Social Media Working Group Meeting

May 9, 2016
Library 106
3:00 – 4:00pm

1. Welcome
   - Introduction of Guest Speaker: Meaghan Downs, the Editorial Associate for Social Media from the Office of Public Affairs (@writemegwrite)
2. Presentation
   - Topic: Engagement using social media
   - Meghan's role: social media/digital media specialist, part-time GLSIS students in SODA
   - Why social media is important
       i. It's often the first thing people see
           1. Crisis communications, where people get news (especially millennials)
       ii. Tweet= news story
       iii. No one wants to engage with email
       iv. More voices, more stories
   - Come up with a plan
       i. Who do you want to talk to?
       ii. Where are those people?
       iii. How are you going to talk to them?
       iv. How will you measure success?
       v. Form partnerships
   - What you're going to say
       i. Research, research, research
       ii. Know your audience!
       iii. Who do you follow and why? Translate that into the library's social media.
   - How you're going to say it
       i. Photos
           1. 313% more engagement with photos
       ii. Crowd-sourced content
           1. Retweeting, using others' content
       iii. GIFs
       iv. Live stream (FB)
       v. Quotes
       vi. OFTEN and regularly (with management apps)
   - Know who you are visually
       i. Have a clear sense of who you are
       ii. Tailor your description, cover photo, etc.
   - What's your brand?
       i. #ILLINOISlibrary
   - Not everything you say is interesting…yet.
   - Canva: free image-creating tool online

   i. Graphics with quotes

   ii. Tagging images on Twitter

- What to post
    - i. Archives: looking through their photos, finding relevant images
    - ii. Anniversaries, holidays
- Using your tools
    - i. Even if you don't have a tool, you could have students use these tools.
    - ii. Ex. Having students use Snapchat during an event. Still promotes library.
    - iii. Periscope: live streaming
    - iv. "Buzzfeed" articles (style is from Buzzfeed.com)
- Events
    - i. Hot chocolate example
        1. Had students tweet alma and get free hot chocolate/free mugs delivered to them on campus
        2. 200 request in the first few minutes, 700 tweets overall
        3. If it's simple and free, students will respond!
- Management
    - i. Prioritize: What do you have time for?
    - ii. Crowd-sourced content is your friend
    - iii. So are management tools (*Buffer, Hootsuite, Tweetdeck)
    - iv. Quality > Quantity
- Measurement
    - i. Tech Services: Crimson Hexagon (Contact: Nick Vance)
    - ii. Free tools: Twitter analytics, Facebook insights
    - iii. Metrics you should focus on: engagement (shares, impressions, clicks) not 'likes'
    - iv. Monthly? Yearly? What do you want to track?
- Resources
    - i. Mentoring: #ILLINOISsmc offers one-on-one social media mentoring sessions
    - ii. Social Media Conference: July 22nd
    - iii. Hashtags and listservs: #hesm (Twitter chats every so often), #casesmc, #strategycar (Twitter chats every Friday)

3. Questions/ Discussion
- How do you make a GIF?
    - i. "Make a GIF"
    - ii. Put "GIF" in front of your YouTube video
- Copyright
    - i. Don't have a good answer. Verbal permission when we take photos of students. Can't really track GIFs and photos from films, and Illinois does share copyrighted images from gify.com. Make a decision where you stand in this conversation. Many good articles on this topic.
    - ii. Always link back to content! You can also create your own GIFs.
- How often do you take photos?
    - i. A few times a week.

  ii. Illinois Image Database: Need permission, glamour shots of the University

  iii. Remember to prioritize.

- Should you respond to a complaint?
    - i. Look at volume. Decide if you need to respond or not.
    - ii. If you do: Respond and close the loop. Give them a link or contact info.
- Does the University have a policy for following your followers?
    - i. The University does not do that/have a policy, since they have 46,000 followers.
    - ii. Your followers should be a representation of your account.
- How far in advance does the University schedule posts on social media?
    - i. Maybe one week ahead of time
    - ii. Not more than two weeks ahead of time. Need to keep aware of things happening on social media/the university/your institution/the news.

4. Next time
    - Meaghan will be here playing a content strategy game!
    - Next meeting will be in two weeks on Monday May 23rd from 3-4pm in Room 106.

Submitted by Emily Hardesty on May 9th, 2016.