

# Social Media

When you are short on  
time, money and staff

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In an ideal world...

- Specialised staff
- A dedicated team
- A dedicated budget



In reality:

- We are not qualified in social media marketing
- We do not have a dedicated team
- Definitely no budget!





# WHAT WE WILL COVER

Social Media at Aston  
University Library

Common issues and how we  
faced them

Lessons learnt and some tips



# SOCIAL MEDIA AT ASTON UNIVERSITY LIBRARY

Twitter: good  
engagement, PG and staff

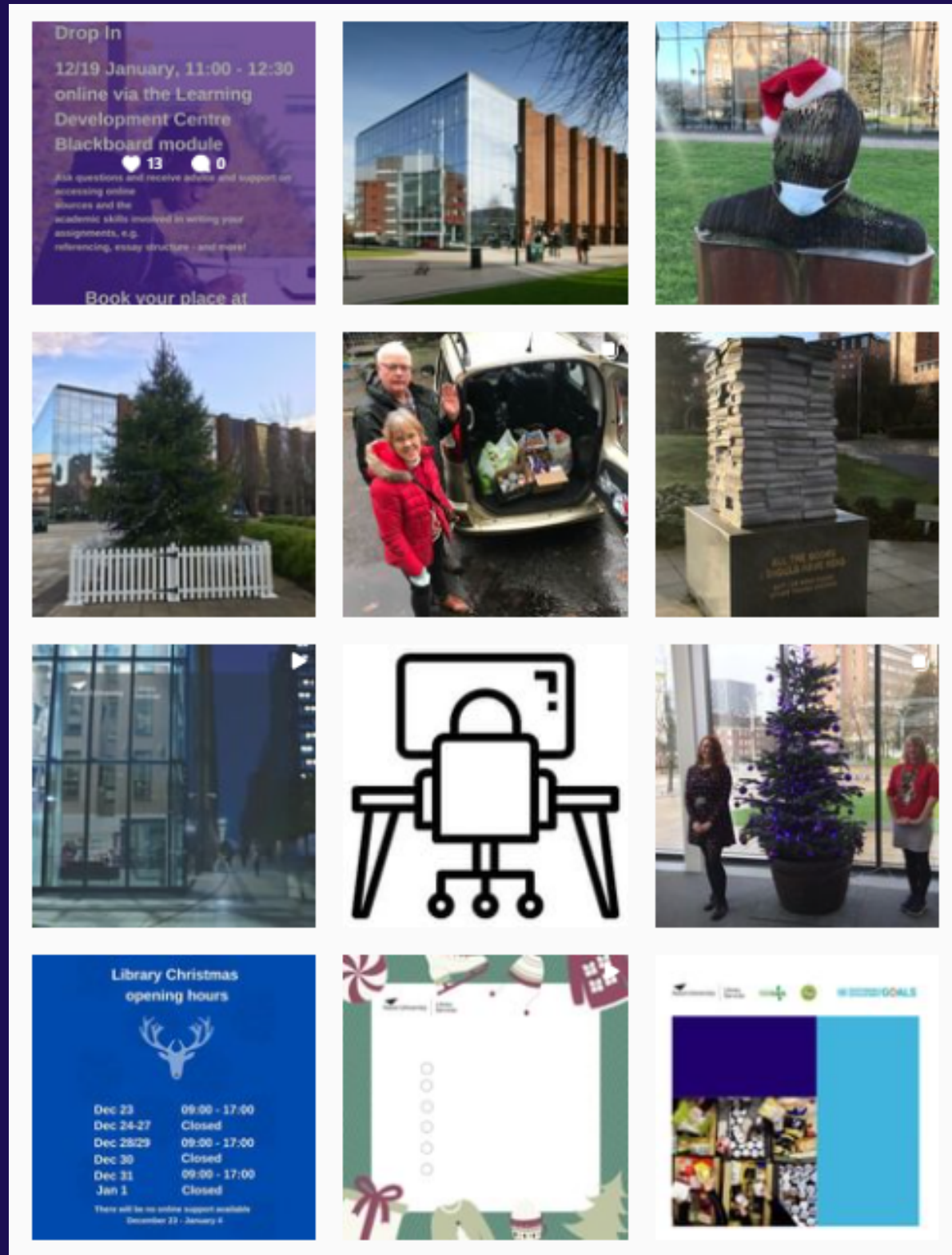
Instagram: good  
engagement, mainly UG

Facebook: low engagement,  
staff and other libraries





