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# Social Media:

an overview of some available  
platforms and a case study of the  
use of social media by the  
Department of Library Services,  
University of Pretoria

Carike Schoeman & Elsabé Olivier





# GLOBAL OVERVIEW

5

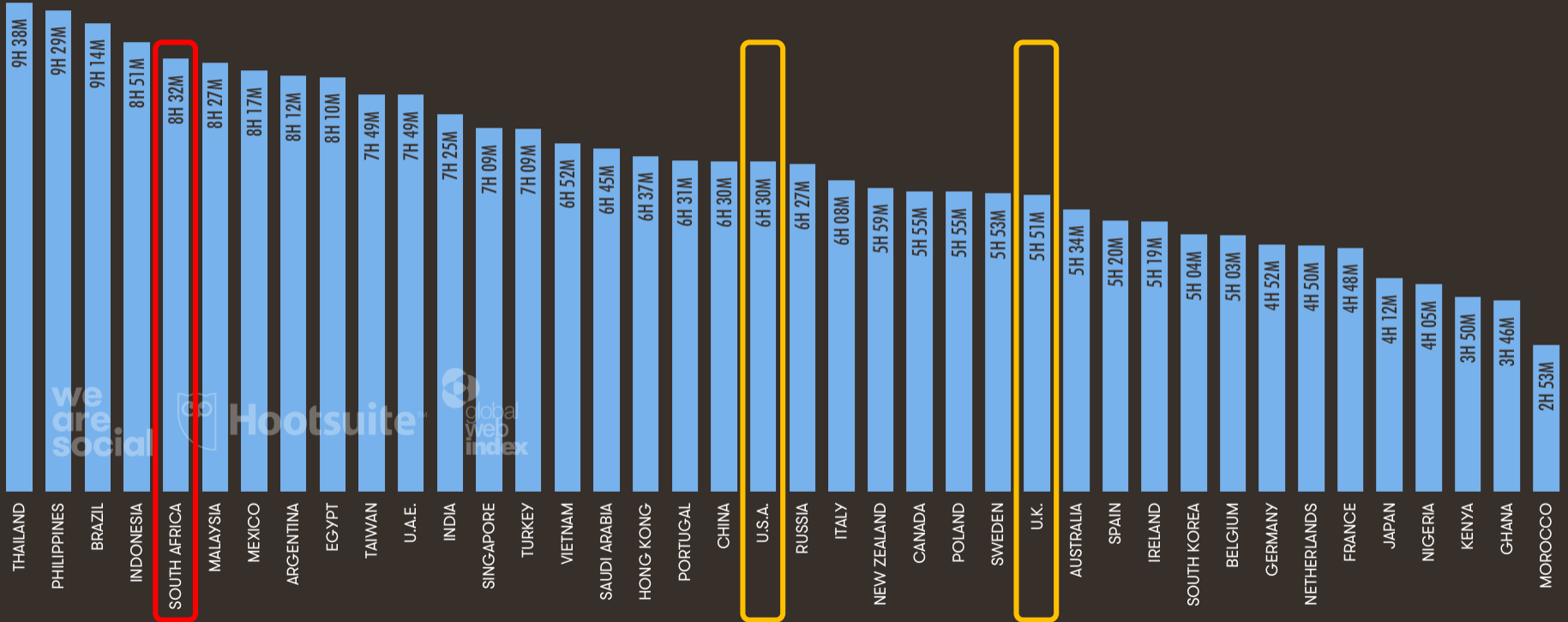


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JAN  
2018

# TIME SPENT PER DAY ON THE INTERNET

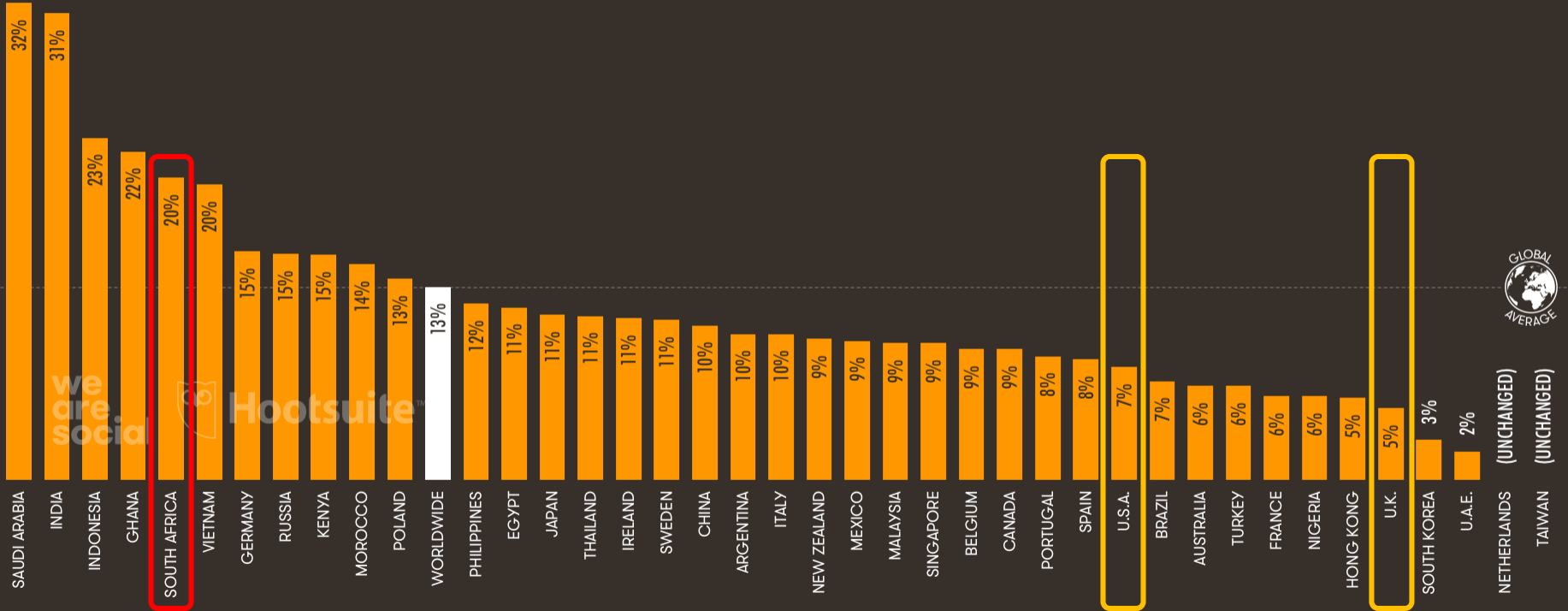
AVERAGE NUMBER OF HOURS SPENT USING THE INTERNET PER DAY VIA ANY DEVICE [SURVEY BASED]



