Overview

About UBC Library
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Your Social Strategy
Measurement
Engagement
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About Me

• Worked in a variety of libraries, in a variety of roles: special, academic, public
• Experience in web design and promoting library services
• MLIS degree from UBC iSchool in 2009

UBC Library Communications and Marketing Office provides Library-wide support for 15 different branches and units across two campuses.
UBC at a Glance

57,706 students (Vancouver: 49,372; Okanagan: 8,334)
8,440 international students from 149 countries
11,836 degrees granted
275,000 alumni in 120 countries
10,186 faculty and 6,716 staff

UBC Library at a Glance

7 million items in our collections (print and electronic)
15 branches and units across 2 campuses (Vancouver and Okanagan)
200+ staff
Ranked 14 out of 115 Association of Research Libraries members

www.ubc.ca/facts
Social Media Accounts at UBC Library

- Blogs: 30 accounts
- Twitter: 15 accounts
- Facebook: 10 accounts
- Flickr: 5 accounts
- Pinterest: 2 accounts
- Google+: 1 account

# of Accounts
Things to consider

Does your library or organization have a governing body that would oversee social media? i.e. a committee or unit

If you have a “central” or “official” library-wide account, is there a process for setting up new accounts at the branch level?

How many people in your organization are involved in social media accounts?

Are your social media accounts easily labeled and easy to find? i.e. UBCLibrary, UBCLawLibrary or UBCLibrary_Law

Can your users easily differentiate between these accounts?

The “lifecycle” of users may be different depending on their stage within the university: undergraduate, graduate, post-doc, faculty member
Policies

University-wide guidelines

Professional guidelines
• Before you start: staffing, planning and strategy
• Representing the university appropriately
• Copyright and privacy laws
• Liability
• Conduct online
• Dealing with negative feedback
• Evaluation

Personal guidelines
• Privacy and personal conduct
• Usage at work
• Disclaimers for use
Policies

Social Media Avatar guidelines for branding
Policies

Library-wide guidelines

General principles
• Be accurate
• Clearly state your role at the university
• Be aware of copyright laws and restrictions
• Set measurable goals
• Think before you post – follow the social media response diagram
• Personal vs professional use

Social media tools
• Process for starting a new account (ie. Who should be notified)
• Do’s and Don’ts for specific channels (blogs, Facebook, Twitter)
Sample response diagram from UBC.

Use your judgment on if/when to respond.
@seungmin282 Sorry about that. Some articles aren't available online due to licensing restrictions. Were you able to find a print copy?

Jastin @seungmin282

@ubclibrary haha I was just kidding. Let's pretend I was playing a parody of an entitled internet-era undergraduate

3:04 PM - 7 Oct 13
TheIrishDon
10:55am via Twitter for iPhone
Can't deal with the printers at #UBC you're a fuckin joke of a library should be ashamed of yourself
Strategy

Plan B

Plan A
Strategy or Action plan

Observe (audit) → Plan (strategy) → Do (implement) → Check (analyze your key performance metrics) → Act (adjust) → Observe (audit)
Setting your social media strategy

- Set goals and benchmarks
- Monitor conversations
- Identify communities and influencers that are relevant to you
- Create a content strategy
- Choose tools to deliver the content
- Engage and create discussions
- Monitor results
Objectives: examples

• Increase engagement on Facebook by 5%
• Plan and implement a Library-wide campaign during the next quarter
• Use video content more regularly on Twitter
• Increase web traffic referrals from social media by 10%
Managing multiple accounts

• Make sure everyone using social media is aware of any strategy or action plan you have created
  • i.e. share your action plan at the committee or departmental level
• Offer training or meet-ups where people can interact and get tips from others
• Consider using branded avatars and standardizing names to make your accounts easier to find
Managing multiple accounts

Coordinate content where possible with an editorial calendar

Examples
Feb. Contest X
Mar. Call for submissions for award X
Apr. National Library Month
Measurement

Recipe: Nana's Ginger Cookies from Mrs. Senty

INGREDIENTS
- sugar
- egg
- creamed m:

DIRECTIONS
- Preheat oven to 350°F
- Roll dough into balls and bake for 10 minutes
- Makes 4 dozen
Why measure?