# Working on the Instagram account



## WHY DID WE FOCUS ON THIS PLATFORM?

We wanted to engage with more undergraduates, particularly first year students. We also wanted another online channel for communications.

## WHAT DID WE WANT TO ACHIEVE?

We wanted to increase the number of followers and the level of engagement. We wanted to reach more students independently from the marketing department.



Staff

Budget

Time

The (very common) problems



## Staff

We played to people's strengths

We set realistic tasks

We asked for time for self-development and training

## Budget

We used free resources online for both training and content creation

We used budget normally dedicated to Freshers'

## Time

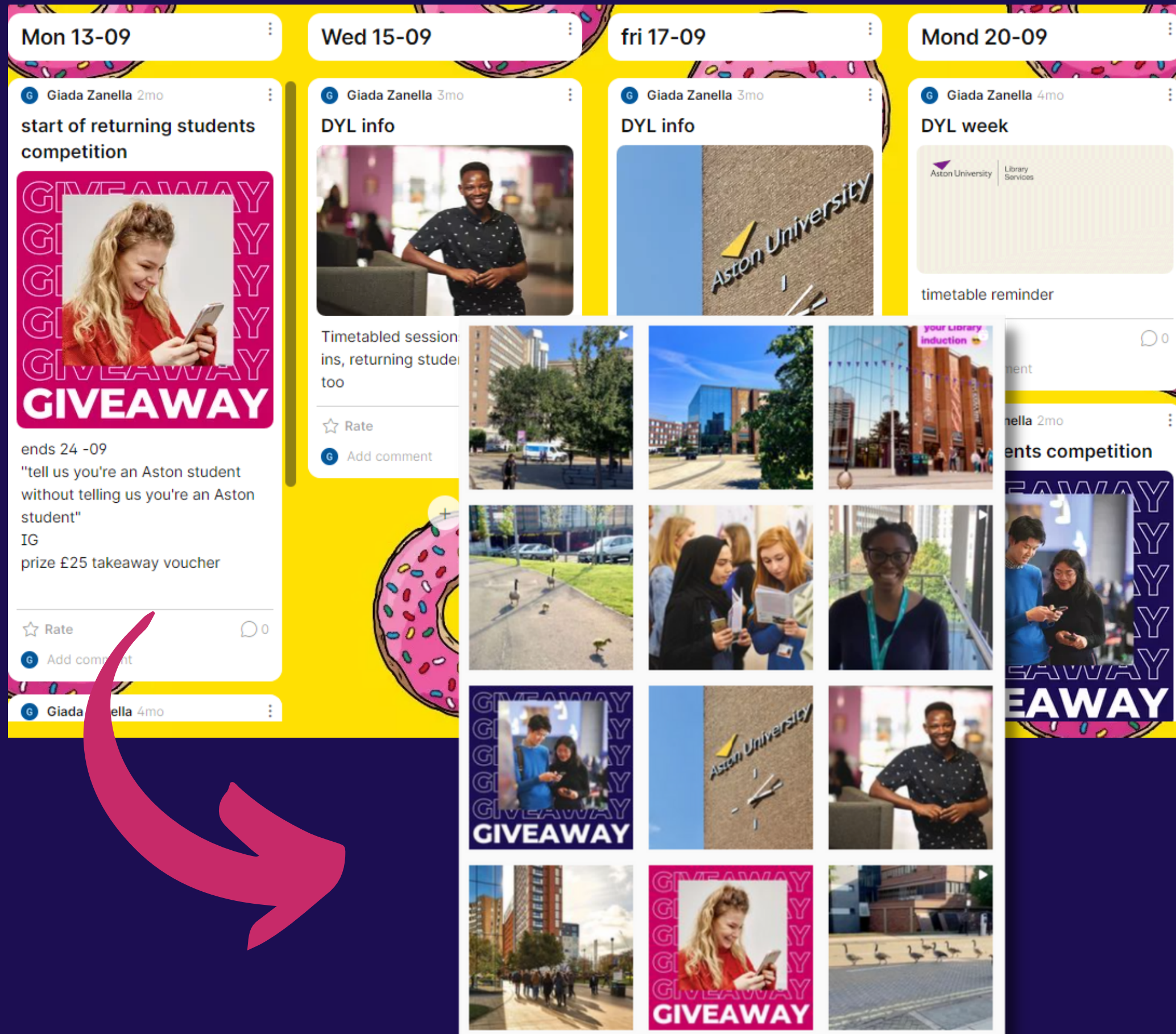
We dedicated two or three days to plan calendar and content