**JAN  
2018**

# ANNUAL GROWTH OF SOCIAL MEDIA USERS

YEAR-ON-YEAR INCREASE IN THE NUMBER OF PEOPLE USING SOCIAL MEDIA IN EACH COUNTRY vs. JANUARY 2017



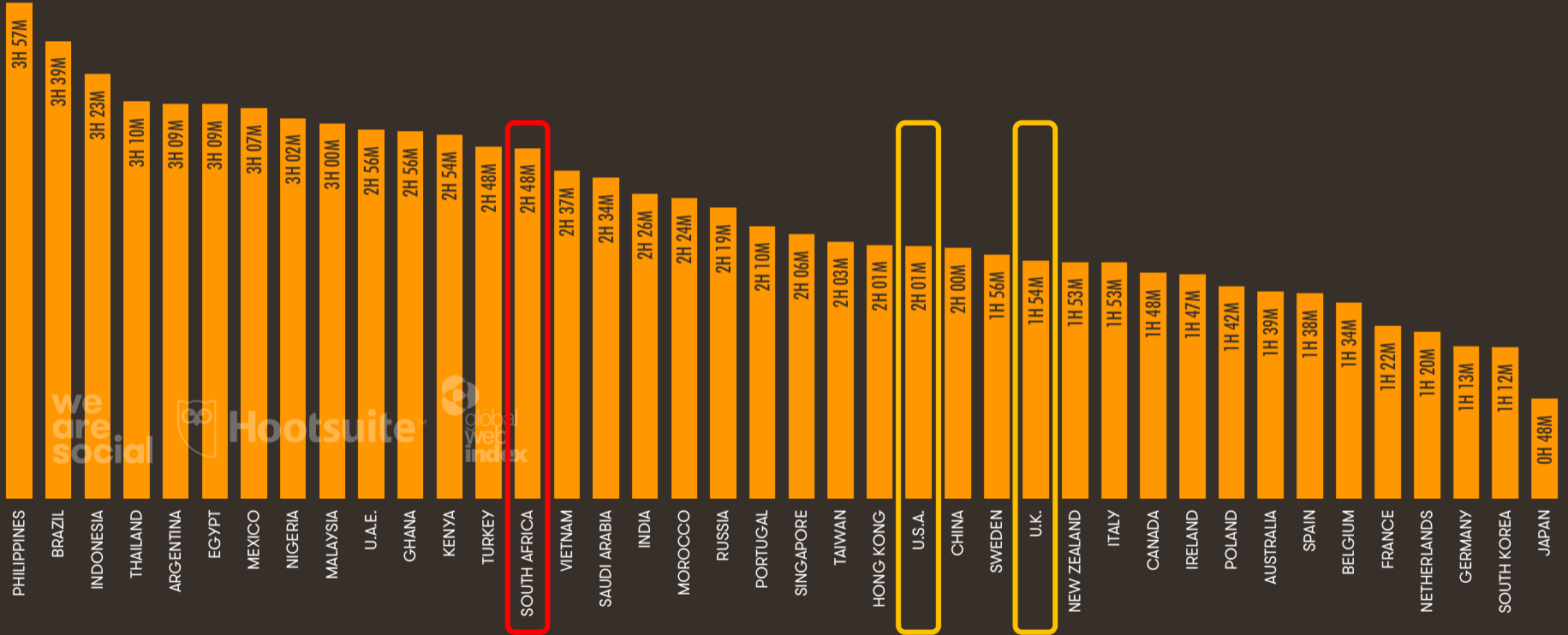
56 **SOURCES:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.  
**NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.



JAN  
2018

# TIME SPENT ON SOCIAL MEDIA

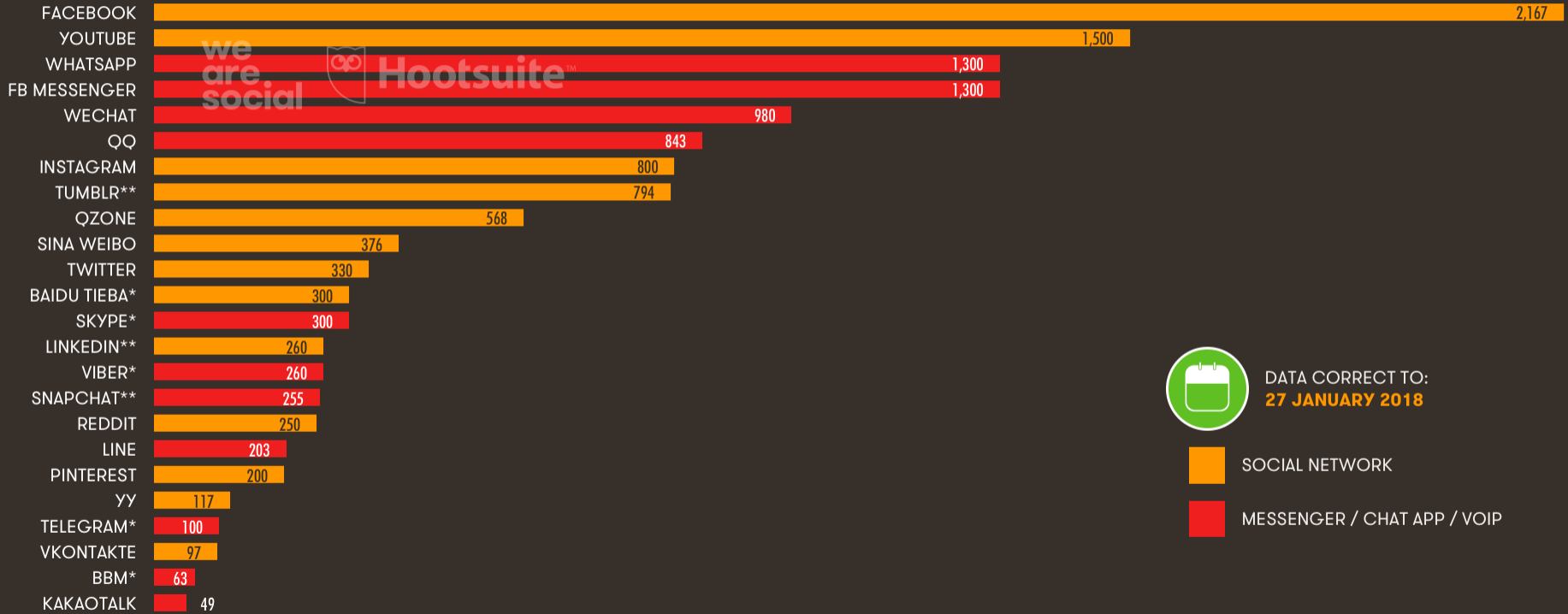
AVERAGE NUMBER OF HOURS THAT SOCIAL MEDIA USERS SPEND USING SOCIAL MEDIA EACH DAY VIA ANY DEVICE [SURVEY BASED]



JAN  
2018

# ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS FOR EACH PLATFORM, IN MILLIONS



DATA CORRECT TO:  
27 JANUARY 2018



SOCIAL NETWORK



MESSENGER / CHAT APP / VOIP

59

**SOURCES:** KEPIOS ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA; ALL AS OF JANUARY 2018. **\*ADVISORY:** PLATFORMS IDENTIFIED BY (\*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS RELIABLE. **\*\*NOTES:** THESE PLATFORMS DO NOT PUBLISH MAU DATA. TUMBLR FIGURE IS FOR MONTHLY UNIQUE VISITORS IN DEC 2017, VIA SIMILARWEB. SNAPCHAT FIGURE VIA TECHCRUNCH, JUN 2017. LINKEDIN DATA VIA FORTUNE / APPTOPIA, APR 2017.



