# MANAGING SOCIAL MEDIA

- Building an Effective team

- Developing BCU L&LR Social Media accounts

- Generating Social Media content

  - Content Guidelines

  - Content Planning, Creation & Publishing

- Evaluating Impact

BUILDING AN EFFECTIVE TEAM

- Accounts established by volunteers (mainly Librarians)
- Managing enthusiasm

- Library restructure
- Skills audit
- Core team of 4 Customer Services Advisors
- All library teams encouraged to suggest content

@bcuassets
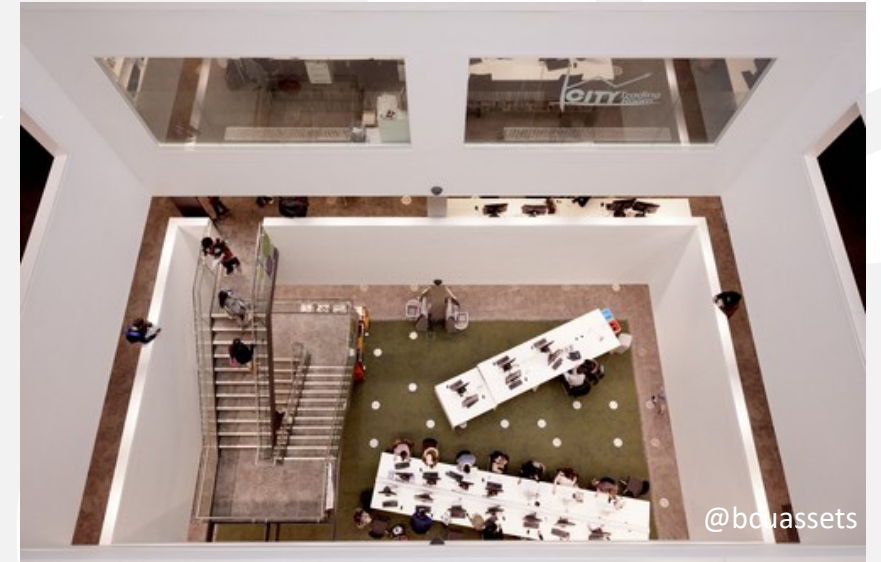
DEVELOPING ACCOUNTS

Aims

- Introduce the library and create 'brand' awareness

- Encourage use of our services

- Keep users informed of service changes

- Build a relationship with our customers

- Enhance the student experience

- Support Student wellbeing

@bcuassets

DEVELOPING ACCOUNTS
Goals

- **Increase** awareness of what we do

- **Keep** the library in the mind of our users

- **Engage** with harder to reach subjects/areas

- **Recruit** new users and followers

- **Provide** users with up to date news & events

- **Deliver** critical service updates

- **Enhance** our approachability

- **Provide** light, fun content

- **Encourage** user feedback and dialogue

- **Answer** user questions

- **Promote** specific services

- **Promote** resources / collections

- **Develop** the library brand / reputation

- **Market** the library 'upwards' within BCU

- **Instigate** Partnerships

- **Be Part of** the wider BCU Community

- **Support** delivery of Library Strategies

BIRMINGHAM CITY University

DEVELOPING ACCOUNTS
Appropriate channels

- **Twitter**

- **Instagram**

- **Facebook (retired)**

- **Snapchat (non-starter)**

- **What's next?**

BIRMINGHAM CITY
University

BCU Library & LR
@BCUlibrary

Official Twitter feed for BCU Library & Learning Resources.

bculibrary Follow

589 posts   1,019 followers   185 following

BCU Library
Official Instagram of Birmingham City University Library & Learning Resources 📚
www.bcu.ac.uk/library

GENERATING CONTENT
Content guidelines

BIRMINGHAM CITY
University

- Tone - **'friendly professional'**

- Balance between informative and more fun/informal content.

- We trust our advisors fully in terms of content and tone but our two golden rules are:
  1) Nothing political, topical or controversial in any way
  2) Nothing that will have a negative connotation for the institution

GENERATING CONTENT
Content Guidelines

- We encourage the use of @BCU addresses and #tags, but the language always has to be understandable for both humans and screen readers to meet accessibility rules.

- Ensure image copyright is acknowledged, and Data Protection regulations are followed

- Corporate brand guidelines

GENERATING CONTENT
Content Creation

BIRMINGHAM CITY
University

| Suggestions for content Either from Calendar or direct | Team member will claim content on calendar | Contact Library colleagues for resources | Post created and scheduled | Content Posted |

GENERATING CONTENT
Twitter - @BCUlibrary

BIRMINGHAM CITY
University

BCU Library & LR @BCUlibrary · Nov 8

BCU's Go Green Week starts today! 8-12 November. Book your activities in advance. Just head to bcu.ac.uk/green-events and get your diary filled today! #environment #hedgehogs #climate #cycling @BCU_Arts @BCUHELS @bcucebe @BCUsocscience @BCUBusiness @BCU_Law @bcumedia

GO GREEN WEEK
8 – 12 NOVEMBER

ALT

BCU Library & LR @BCUlibrary · Nov 5

Feel your research is going up in flames this #BONFIRE Night? Let us help. Chat to a member of our library staff via our online 'Chat To Us' service. bcu.ac.uk/library #BCUbringingthelibrarytoyou @BCU_Arts @BCUHELS @bcucebe @BCUsocscience @BCUBusiness @BCU_Law @bcumedia

ALT

BCU Library & LR @BCUlibrary · Oct 31

Hopefully, never a trick always a treat when you visit a BCU Library! Happy #Halloween - If you are spooked by referencing today try a guide, bcu.ac.uk/library/servic...

