



Loughborough
University

Social media strategy at Loughborough

Matt Cunningham

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Social media strategy

- Engage students and staff with the Library and our services
- Raise the profile of the Library within and outside the University by showcasing our services, resources and expertise in supporting teaching, learning and research
- Support the objectives of the University by promoting and amplifying University news and developments and showcasing research
- Provide support for, and a communication channel with, our users

Work with central marketing

- We have worked hard to create a good working relationship with central marketing
- They have helped amplify content and suggested which types of message work well as well as those which didn't
- One downside is they don't like some of our more creative methods "Pilky the Puppet"



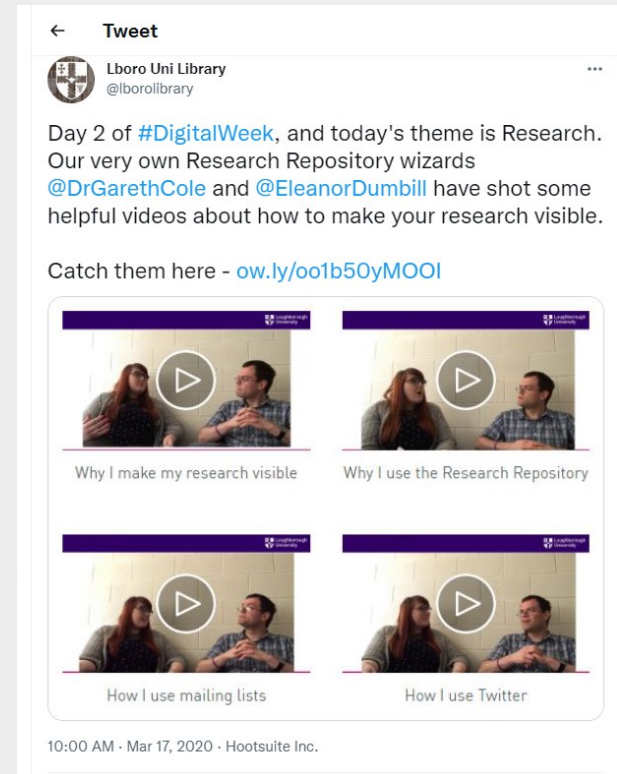
Engage students and staff



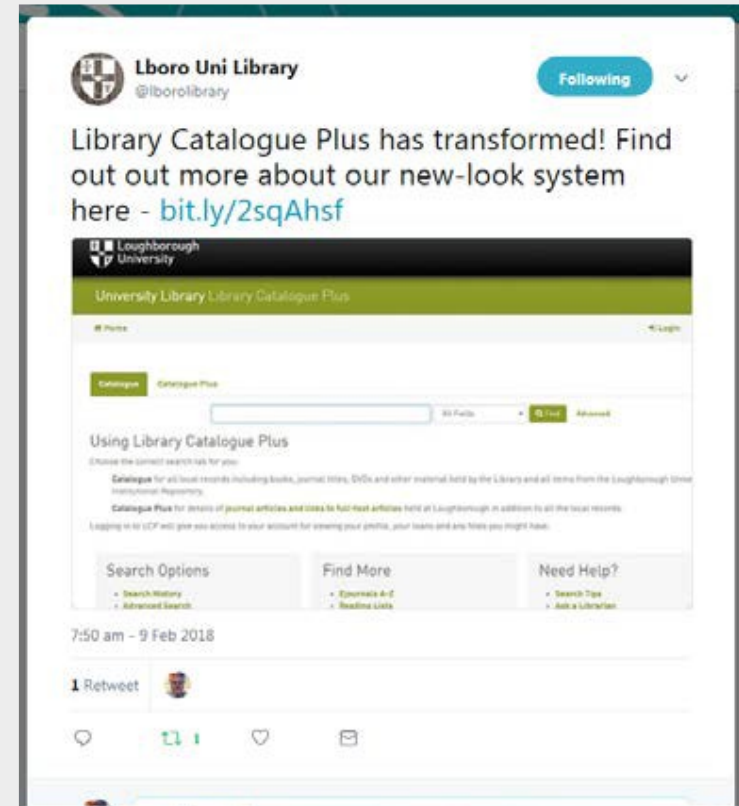
Raise the profile of theLibrary



Support the objectives of the University



Communication channel



Charlie the “Library cat”



Celebrity endorsement

You Retweeted

 **Lauren Laverne** ✓
@laurenlaverne

Favourite so far “Don’t judge me, but after lockdown I can’t wait to...”

 **Dr Barbara Cooke** @DecafB · Feb 23
Replying to @laurenlaverne and @BBC6Music
'...stand in the periodicals section of @lborolibrary and run my fingers over the spines. The staff have been amazing over lockdown, fetching books for borrowers with a rapid fire click and collect, but I miss the smell of those shelves.'

7:58 AM · Feb 23, 2021 · Twitter Web App

8 Retweets 78 Likes

 Tweet your reply Reply

 **Lboro Uni Library** @lborolibrary · Feb 23
Replying to @laurenlaverne
There's an open invitation anytime you're passing Lauren 😊 And Barbara is now officially our favourite member of staff 😊

Snapchat takeover

