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# NTU Library - How we approach social media



# #NTULibrary

Digital social platforms enable us to connect and share information, build our brand and create our own voice while maintaining our core values as NTU Library.



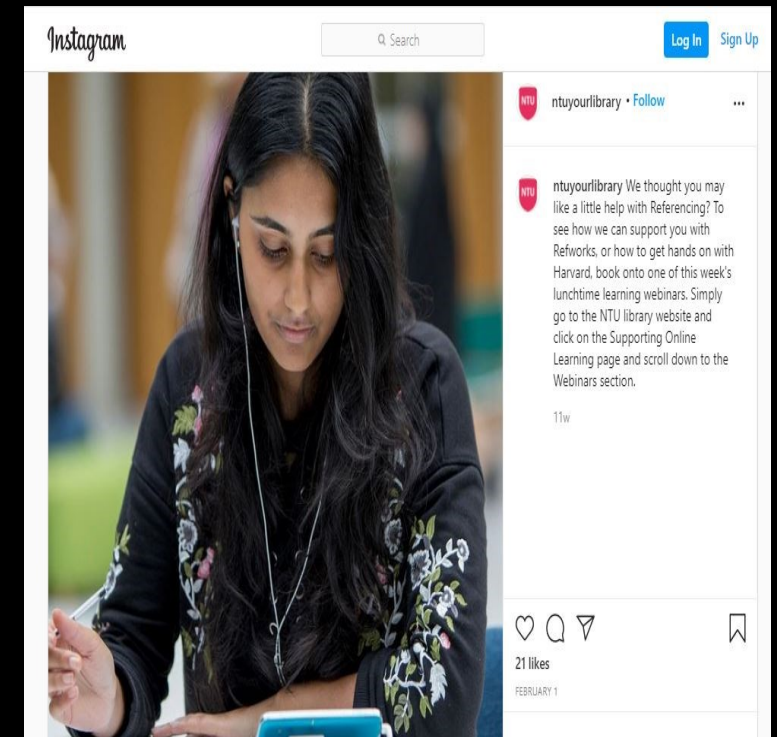
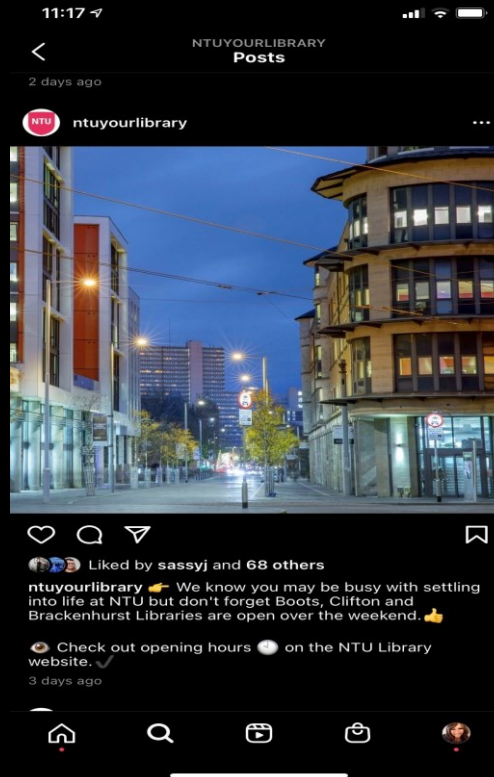
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Direct two-way communication with our audience





## Reaching our target audience

- Instant direct communication
- Consistent, regular key messages
- Alternative to text-based marketing through developing use of video and live Q&A events.
- Key partners – collaborative Library activity plan with messages shared across channels to reach an NTU wide audience
- Share relevant content from other people
- Keep up to date with mentions and tags



# Engage, Reach and Impress!

- **Engagement** – The amount of interaction a post/tweet receives. This can be retweets, likes, shares, replies and comments.
- **Reach** - Reach is used by Facebook and is a data metric that determines the potential size of audience any given message *could* reach. It does not mean that the entire audience will see the post, but rather the maximum amount of people the post could potentially reach. Reach is determined by a calculation that includes number of followers, shares and impressions.
- **Impressions** - The number of times posts were displayed in other people's feeds.



# Social Media Strategy

- Use common sense
- Use social media to listen and get feedback as well as communicate
- Use marketing principles to guide manner and tone to develop a unique voice and brand.
- Be clear how people can reach you and have conversations on social media.
- Use hashtags to link to and promote key accounts.
- Keep it professional

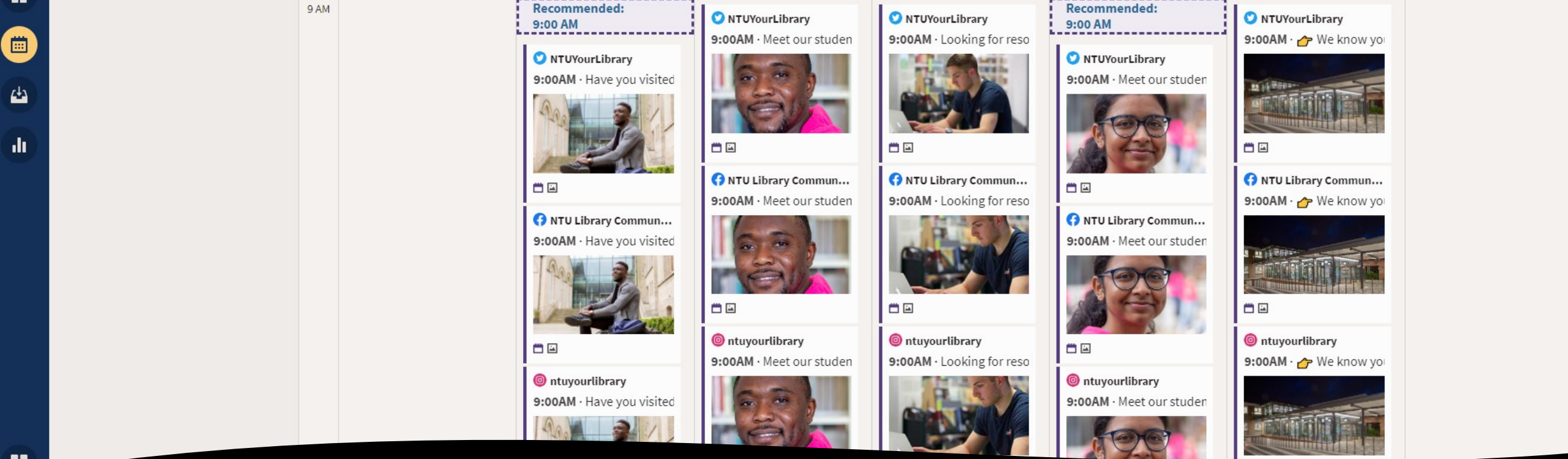




# Principles of Communication

- Clear
- Honest
- Appropriate
- Professional
- Approachable
- Accessible





# Plan Ahead

- Use scheduling software for posts – NTU Library uses Hootsuite
- Enables monitoring of Multiple Social Media Streams in one place
- Easily viewed analytics data – reporting to establish user demographic and peak times of usage
- Enables management of customer service on social media
- Media suite of professional images to use if needed.
- Schedule of messages to reflect Library activity
- Uploaded to Hootsuite selecting dates and times when audience reach is higher.





# Keep it legal

A range of legal issues can impact on the way social media is used. The main ones to be aware of are:

- Copyright and intellectual property
- The Law of Confidence ( disclosing confidential information)
- Defamation
- Data protection
- Privacy

# Tone of messaging – The Student Emotional Journey





# Thank you

NTU