JAN  
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# SOCIAL MEDIA PENETRATION BY REGION

TOTAL ACTIVE ACCOUNTS ON THE MOST ACTIVE SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



GLOBAL  
AVERAGE:  
42%

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TEHRASA; SIMILARWEB; KEPIOS ANALYSIS.  
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.



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# SOUTH AFRICA



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# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



AVERAGE DAILY TIME  
SPENT USING THE  
INTERNET VIA ANY DEVICE



8H 32M

AVERAGE DAILY TIME  
SPENT USING SOCIAL  
MEDIA VIA ANY DEVICE



2H 48M

AVERAGE DAILY TV VIEWING TIME  
(BROADCAST, STREAMING  
AND VIDEO ON DEMAND)



3H 00M

AVERAGE DAILY TIME  
SPENT LISTENING TO  
STREAMING MUSIC



1H 07M



72

SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.  
NOTE: TIME SPENT USING SOCIAL MEDIA INCLUDES SOCIAL NETWORKS AS WELL AS MESSENGERS / CHAT APPS.



JAN  
2018

# SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**18.00**  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**32%**

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



we  
are  
social

**16.00**  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**28%**

85

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS  
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

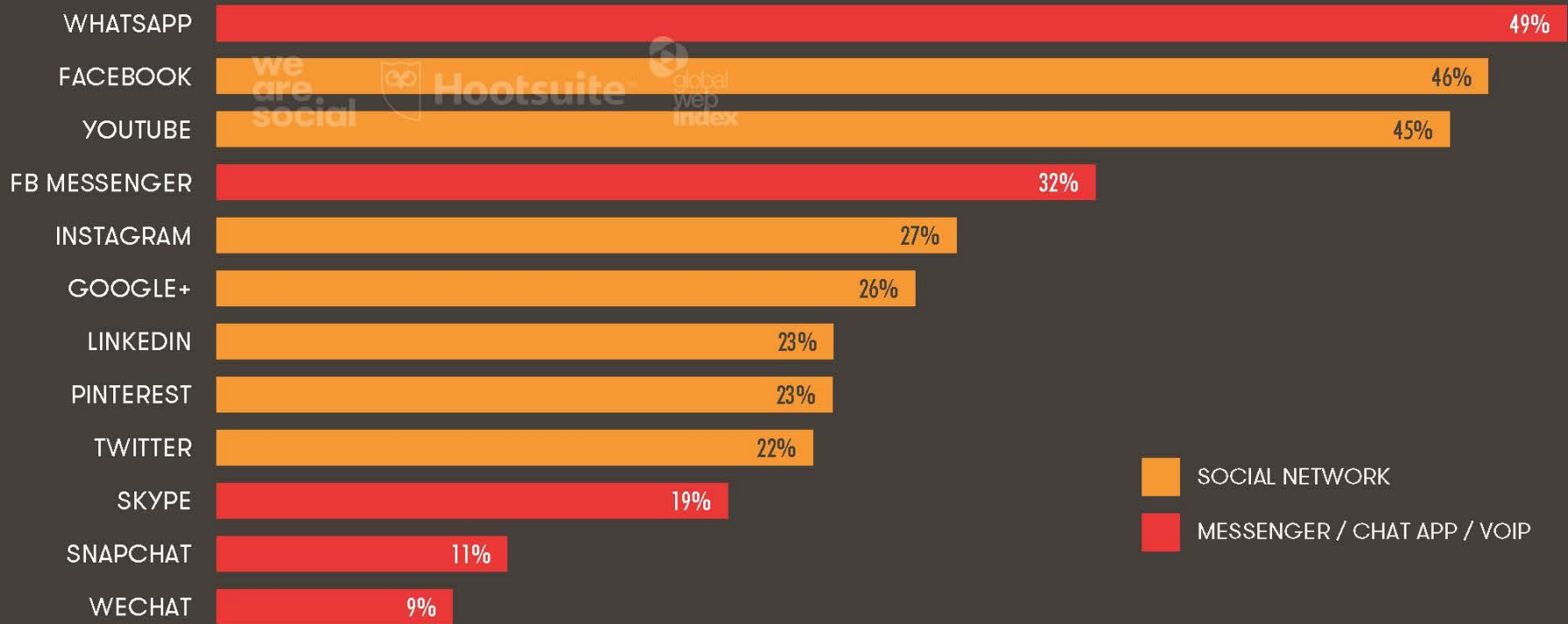


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2018

# MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



86

SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64. NOTES: DATA FOR PLATFORMS WITH AN ASTERISK (\*) IS COLLECTED IN A DIFFERENT PART OF THE SURVEY TO OTHER PLATFORM DATA. ALL DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE. ADVISORY: FIGURES ARE BASED ON RESPONSES TO A SURVEY, AND MAY NOT CORRELATE TO SOCIAL MEDIA PENETRATION FIGURES SHOWN ELSEWHERE IN THIS REPORT; FOR FULL DETAILS, SEE THE NOTES AT THE END OF THIS REPORT.