We pre-scheduled everything we could

Possible solutions  
(they are working for us!)



# STEP BY STEP

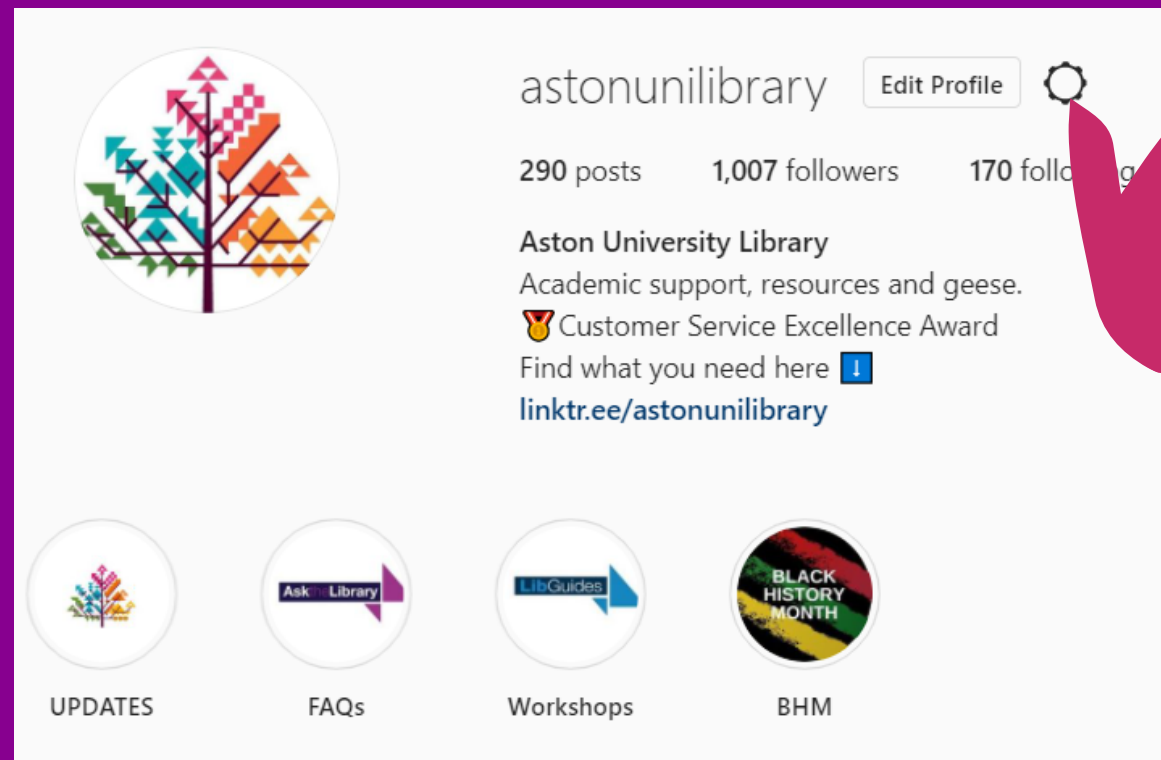


