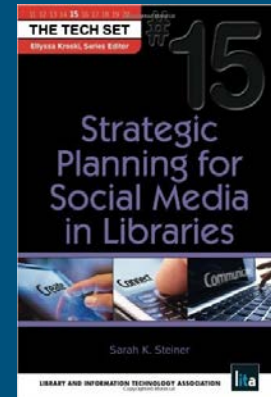


Facebook, Twitter, and
Pinterest, Oh My!
Using Social Media without
Overwhelming Yourself or
Your Patrons

Carrie Girton,
Miami University Hamilton



“As a profession, we help others to sort out information overload, but even librarians often feel overwhelmed by the informational hydra of social media.”



Suggested Number of Posts per Day

Twitter: 3

Facebook: 2

Google+: 3

Pinterest: 5

Instagram: 1.5

Blog: 2 (per week)

<https://blog.bufferapp.com/how-often-post-social-media> or <http://slidebean.com/blog/marketing/how-often-to-post-on-instagram>

Keep Things Simple!!!

Do what works best for you and your patrons.

Be selective about which platforms to join.

Do More than Just Push Content

Social media is intended to be social.

Interact with users.

Create posts that foster interaction.

“...social media is really about the convergence of communication and information.” John Lofstock “Is Your Company Posting with a Plan?”

Take Advantage of Common and Trending Hashtags

#tbt

#MeowMonday

#FridayFunday

#FridayReads

#MotivationMonday

#WellnessWednesday

#SelfieSunday

#MondayBlues

#ThursdayFunDay

#WednesdayWisdom

#TuesdayTreat

#ff or #FollowFriday

#FlashbackFriday

#TechTipTuesday

#ThankfulThursday

#SaturdaySwag

#MusicMonday

#TransformationTuesday

#WoofWednesday

Take Advantage of Common/Trending #Hashtags

#afwd2016



Rentschler Library

@muhllibrary

Take Your Action Figure to Work Day! Guess which Rentschler Librarian always has mini-Cap on their desk [#afwd2016](#)



Share and ReTweet

Follow/friend other campus social media accounts.

 **MiamiHamilton**
Dec 15, 2015, 11:17am via Twitter Web Client


Thanks @muhlibrary for sharing a beautiful view of our campus.

Rentschler Library @muhlibrary
Rainbow over campus!



1 like

You Retweeted

 **Miami U IT Help** @MUSupportDesk · Feb 24

Cons: No one can log into email, canvas, mymiami, bannerweb... It's raining. Pros: Internet is still working! #MiamiOH #MiamiUniversity

← 1 ♡ ...

You Retweeted

 **Miami Hamilton** @MiamiHamilton · Feb 1

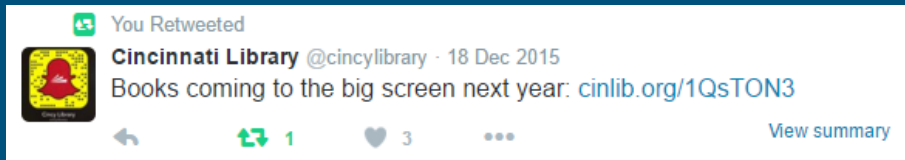
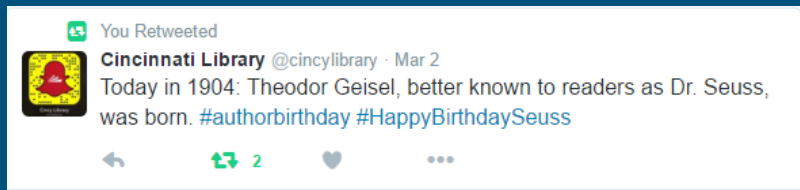
Brush up on your football trivia and join us for some great prizes. #SuperBowlXLVIII



← 3 ♡ ...

Share and ReTweet

Friend/Follow other libraries and library organizations.



Create a Strategic Plan for Social Media

It tells you where you are now, where you want to go, and how you're going to get there.

Does not need to be highly formal and should not be excessively detailed.

Must be:

Flexible

Based on data

Manageable

Regularly cared for



Have a Social Media Team

Recruit staff who want to participate.

Team is involved in planning.

Meet regularly to discuss.

Possibly use one device that can be passed around.

Make sure there is a consistent voice.

Use Software to Help Manage

BufferApp

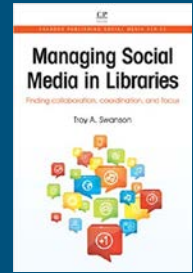
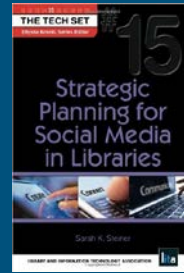
HootSuite

Have Fun!!!

Patrons will have fun if you do.

If you're not having fun, it will become evident in your posts.

Resources



“Key to juggling company social accounts”. Administrative Professional Today. P5.

Caya. “How often to post on Instagram and Social Media?”

<http://slidebean.com/blog/marketing/how-often-to-post-on-instagram>

Lee, Kevan. “How Often Should You Post on Social Media? See the Most Popular Research and Tips”. <https://blog.bufferapp.com/how-often-post-social-media>

Lofstock, John, ed. “Is Your Company Posting with a Plan?” Convenience Store Decisions. January 2014. p36-38.