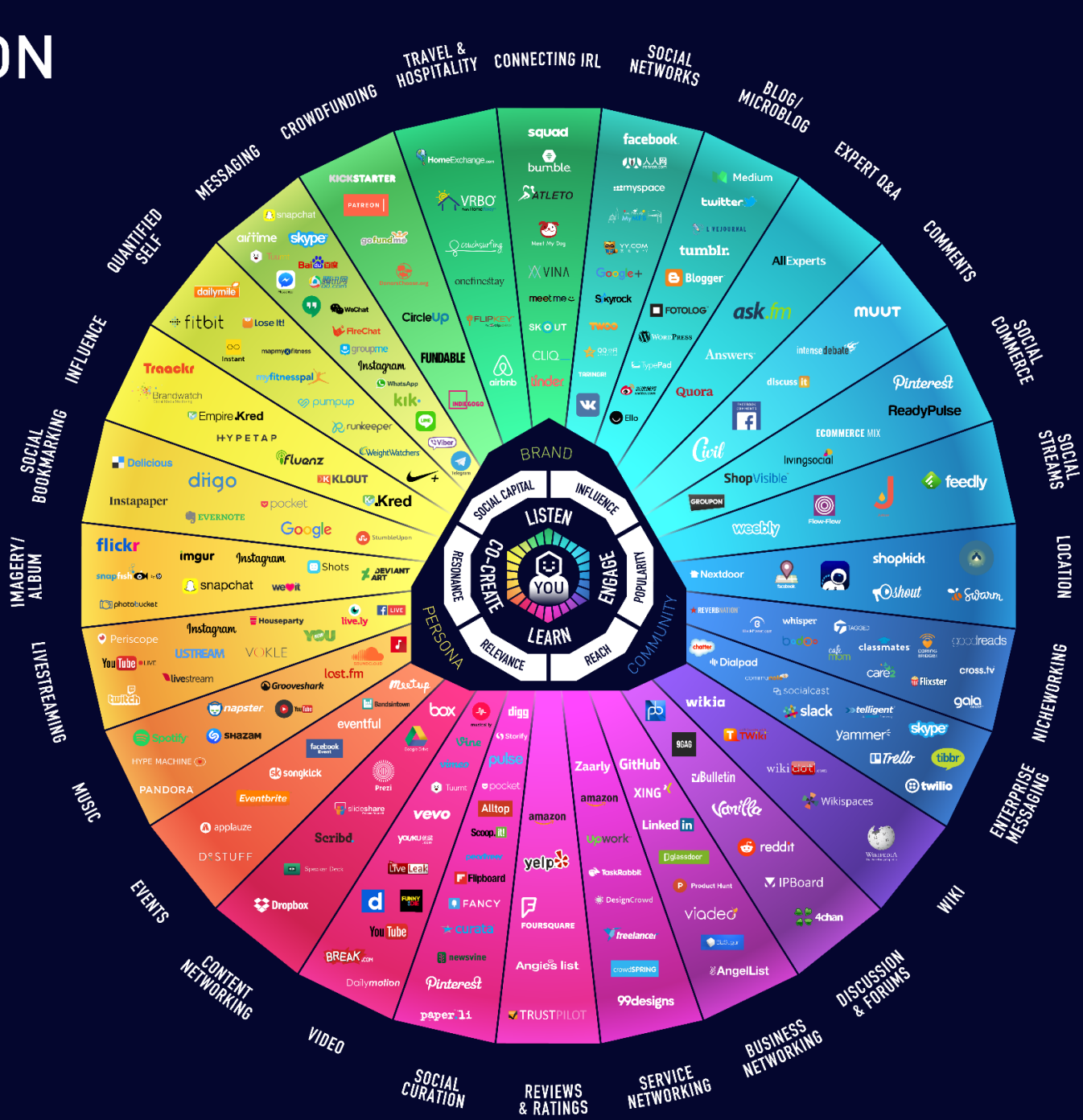
# CONVERSATION PRISM 5.0

Brought to you by  
Brian Solis & JESS3

## Social Media Gave Everyone a Voice

The Conversation Prism debuted in 2008 as social media was exploding online. Social media would change everything about how we communicate, learn and share. It forever democratized information and reset the balance for influence.

The Conversation Prism was designed as a visual map of the conversational networks that continue to reshape everything. Its purpose is to help you understand and appreciate the statusphere so that you can play a productive and defining role in the conversations shaping our future.



For more information check out  
[conversationprism.com](http://conversationprism.com)



## Facebook

- One of the most widely used sites which includes various forms of engagement through Profiles, Pages and Groups. Facebook also provides a Marketplace where products can be listed, promoted and offered for sale.
- Social Networks category
- Launched on 4 February 2004
- 2.2 billion monthly active users (January 2018)
- Subsidiaries include Instagram, Messenger, WhatsApp, Oculus VR, tbh and Watch
- 25,105 Employees
- Same as Google+, Myspace, Skyrock, Renren, etc.





## Twitter

- Posting short text messages of up to 140 characters, to convey your message to the world. Twitter also makes it possible to promote your businesses and even shop directly through tweets.
- Blog/Microblog category
- Launched on 15 July 2006
- 330 million active users
- Subsidiaries include Vine, Periscope and MoPub
- 3,583 Employees
- Same as Tumblr, Blogger, WordPress, etc.





YouTube

- The world's largest video-sharing social networking site, enabling users to upload, view and share videos that can be liked or commented on. YouTube even enables users to create a channel where they can upload all their personally recorded videos to showcase to their friends and followers.
- Video category
- Launched on 14 February 2005
- Over 30 million visitors per day
- Owned by Google
- 73,992 Google employees
- Same as Vevo, Vimeo, Vine, Tuarnt, etc.





## Instagram

- Enables you to capture the best moments of your life, with your phone's camera (or any other camera), and convert them into works of art by applying multiple filters to your photos.
- Imagery/Album category
- Initial release on 6 October 2010
- 400 million monthly active users
- Owned by Facebook
- 25,105 Facebook employees
- Same as Flickr, Snapchat, Photobucket, etc.







Google+

- Enables you to stay in touch with people by sharing messages, photos, videos, useful links to sites, etc. Extends support for video conferencing through Hangouts and businesses can promote their brands and products through Google+ business pages.
- Social Networks category
- Launched on 28 June 2011, replaced Google Buzz
- 395 million monthly active users
- Owned and operated by Google
- 73,992 Google employees
- Same as Facebook, Myspace, Skyrock, Renren, etc.





LinkedIn

- A professional social networking site that is available in over 20 languages. It is used across the globe by all types of professionals and serves as an ideal platform to connect with different businesses, as well as locate and hire ideal candidates.
- Business Networking category
- Launched on 5 May 2003
- 100 million monthly active users
- Subsidiaries include SlideShare and Lynda.com
- 9,732 Employees
- Same as GitHub, AngelList, Viadeo, etc.





## Flickr

- A platform to upload numerous high quality images, especially by photographers or people who love photography. It is also an efficient online photo management and sharing service.
- Imagery/Album category
- Launched on 10 February 2004
- 90 million monthly users
- Owned by Yahoo! Holdings8,
- 500 Yahoo! Holdings employees
- Same as Instagram, Snapchat, Photobucket, etc.





about.me

- about.me is a personal web hosting service which offers registered users a one-page user profiles from which to link multiple online identities, relevant external sites, and popular social networking websites. It is characterized by a large background image and abbreviated biography.
- Unknown category (Social Directory)
- Launched on 16 December 2010
- 4.25 million users
- Privately owned
- Provides a digital business card.





## CARIKE SCHOEMAN

Systems Analyst and Web Developer in Pretoria South Africa

 [View my photos](#)

I am very interested in technology, photography and all the other lovely activities that makes our world an interesting and exciting place.