Completed online training (on Later) and updated the profile

Created a calendar with 2 months of content

Created and scheduled the content, focusing on Welcome Week



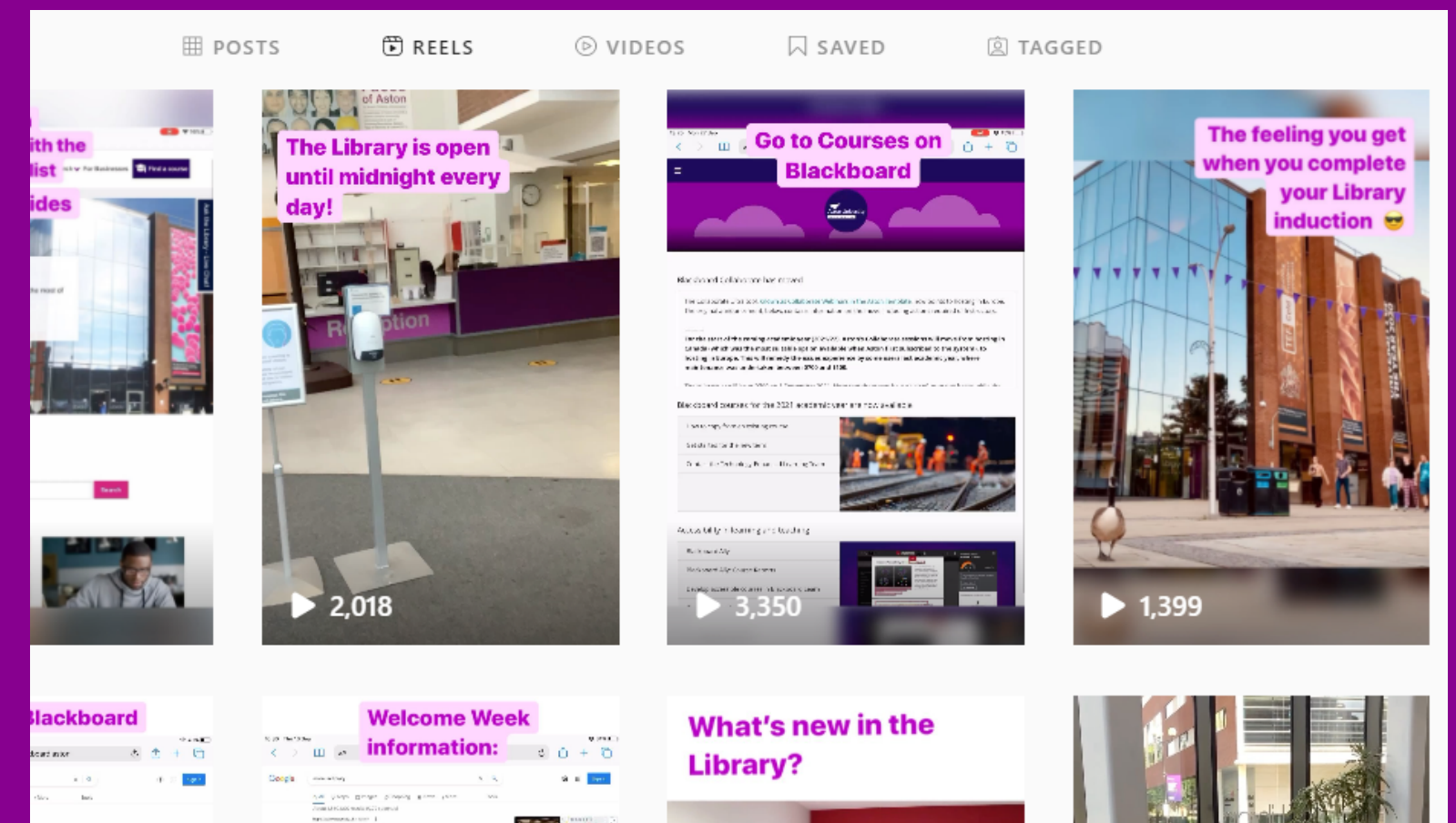


Better bio  
and highlights

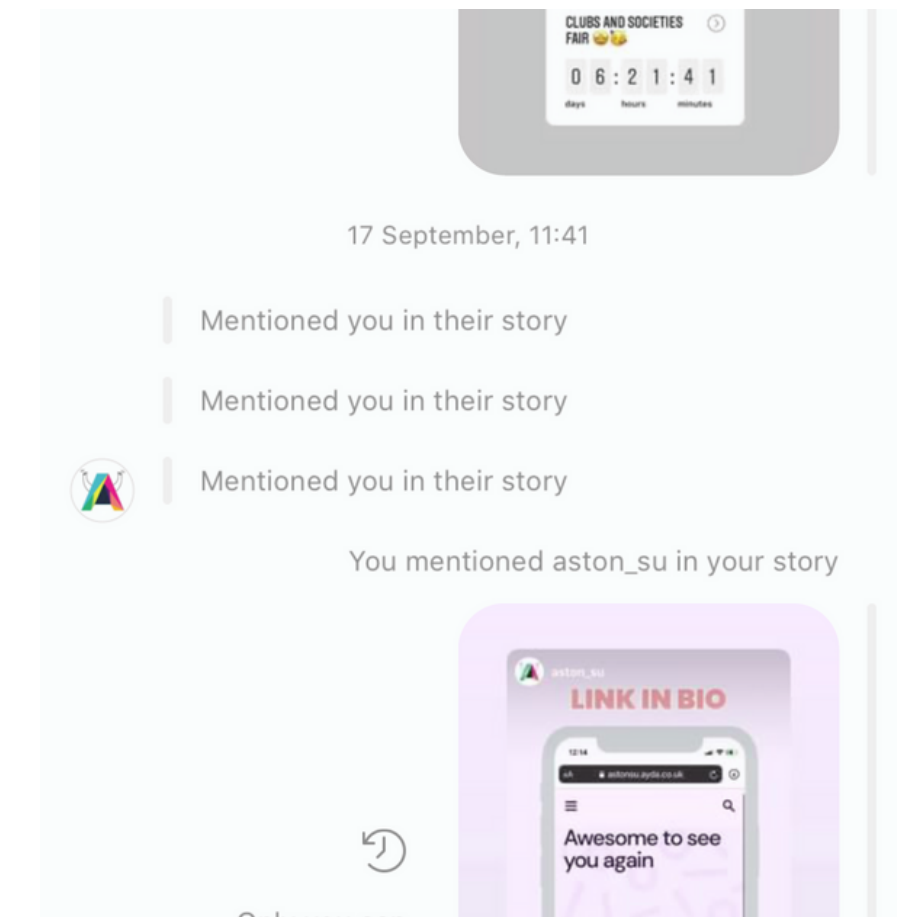
