slides at [bit.ly/3uTwkHA](https://bit.ly/3uTwkHA)