Reigniting your relationship with social media: Policies, plans, and peccadilloes

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Relationship Quiz

Are you ready to commit?
Whenever you see an article on libraries and social media, you:

A. Roll your eyes. Libraries posting on Facebook seem so desperate.

B. Skim the article. There could be some useful information in there.

C. Sit right down with highlighter at the ready. You’re always looking to take your library’s web presence to the next level.
You look at other libraries’ Twitter feeds and feel:

A. Skeptical. Are they really engaging with patrons that way?

B. Hopeful. Maybe there’s something to this social media stuff after all.

C. Envious. You’re still stuck at 350 followers.
Relationship Quiz

What’s your top priority in developing a social media presence for your library?

A. Don’t know. Everyone else seems to think it’s a good idea…

B. Hey, at the very least, we can let people know what time the library’s closing ahead of Snowmageddon V.

C. Building a lasting relationship with your library community.
Cons

• Takes time away from “real work”
• Libraries don’t do social media
• What if bad things happen?
Social media sites, 2012-2013

% of online adults who use the following social media websites, by year

<table>
<thead>
<tr>
<th>Website</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>67</td>
<td>71</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>Pinterest</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>Twitter</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>Instagram</td>
<td>13</td>
<td>17</td>
</tr>
</tbody>
</table>

Pew Research Center's Internet Project Tracking Surveys, 2012-2013. 2013 data collected August 07 - September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

Pew Research Center
Pros

• Engage with communities
• Listen
• Increase visibility
• Inform
• Build connections
• Instruct
• Create sense of team
Obstacles
Asking the Hard Questions

- What platforms are you going to explore?
- What are your goals?
- Who is your audience?
- Who do you want “the library” to be?
- Who’s going to do the work?
- How do you envision social media interactions?
- What rules should govern your digital space?
- Does the larger institution have guidelines to follow?
Answer: Mission Statement

- Policies must be “integraly connected to the library's priorities, mission, goals, and objectives.” (ALA Creating Policies for Results)
- Allows for consistency, evaluation, & accountability…
- ...But also flexibility & individual needs.
Examples

Langsdale Library, University of Baltimore
• http://langsdale.ubalt.edu/about-us/mission-strategic-plan/

Texas Collection & UA, Baylor University
• http://www.baylor.edu/lib/texas/index.php?id=56999
• http://www.baylor.edu/lib/texas/index.php?id=95910

Metropolitan State University Library
• http://www.metrostate.edu/msweb/resources/library/about/index.html
The Team
Get People Involved
SO HAPPY TOGETHER! 🎶

I can’t see me needing no login but you, my StarID!

When you’re with me baby the skies’ll be blue starting March 14th
Get in the Flow

- Posting schedule
- Create a calendar
- Promotional plans
- Look ahead, but be flexible
- Set times for evaluation
Oh, the possibilities!

- Mining the statement for social media gold.
- Outreach, outreach, outreach
- Expanding into digital places
Evaluating new platforms
References


Image Attributions

Art deco diving board, Coate Water, Swindon by Brian Robert Marshall

The look of sheer determination - 2010 Iditarod Ceremonial start in Anchorage, Alaska by Frank Kovalchek
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