

# Social Media Working Group Meeting

March 17, 2016  
Library 106  
10:00 - 11:00am

1. Introductions
2. Why We're Here
  - Review of comments from the Spring 2016 library retreat
  - Collaboration between libraries is key
    - What is our voice
    - Who are we trying to reach?
    - What is our overall goals/mission
    - Thinking about the library's brand
    - Trying to make some cohesion
  - How often do we want to meet?
    - Once a month?
      - Summer? – most people seem to be here. It was decided that we will meet over the summer.
    - Meet more often until things are more worked out
3. Review of the Wiki:
  - Social media working group on the wiki
    - Under library employees, at the bottom of the page
  - Events: Social media conference at U of I on July 22
  - Contact information
    - **Please add your department's information**, including your account manager/supervisor and which accounts are being run by the group's members.
  - Library Social Media Accounts
    - **Please check these** to make sure all of your department's accounts are listed.
  - Shared Calendar
    - This is where you can add your unit's planned hashtags/types of tweets so that other accounts can promote them in a timely manner.
  - Documentation
    - **Please add your account's existing policies and procedures, contracts, or other documentation** so that we may all benefit from them.
4. Social Media Policies
  - Good to have policies and procedures for individual social media accounts
    - Have passwords and log-in information on it not to misplace it (\*Note: don't post this information on the Wiki!)
    - Policies on what you can post and can't
    - Content on what to post (types of tweets, hashtags, and retweeting)

- Media and postings, watch for copyright and attribute
- Taking photos in a Library building
  - Library and university does have a policy on taking photos in library
  - You need to get permission from head of department and Jeff or Joanne to do so
  - If you post and someone's face is recognizable then they need to fill out "talent release forms"
  - \*Note: JoAnn and Jeff will talk about this at the next meeting.
- Umbrella account promotes all the other accounts; people want one place to go
  - Emily and Clara did research to put together the University Library's Twitter account policies/procedures and had them approved by JoAnn Jacoby.

## 5. Open Discussion

- Some concerns about how frequently people update and what kind of information will be put on the different sites.
  - Concerns about how quickly the umbrella sites can put out other libraries information
- Libraries continuing their accounts or deciding they do not have the power for all these accounts
  - Individual library's choice
- Create umbrella policy and best practices with the group. Unified vision statement.
  - Mission and goals of umbrella accounts?
  - \*Note: Those in charge of the umbrella library accounts are working on creating a policy for all social media accounts in the library and a unified mission/policies for the umbrella accounts.
- Bring to faculty meeting and get buy-in from EC, etc.
- Why are umbrella accounts not all run by the same person?
  - Admin doesn't have enough manpower to do this. RIS was formerly in charge of the Savvy Researcher account, which was replaced with the University Library account since the Learn Library branding was removed from the Library's website.
- How many people are running accounts logically? Wants to hear more about in future meetings.
- Interested in tips on time saving and when multiple people are involved.
- How to make page more interesting? What kinds of content to make it more engaging? Unified themes such as #TBT that every library can use and have a unified voice (through the shared calendar). Last spring, they did a survey of what social media accounts they were using beyond FB and twitter.
- Create web forms for those units who don't have social media accounts to submit ideas to be submitted
  - \*Note: This is now on the Wiki's homepage.
- Want to learn about metrics and assessment of success

- Scheduling images - how will people get images to Heather that they want to share on Facebook? Include attachment in web form, FB message?
  - \*Note: There is now an “Image Submission Folder” on the Wiki’s homepage.
- Those in charge of the Res Hall accounts talked to a student advisory group about what they liked about the Res Hall social media and can share with us.

Submitted by Emily Hardesty, 3/27/16