### WORK

Systems Analyst

### EDUCATION

University of South Africa



# Department of Library Services and social media



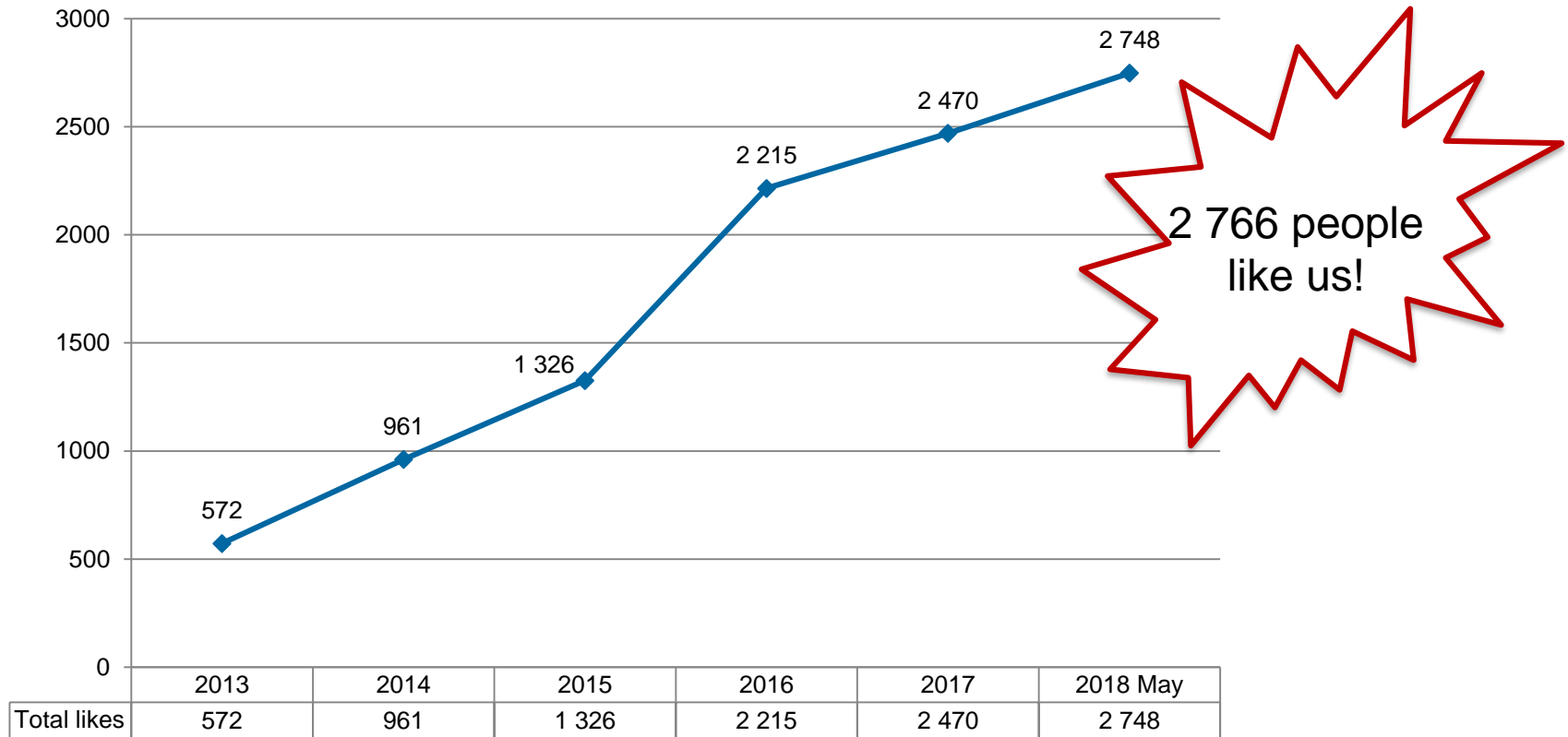
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# Department of Library Services (DLS) social media policy

- The DLS currently uses the following social media platforms:
  - Facebook
  - Twitter
  - Youtube
- University of Pretoria **Social Media Guidelines** and **Policy of Social Media**
- Our goals are to:
  - Generate **interesting, engaging, and useful** content relevant to the library
  - Post content **regularly**
  - **Respond timeously** to all questions and/or comments addressed to the library and mentioned by social media users in the community.
  - Create **awareness** and to heighten the visibility of the DLS and its activities
  - Invite **conversation** on the library and higher education



# Facebook likes 2013-2018



Facebook likes are increasing each year. There was a very sharp increase between 2015 and 2016. Page likes have increased by 11% from Dec 2017- May 2018, this is equivalent to the percentage increase from 2016-2017.



# Facebook post with the highest reach: 10 165

**UP Library Services** Published by Elsabé Olivier [?] · February 23 · 🌐

According to the latest UniRank results, the University of Pretoria ranks number 1 in Africa! <https://www.4icu.org/top-universities-africa/>

### Top 200 Universities in Africa | 2018 African University Ranking

Discover the 2018 League Table of the top 200 Colleges and Universities in Africa by the 2018 African University Ranking .

4ICU.ORG

10,165 people reached Boost Post

Like Comment Share


Abednego James, Nteboheng Rose Langa and 82 others Oldest ▾

71 Shares 6 Comments

# Content: sharing interesting content

UP Library Services  
Published by Elsabé Olivier (7) · May 5 at 9:43am · Pretoria · e

Don't plagiarise - attend one of our Anti-plagiarism sessions and learn what's right and what's not!



**SPOTTED ON FACEBOOK**

**Student:** I don't understand why my grade was so low. How did I do on my research paper?

**Teacher:** Actually, you didn't turn in a research paper. You turned in a random assemblage of sentences. In fact, the sentences you apparently kidnapped in the dead of night and forced into this violent and arbitrary plan of yours clearly seemed to be placed on the pages against their will. Reading your paper was like watching unfamiliar, uncomfortable people interacting at a cocktail party that no one wanted to attend in the first place. You didn't submit a research paper. You submitted a hostage situation.

5,889 people reached

Boost Post

Like Comment Share

Gerda Ehlers, Anthony Lorika and 57 others

32 Shares



MAY 15 Anti-plagiarism training on Tuesdays  
Public · Hosted by UP Library Services

★ Wished Going...

Share ...

