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UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Department of Library Services Strategic plan 2016-2018

Skills, services and products development strategy



Create an overview of social media and mobile services for the library & researchers

Task team:

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Coach:

Dr Heila Pienaar



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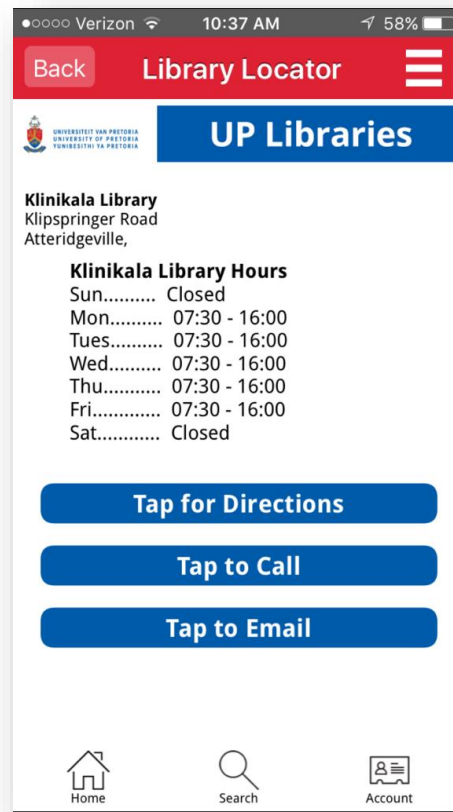
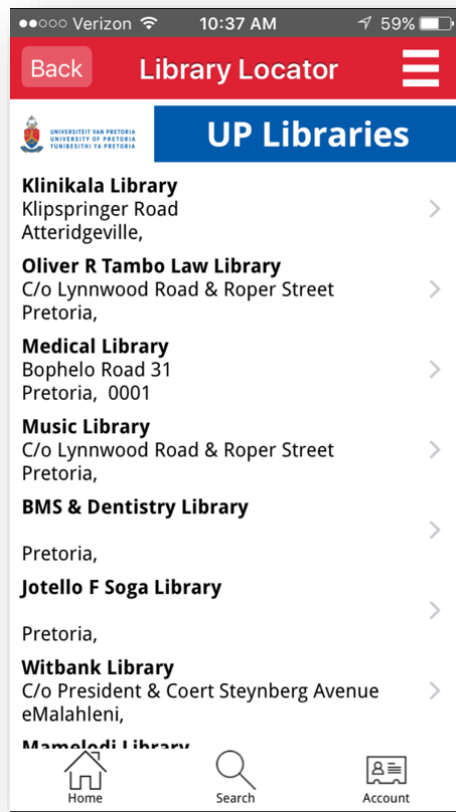
Social media feedback: progress

- After the audit some social media pages were shut down
- Ongoing monitoring of frequency of updates on social media
- PEAR Solutions: Social media best practice workshop 9 May
- Social media strategy document is still in process – DUR
- Maintain a strong social media presence on Facebook & Twitter
- The Library App is in development