Measure your results often to increase engagement and align with your strategy and objectives

Metrics can help you answer questions such as:
• Is our content as “shareable” as we think it is?
• Which content types are creating the most engagement?
• Are there specific day/time combinations for our audiences to engage more?
• Are we posting too frequently/not frequently enough?
What to measure? And how often?

Measure your results often to increase engagement and align with your strategy and objectives

- Growth (monthly)
- Content types (weekly)
- Shares (weekly, monthly)
- Referrals (monthly, quarterly)
- Sentiment, mentions (monthly, quarterly)
- Audits (quarterly, yearly)
Sentiment is much harder to track, but tools like socialmention make it easier.
## Comprehensive Metrics (Auditing)

Measure your results across all channels on a yearly basis

<table>
<thead>
<tr>
<th>Output versus Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Library accounts per platform</td>
</tr>
<tr>
<td># of tweets/posts in a given period</td>
</tr>
<tr>
<td>% of library content vs. other content</td>
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<tr>
<td>Types of content posted</td>
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<tr>
<td>Topics of content</td>
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<tr>
<td>Main influencers</td>
</tr>
</tbody>
</table>
Comprehensive Metrics (Auditing)

Measure your results across all channels on a yearly basis

Other things to consider:

- How many people are using social media in your Library? And who are they?
- Who are your competitors?
- What is being said about you?
- How can you improve?
- What opportunities are there?
Get on the bandwagon

Utilize existing trends to help your content get more engagement

Sunday Funday
Motivation Monday
Music Monday
Transformation Tuesday
Wisdom Wednesday
Throwback Thursday
(Instagram, Facebook, Twitter)
Follow Friday (Twitter)
Participate in campaigns

University-wide campaigns: graduation celebrations (#UBCgrad); United Way giving; milestones (new president)

Department campaigns: faculty anniversaries, buildings, units; research week or reading week; events
We love this!

It’s like an iPad, only thicker.
It entertains you for hours.
It’s like individual screens with words on it.
It’s like a movie you get to direct in your own head.

more awesome pictures at THEMETAPICTURE.COM

Penguin Canada
It's a book!

Unlike · Comment · Share · 24
Participate in campaigns

City/community-wide campaigns: contests (Suzuki Foundation); Earth Day; holidays, city anniversaries, Stanley Cup

Library-wide campaigns: back to school/orientations; Food for Fines; feedback/LibQUAL; Library research guides
NOT SURE HOW TO PLAN YOUR ASSIGNMENTS?

Our online Assignment Calculator helps you manage that super-complicated assignment by breaking it down into a series of do-able steps. Just enter your start date and due date and your plan appears.

assignmentcalculator.library.ubc.ca

Know your audience

Try targeted content
Know your audience

Target content to give them what they want

Koerner Library's Research Commons

Who remembers the card catalogs?

Back when I was a kid...

Prehistoric Googling

UBC Library
Using social media personally/professionally

• Check your social media policy for guidelines.
• Clearly indicate in your profile description whether the account is personal (“views are my own”) or professional (“I work at XX Library”).
• Remember that people might not always see a distinction.
• Good way to network with people across campus – faculty members, departments, units.
Next steps

• Look for guidelines or policies
• Create guidelines Library-wide
• Develop a strategy
• Plan, Do, Check, Act/Adjust and Observe
• Set up yearly auditing/observing period
• Revise as needed
• Don’t be afraid to experiment!
Thanks!

Any questions?

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References

Kodak. “Social media tips: sharing lessons learned to help your business grow.”


UBC Social Media Guidelines, 2012.