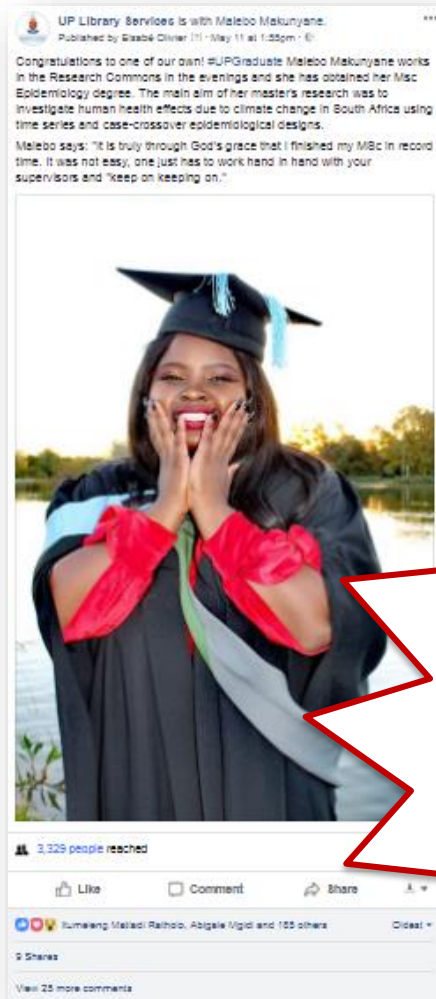
MAY 29 Tue 11:30 AM

5 869 reached  
59 reactions  
32 shares  
Linking to our  
Events




# Content: sharing photographs of students & staff members

## Facebook



UP Library Services is with Malebo Makunyane.  
Published by Saabé Oliver (1) · May 11 at 1:55pm · E

Congratulations to one of our own! #UPGraduate Malebo Makunyane works in the Research Commons in the evenings and she has obtained her MSc Epidemiology degree. The main aim of her master's research was to investigate human health effects due to climate change in South Africa using time series and case-crossover epidemiological designs.  
Malebo says: "It is truly through God's grace that I finished my MSc in record time. It was not easy, one just has to work hand in hand with your supervisors and "keep on keeping on." @UPTuks



3,325 people reached

Like Comment Share

Sumekang Meladi Raliboi, Abigail Ngidi and 155 others

9 Shares

View 25 more comments

3 329 reached  
9 shares  
187 reactions  
27 comments

## Twitter



UP Library Services @UPLibrary · May 11

#UPGraduate Malebo Makunyane works in our Research Commons & has obtained her MSc Epidemiology degree. "It is truly through God's grace that I finished my MSc in record time. It was not easy, work hand in hand with your supervisors and "keep on keeping on." @UPTuks



11 38



# Content: promoting events and sharing again afterwards



APR 11 **Launch of Soweto, Under the Apricot Tree**  
Public · Hosted by UP Library Services

★ Interested ✓ Going

🕒 Wednesday, April 11 at 2 PM - 3:30 PM  
about 1 month ago

📍 Auditorium, Level 3, Mrensky 2 Library, Hatfield Campus

About

Discussion



**UP Library Services**

Published by Elsabé Olivier [?] · April 13 · 🌐

#FunFactFriday If you love reading and literature please attend one of the "Meet your writer" sessions co-hosted by the Department of English. Writer Niq Mhlongo launched his new book 'Soweto, Under the Apricot Tree' in the Merensky 2 auditorium on Wednesday 11 April 2018. Don't miss out next time! Seen here left to right are Nedine Moonsamy, Nic Mhlongo, Rebecca Fasselt and Kulukazi Soldati-Kahimbaara.



👤 1,234 people reached

Boost Post

👍 Like

💬 Comment

➦ Share



👤 Ntsutle Motaung Mafisa, Tshifniwa Given Mukwevho and 18 others

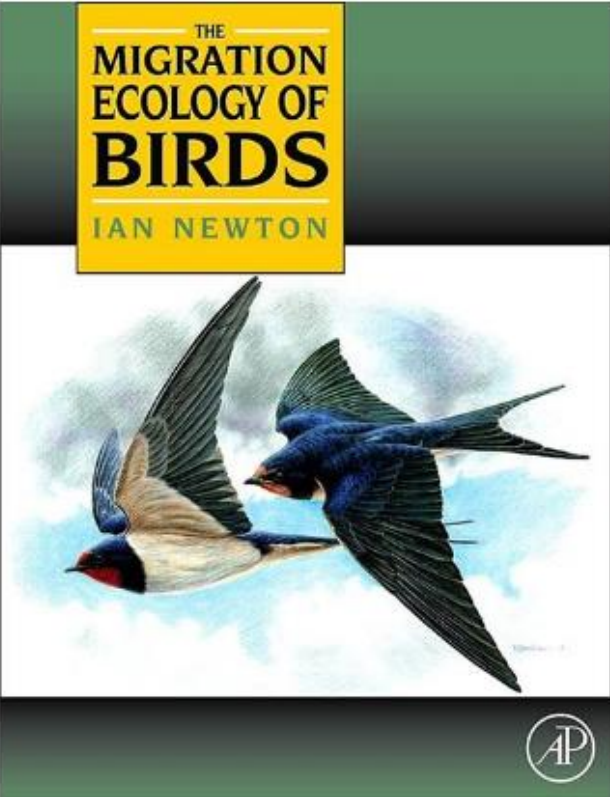
Oldest ▾

# Content: promoting books

**UP Library Services**  
Published by Elisabé Olivier [?] · May 11 at 8:34am · @

#FunFactFriday Tomorrow 12 May is #WorldMigratoryBirdDay. In support of bird conservation we would like to introduce you to the following ebook in our collection: Newton, I. and Brookie, K. (2008) The migration ecology of birds. 1st ed. Amsterdam, Netherlands: ScienceDirect. Available at: <https://UnivofPretoria.on.worldcat.org/oclc/162129567>

This book presents an up-to-date, detailed and thorough review of the most fascinating ecological findings of bird migration. #wmbd2018 #savemigratorybirds



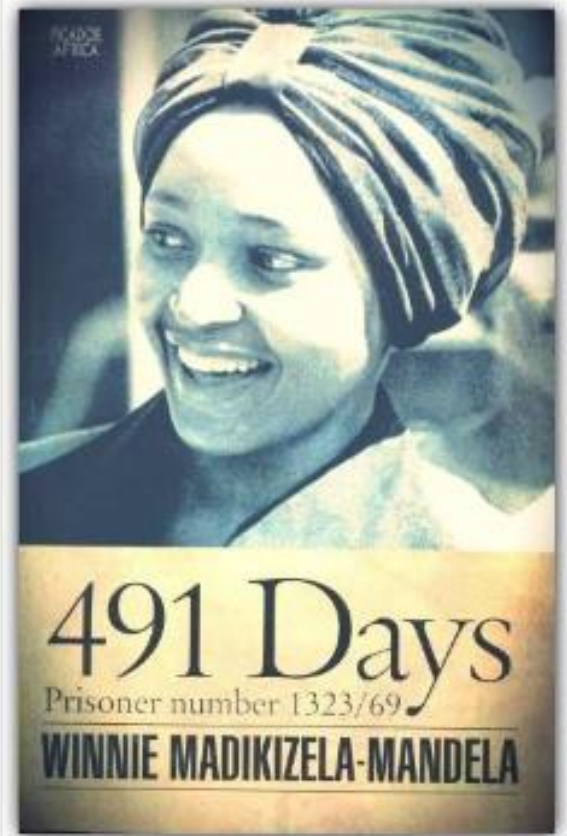
**299 people reached** [Boost Post](#)