ALT   ALT

GENERATING CONTENT
Systems Dashboard

- Content direct from the systems dashboard to twitter

GENERATING CONTENT
Instagram - bculibrary

BLACK HISTORY MONTH 2021

View Insights · Boost Post

Liked by **enu_library** and **11 others**
bculibrary This Black History Month visit BCU L+LR Libraries
or access the website here https://bcu.ac.uk/library to find a range of learning resources.

The online Black Studies and Sociology Subject Guide can be found here:

https://libguides.bcu.ac.uk/blackstudiesandsociology

#BlackHistoryMonth2021 #BlackHistory365 #bcu #bculibrary #mybcu #iambcu

1 October

STAR TREK DAY
Attention all Trekkies! Read on...

View Insights · Boost Post

Liked by **carl.giddings.79** and **10 others**
bculibrary We don't expect you "to boldly go where No man has gone before" when you visit our library, as that would be "highly illogical!" There will be no "beam me up, Scottys" but remember once you enter and browse our shelves of thousands of resources "resistance is futile" you will not leave without the information or resources that you need! Come and visit us and see for yourself and remember "live long and prosper".
#startrek #startrekdiscovery #drspock #leonardnimoy #williamshatner #beammeupscotty #resistanceisfutile #vulcan #livelongandprosper #trekkies #trekkiesforlife #trekkiesofinstagram #bculibrary #mybcu #iambcu #birminghamcityuniversity

View 1 comment

8 September

Lucky or Unlucky?
Black Cat Appreciation Day

View Insights · Boost Post

Liked by **sourasky_central_library** and **16 others**
bculibrary Black cats are commonly associated with Halloween and witchcraft and are by many considered bad luck omens. However in maritime, British sailors believed that having a black cat aboard their ship brought them good fortune and reassurance of a safe voyage. What do you think? Lucky or unlucky, we think they are fantastic!
If you fancy reading some feline poetry for a purr-fect afternoon try The Poetry of Cats by Samuel Carr
#blackcat #blackcatappreciationday #purr #feline #cats #bcu.ac.uk/library #bcu #mybcu #iambcu #birminghamcityuniversity #poetry #samuelcarr #thepoetryofcats
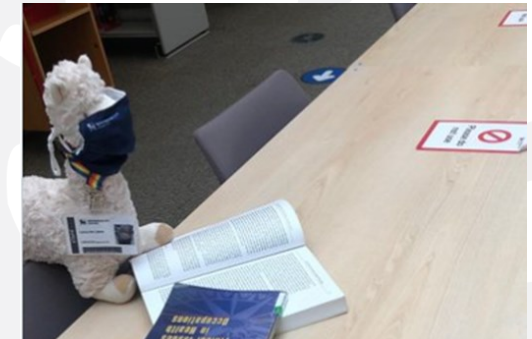
17 August

FINES AMNESTY! Keep spreading the word! Students, staff or alumni with overdue items can currently return these without fines.

PUNK FOR A DAY DAY

LENNY THE LIBRARY LLAMA

Our most popular team member

EMBEDDED COMMUNICATION CHANNEL

- Social media is now an embedded part of the Library communication strategy.

- Project planning procedures now require Social Media to be considered as part of a communication strategy

- Investigating how Social Media has impacted on the project

EVALUATING IMPACT

BIRMINGHAM CITY University

2. FOLLOWERS

***Example:* Twitter as of 16.8.21**

◊ **2,567** followers (Feb'21 = 2,504)

◊ Geographically, **87%** are located in the British Isles.

◊ Average length of time a Follower has been on Twitter, **11.92 years**

◊ **Profile visits: e.g.** July '21 : **2,349** (Jul '20 = 360 p. visits)

◊ Stable follower base for both social media platforms.

FOLLOWERS

***Example:* Instagram followers as of 20.08.21**

◊ **989 followers** which is an increase of +0.2%.

◊ Profile visits Feb 21-May21 **273** (-27.2%)

◊ Website taps **3** (-40%)

◊ Reached **511** accounts in the last 30 days (-3.1% compared to June 21-Jul 20)

◊ Content interactions **82** (+57.6%)
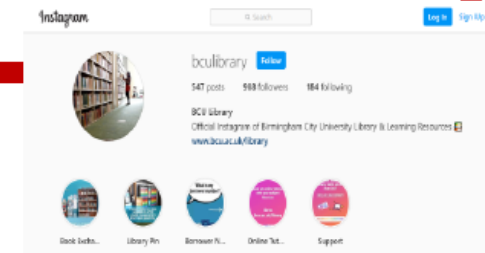
GOALS AND THEMES

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LOOKING TO THE FUTURE

- **Investigate new Social Media channels**

- **Look at impact of our Social Media Messages**

Library Twitter: @BCUlibrary https://twitter.com/bculibrary

Library Instagram: bculibrary https://www.instagram.com/bculibrary/?hl=en

Library website: https://www.bcu.ac.uk/library

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