Social Media in Libraries & Archives: It’s More Than Marketing

LUTHER COLLEGE

About Us
What we’re not going to talk about today
What we are going to talk about today
What information professionals do best
Main Building & Student Body
circa 1880s
Luther College Archives
Rephotography:

the act of repeat photography of the same site, with a time lag between the two images; a "then and now" view of a particular area.

http://en.wikipedia.org/wiki/Rephotography
What did we want?

- Broader audience
- More on-campus “likers”
- Increase the Archives’ awareness
- Be more approachable
In honor of American Archives Month, the Luther College Archives is sponsoring a rephotography campaign. Rephotography is when you take an historical photo and you re-create it with a modern spin. See how life at Luther has changed over time by viewing rephotography images created by Archives and the Photo Bureau. Grab your camera and join the fun by re-creating your own interpretations campus life.
So, how did it go?

- Quantitatively:
  - More “Likes”
  - 24 Relive Luther images
  - Students, staff, and faculty
  - Over 7,800 photo views
And what does that mean?

- Qualitatively:
  - High engagement
  - Strong collaboration
  - Broader awareness
My Social Media Story
Experimentation & Enthusiasm

SOCIAL

ALL THE MEDIA
Finding Friends

If a library shares a status update and nobody “likes” it, did it really happen?
Finding Success!

@lutherlis

Dear missing book, please come home soon.
Hear life on the edge is chilly. xoxo Preus Library

@lutherlis

YOU....you win...damn. My library just #owned me.

Retweeted by Luther College LIS

9:15 PM - Dec 7, 2011 - Details
Yet, there must be more than this. . .
Meanwhile...

- Google+ presentation at LibTech
- Education professor & web reputation
- Co-worker and LinkedIn
Fluff vs. Serious Stuff (perception & prioritization)

- Collection development
- Reference
- Information literacy
- Instruction
Answer: Instruction!

- Google+
- Web reputation
- LinkedIn
Like they say at Library of Congress:

“As society turns to social media as a primary method of communication and creative expression, social media is supplementing, and in some cases supplanting, letters, journals, serial publications and other sources routinely collected by research libraries.”

- Gayle Osterberg, Communications Director

Update on the Twitter Archive at the Library of Congress
Presentation for Staff

Are You Linked In?

Professional Development and Networking Enabled by Social Media

Presented by Jennifer Rian

Access Prezi here.
LinkedIn Story continues

- **Joint presentation** with Career Center
- Alumni & Development training
- **Research instruction** for business students
- Involvement with campus leadership
New Librarianship Opportunity
Any questions?
Flipped Q&A
(open discussion forum)
• Do you manage any social media presences or platforms?

• What social media ideas do you want to implement at your institution?

• What are some of the challenges you face?

• Have you collaborated with other units of your institution?
● What benefits do you think librarians have in leading social media initiatives?

● Is there a need for social media “how-to” or “best practices” instruction at your institution?

● What priority level does social media have at your institution or in your library?