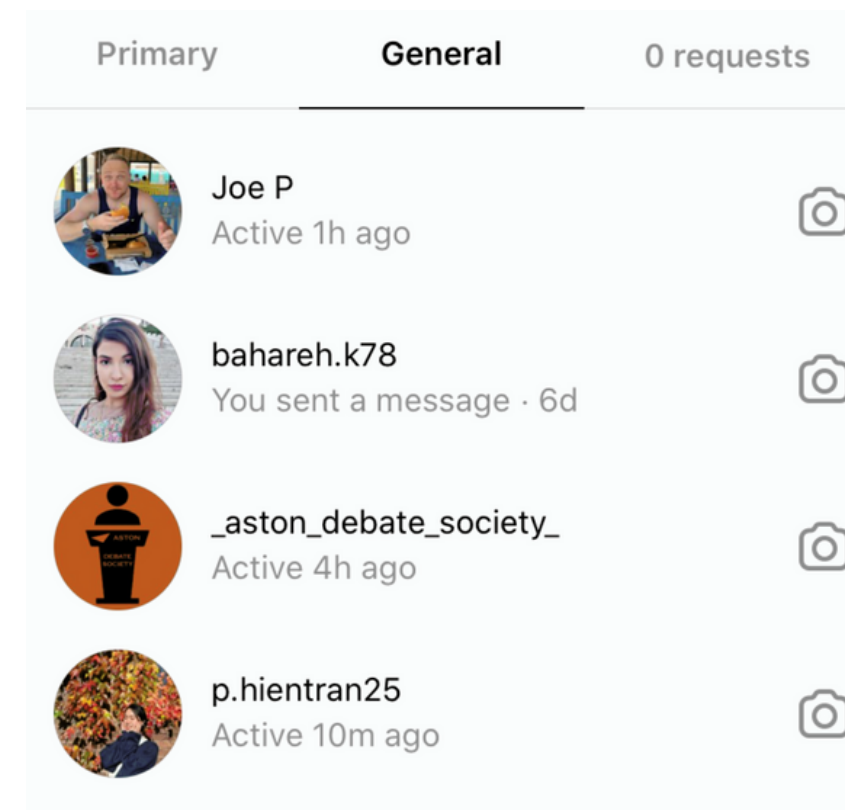
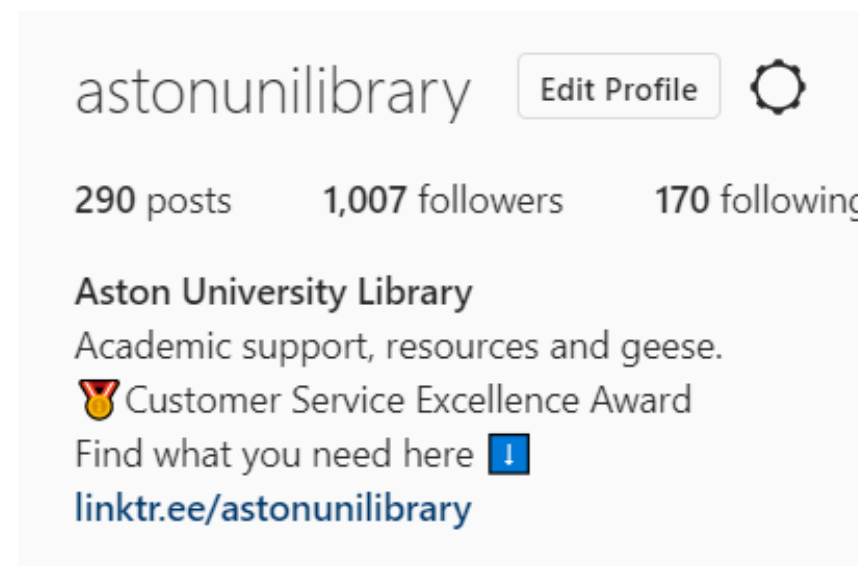
Full use of IG  
tools including  
reels, IGtv and  
Lives