**UP Library Services**  
Published by 10kko Hax [?] · April 9 · @

#UPSspecialCollections #BookoftheWeek

491 Days: Prisoner number 1323/69 by Winnie Madikizela-Mandela

This biography shares with the world Winnie Mandela's moving and compelling journal as well as some letters written between affected parties at the time, including Winnie and Nelson Mandela, who by then had been in prison for nearly seven years. Readers gain insight into the brutality she experienced, her depths of despair as well her resilience and defiance under extreme press... [See More](#)



**620 people reached** [Boost Post](#)

[Like](#) [Comment](#) [Share](#)

[Nankie Nole O'roue, Cariba Louw and 8 others](#)

3 Shares

# Content: #MondayMotivation high performing posts

## Facebook

UP Library Services  
Published by Nadia Grobler [?] · March 12 · 🌐

#MondayMotivation

**“THE MAN ON TOP OF THE MOUNTAIN DIDN'T FALL THERE.”**  
*Vince Lombardi*

#MondayMotivation

889 people reached

Boost Post

Like Comment Share

Sibongiseni Mavuso, Thabiso Lefoka and 15 others · Oldest

6 Shares 1 Comment

## Twitter

UP Library Services  
@UPLibrary

#MondayMotivation

*“A dream written down with a date becomes a goal. A goal broken down into steps becomes a plan. A plan backed by action makes your dreams come true.”*  
-Greg Reid

#MondayMotivation

7:42 AM - 19 Feb 2018

5 Retweets 2 Likes

🗨️ ↻️ 5 ❤️ 2 📊

# Content: #TuesdaySelfie high performing posts

## Facebook

**UP Library Services**  
Published by Elsabé Olivier [?] · March 20 · 🌐

#TuesdaySelfie Our library organization LIASA (Library and Information Association of South Africa) is celebrating South African Library Week. These University of Pretoria library staff members are sporting their LIASA T-Shirts proudly today! Back row (left to right) Suzan Mamabolo, Suzy Nyakale, Lathola Mchunu, Lindiwe Soyizwapi, Cora Bezuidenhout, Bulelwa Mandubu and Rachel Mahlangu. Front row Elsabé Olivier, Samuel Mudau, Josephine Modiba and Tshephisho Kenny Tshukudu-Mmako.



👤 1,547 people reached

Boost Post

👍 Like    💬 Comment    ➦ Share    📌


👍❤️ 46    Oldest ▾

4 Shares    3 Comments

## Twitter

**UP Library Services**  
@UPLibrary

#TuesdaySelfie in the Merensky 2 Library. Mazwi Gumede and Tshepo Ziyahlo are using wifi to check ClickUP.



12:23 PM - 20 Feb 2018

1 Retweet 1 Like

🗨️ 1    ❤️ 1    📊



# Content: #WednesdayWisdom high performing posts

## Facebook

**UP Library Services**  
Published by Nadia Grobler [?] · March 21 ·

#WednesdayWisdom

### PAST EXAM PAPERS

Struggling to learn for your next big test? Maybe looking at some past exam papers can help. Access past exam papers on the library website as indicated below.

#WednesdayWisdom

Library Home Libraries & Units Search Services My Library Space About Us Rate Us

Department of Library Services +27 12 420 2235/6

Download our app! The UP Libraries app is here. HOT NEWS!

Search Everything Journals Exam Papers UPSpace Google Scholar

Find exam papers at University of Pretoria Library (search via course code e.g. IIN, 120)

414 people reached

Boost Post

Like Comment Share

Maame Adwoa Asamoah, Elsabé Olivier and 10 others

2 Shares

## Twitter

**UP Library Services**  
@UPLibrary

#WednesdayWisdom

### ASK/CHAT TO A LIBRARIAN

Do you have a question to ask, but you're not close to the library? No problem! Go to Ask/Chat to a Librarian on the UP Library homepage/app, where a librarian is waiting to be of service to you. We're just a click away.

#WednesdayWisdom

UP Libraries

Join us in the Maresky 2 Library auditorium for a live broadcast of the national budget speech on 21 Feb 2018 @ 16:00. RSVP link available on the library web.

UP Libraries

Download our app! The UP Libraries app is here. HOT NEWS!

Ask a Librarian

Chat to a Librarian

7:28 AM - 21 Feb 2018

1 Like

1





# Content: #ThrowbackThursday high performing posts

## Facebook

**UP Library Services**  
Published by Nikki Haw [?] · March 29 · 🌐

#ThrowbackThursday #TBT First year Library orientation, c.1981. My, how fashions have changed!



👤 1,355 people reached Boost Post

👍 Like    💬 Comment    ➦ Share

👍🗣️👤 Elsabé Olivier, Kayla Marquardt and 47 others    ⏪ Oldest

2 Shares    7 Comments

## Twitter

**UP Library Services**  
@UPLibrary

#ThrowbackThursday #TBT Sitting area on level 3 in the "new Academic Information Centre" as was the library was called in 1974. My, how we've changed!



7:42 AM - 22 Feb 2018

3 Retweets 8 Likes

🗨️ 3    ❤️ 8    📺

# Content: #FeelGoodFriday high performing posts

## Facebook

**UP Library Services** is with Marriette Tebogo Mapheto and 3 others.  
Published by Elsabé Olivier [?] · April 6 · 🌐

#FeelGoodFriday #AllBlackWithADoek Winnie Mandela didn't die, she multiplied! Our beautiful librarians dressed in black in honour of Mama Winnie Nomzamo Madikizela.



👤 1,673 people reached Boost Post

👍 Like    💬 Comment    ➦ Share    📌

👤 Tshepo Modibedi Mokoena, Elsabé Olivier and 79 others    ⌵ Oldest

5 Shares    2 Comments

## Twitter

**UP Library Services**  
@UPLibrary

#FeelGoodFriday in the #Merensky2Library today! Nompilo Maswanganyi is checking her ClickUP page for Philosophy in the Open Computer Area.



8:31 AM - 16 Feb 2018

1 Retweet 1 Like

🗨️ 1    ❤️ 1    📊

# Twitter tweet with highest impression

## Tweet activity



**UP Library Services @UPLibrary**  
Have you discovered the MakerSpace in the Merensky 2 library (UP) yet? Read more in Jonathan Bertram' [#LibraryLoversMonth](#) letter! [#UPLibrary](#) [#LIASAMAIG](#) [@liasa\\_maig](#) [pic.twitter.com/B1alEp1ZPu](#)



### Reach a bigger audience

Get more engagements by promoting this Tweet!