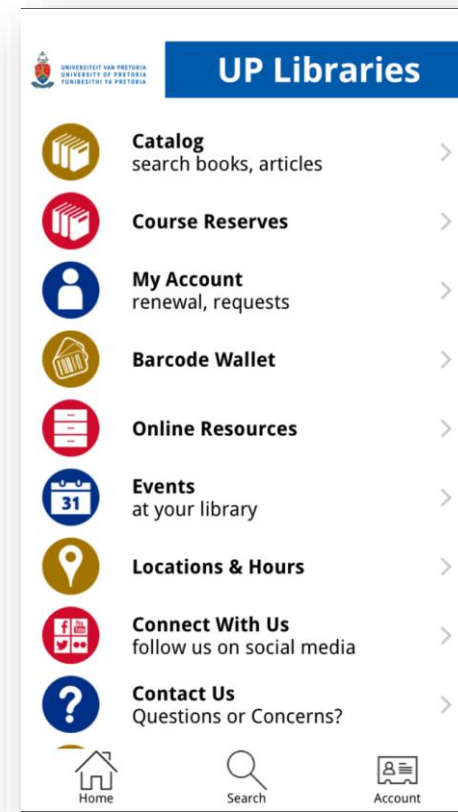


Library App

Library Locator

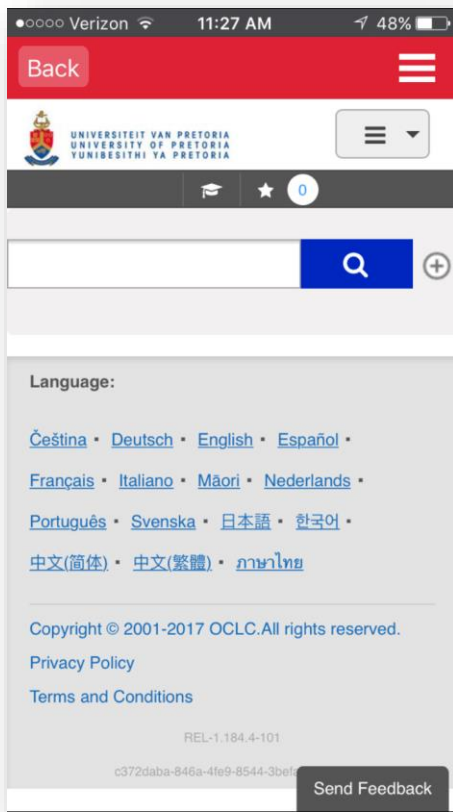


Main menu

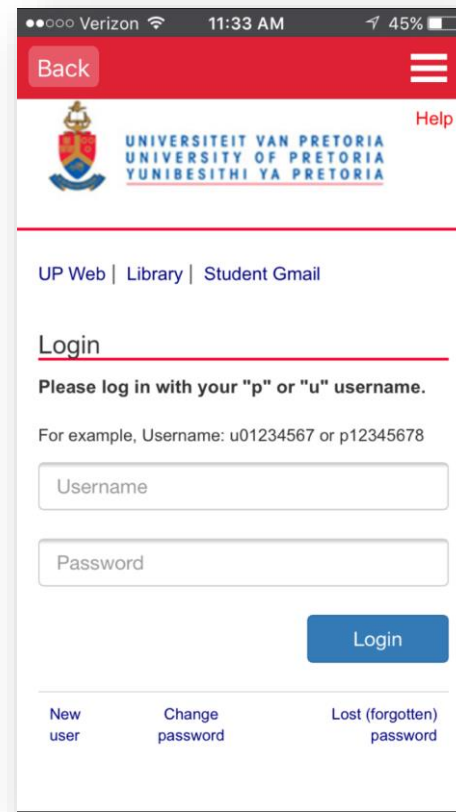


Library App

Catalogue search

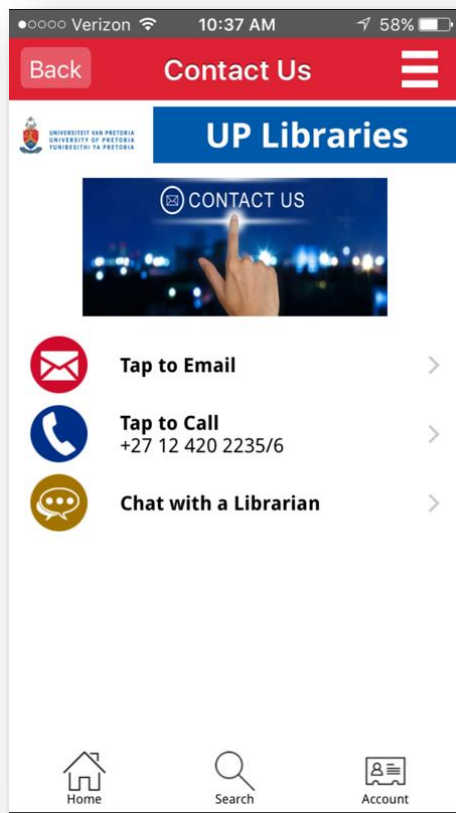


My account

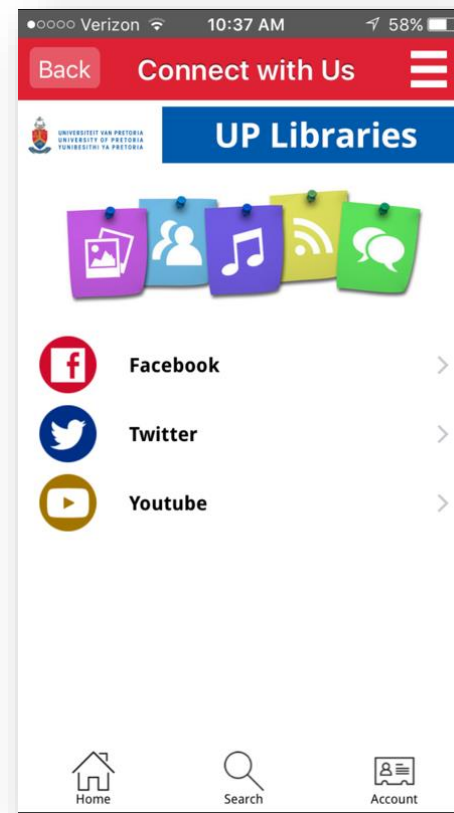


Library App

Contact Us



Connect with us



Social media feedback: recommendations

- Appointment of a dedicated staff member to handle social media pages & mobile services portfolio
 - Phasing in new functionalities in the Library App, e.g. Library space reservation
 - Development of new platforms e.g. Instagram
 - More training was requested to address different social media platforms
- CPD training



Lift professional and academic profile of the DLS by hosting professional and academic lectures and workshops for the university and profession

Task team:

Marketing team and Project leaders

Coach:

Dr Heila Pienaar



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Lift professional and academic profile: progress

- Ongoing: collaboration with project managers
- Possible “Innovation conference” in 2018
- Events 2016 - 2017:
 - Department of Education Innovation: 3 Fly@UP events
 - Department of Research & Innovation Support: 17 Research events
 - Department of English: 9 events
 - Technology Transfer Office: 1 event
 - Library events: 11 events
- Coordination of exhibitions:
 - Institute for Sustainable Malaria Control & Faculty of Theology
- Notifications on the intranet: 18
- UP web stories: 20
- New initiatives: Librarians’ Day video (1 431 views), Tuks Camarata flashmob (31 439 views), Hybrid Fair & the South African Library Week event
- Publications: articles in UP publications & LIASA-in-Touch



Lift professional and academic profile: recommendations

- Even more collaboration with vendors, other departments & staff members
- Ongoing collaboration with role players, e.g. Marketing Committee etc.
- Please notify me timeously of:
 - Planned events & exhibitions
 - Possible stories:
 - UP web
 - Library newsletter
 - Notifications
 - Visitors
 - Send newsworthy posts for social media Facebook, Twitter etc.