Wholesome content



# THE RESULTS



From 650 to 1007  
followers in 3 months

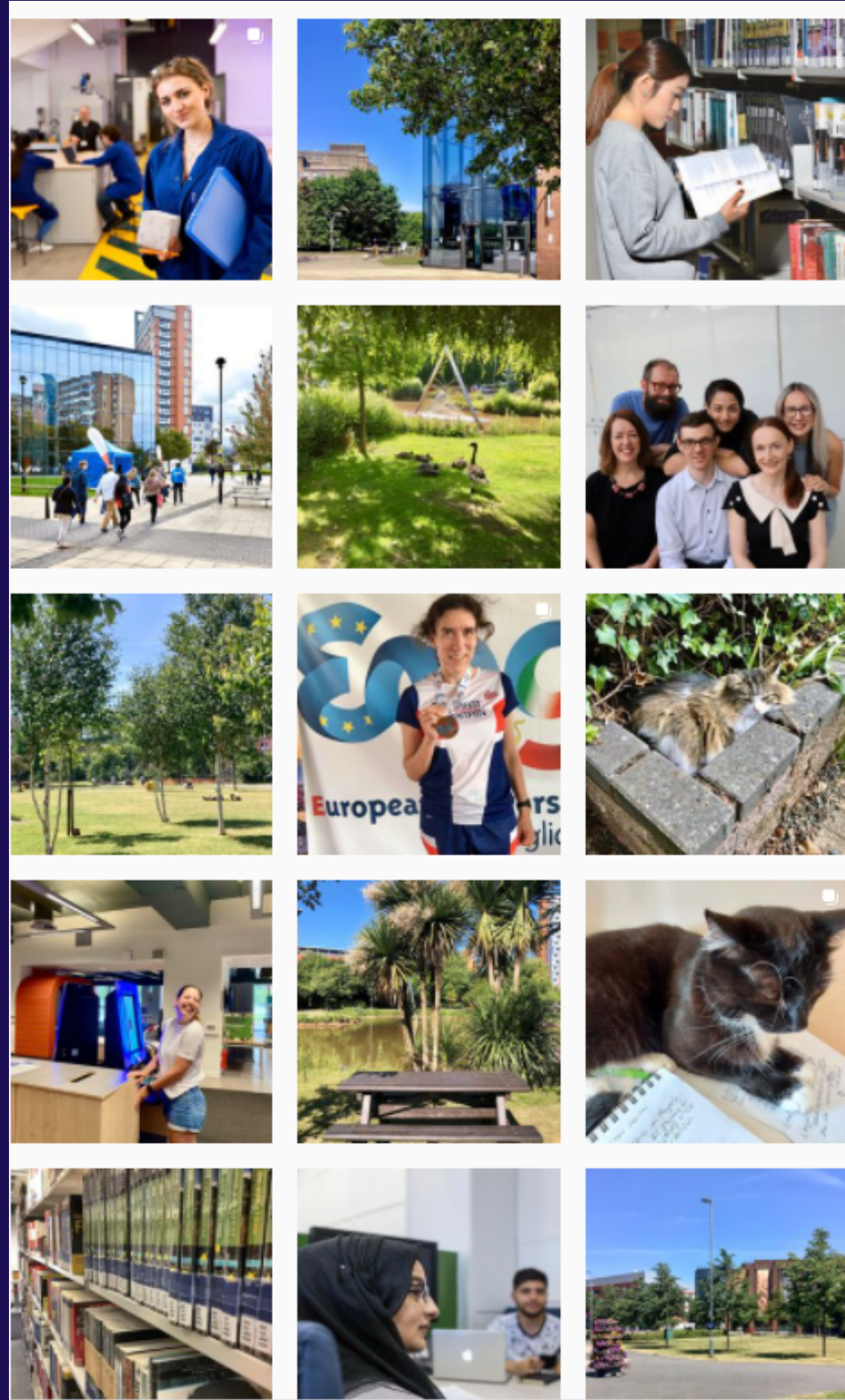
Increased engagement

DMs, stories and  
comments

Collaboration with SU  
and other departments



# Lessons learnt



## IT WILL TAKE TIME

We started off with very high expectations and quite a bit of stress. We learnt to set realistic expectations and timescales.

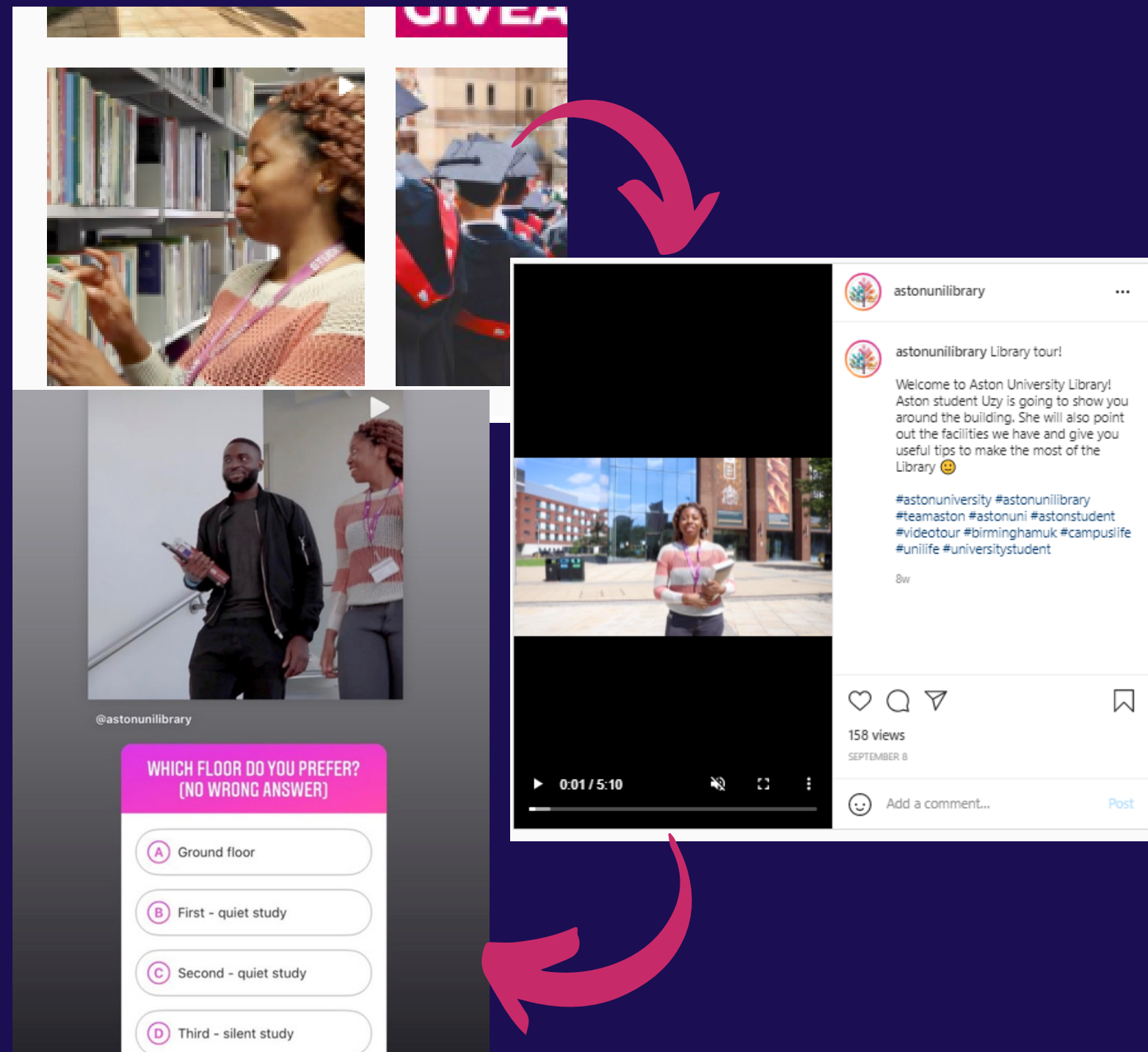
## FOCUS ON WHAT MATTERS

Our objective was to open another communication channel with students. Views, likes and similar insights are not necessarily the goal, helping students is.

## QUALITY OVER QUANTITY

We were posting everyday, until we gave up 3 weeks later. Identify what is sustainable and stick to it.

# USEFUL TIPS



## RECYCLE

Use other people's and other department's content, videos you made in the past, Marketing asset bank ...

## COLLABORATE

Create your own asset bank open to all staff, tag and re-post with other departments, get regular updates about what is going on ...

## PLAN PLAN PLAN

Create a shared calendar (we use Padlet), pre-schedule (we use Later), use consistent graphics (we use Canva templates) ...



# THANK YOU!

Any questions?