Get started

Impressions	5,245
Total engagements	83
Media engagements	56
Detail expands	9
Likes	6
Hashtag clicks	5
Profile clicks	3
Retweets	2
Link clicks	2

5 245 impressions



# Twitter tweet with second highest impression

## Tweet activity



**UP Library Services @UPLibrary**  
#UPSPECIALCOLLECTIONS #BOOKOFTHEWEEK In memory of #HughMasekela this week we are posting about a CD in our collection: Best of Hugh Masekela on Novus by BMG Classics. The CD is a compilation of Hugh Masekela's best songs composed over the years:  
<https://UnivofPretoria.on.worldcat.org/oclc/42806141> pic.twitter.com/lnHx36RZCd



### Reach a bigger audience

Get more engagements by promoting this Tweet!


Get started

Impressions	4,952
Total engagements	69
Media engagements	34
Detail expands	19
Profile clicks	6
Likes	5
Link clicks	3
Retweets	1
Follows	1


4 952 impressions

# Twitter tweet with third highest impression

**Tweet activity** ✕



**UP Library Services @UPLibrary**  
#ThrowbackThursday #TBT Sitting area on level 3 in the "new Academic Information Centre" as was the library was called in 1974. My, how we've changed!  
[pic.twitter.com/9mpFv0xLCr](https://pic.twitter.com/9mpFv0xLCr)

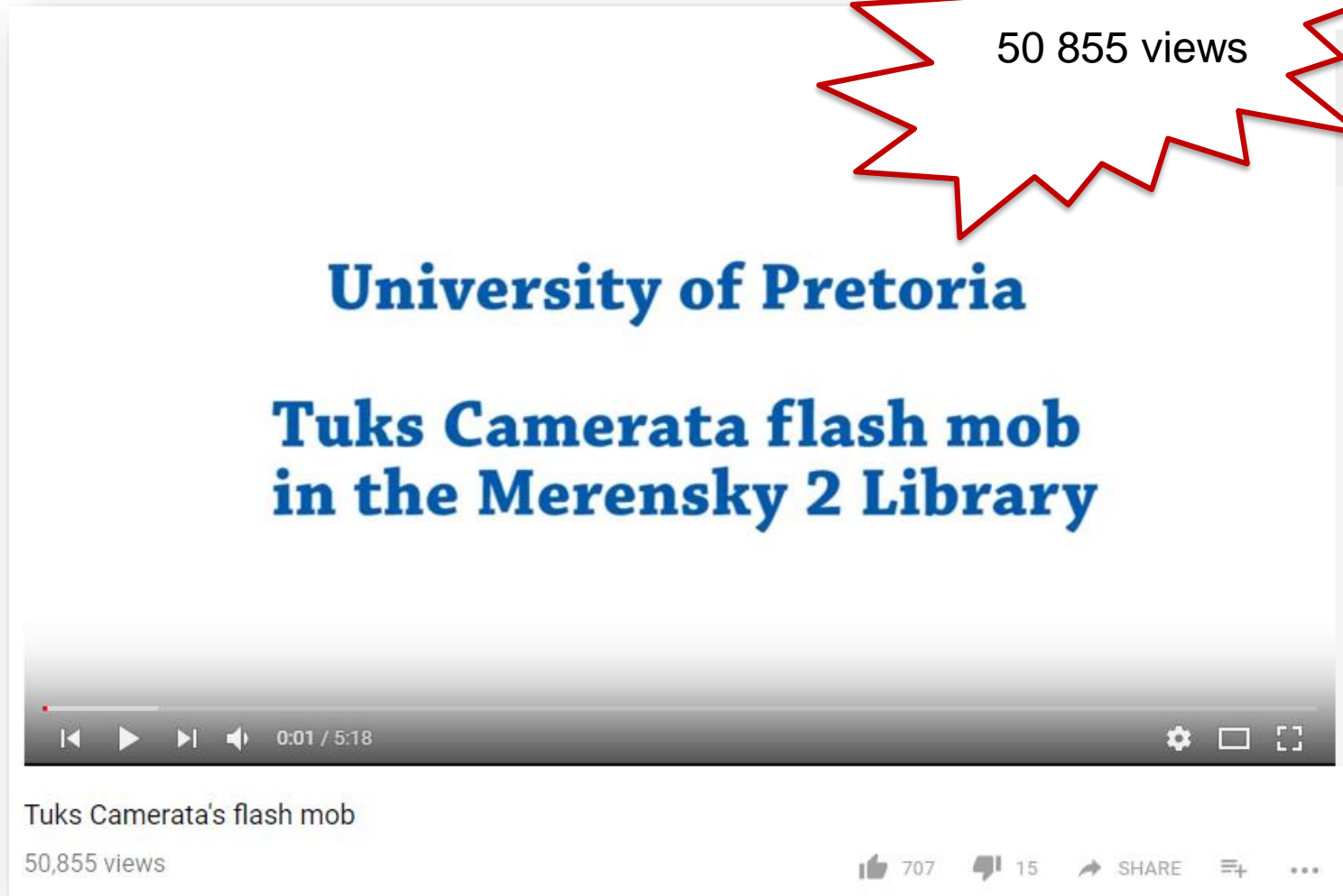
 **Reach a bigger audience**  
Get more engagements by promoting this Tweet!

**Get started**

Impressions	4,840
Total engagements	185
Media engagements	154
Detail expands	9
Profile clicks	9
Likes	8
Retweets	3
Link clicks	1
Hashtag clicks	1

4 840 impressions

## YouTube video



50 855 views

**University of Pretoria**

**Tuks Camerata flash mob  
in the Merensky 2 Library**

0:01 / 5:18

Tuks Camerata's flash mob

50,855 views

707 15 SHARE

The image shows a YouTube video player interface. At the top right, a red starburst graphic contains the text '50 855 views'. The video title is 'Tuks Camerata flash mob in the Merensky 2 Library' by 'University of Pretoria'. The video player shows a progress bar at 0:01 / 5:18. Below the player, the video title 'Tuks Camerata's flash mob' is displayed, along with '50,855 views', '707' likes, '15' comments, and a 'SHARE' button. The video player interface includes standard controls like play, pause, and volume.

[https://youtu.be/R\\_hdjTbmMsc](https://youtu.be/R_hdjTbmMsc)



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

YouTube video: 11 800 views



11 800 views

Welcome to the University of Pretoria Library (first-year orientation video)

11,800 views

51 9 SHARE

[https://youtu.be/Y\\_AqPnLM1OM](https://youtu.be/Y_AqPnLM1OM)



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

YouTube video: 4 785 views



UP Library Flash Mob

4,785 views

32 1 SHARE

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# Social media content

## High engaging Facebook content:

- Photographs of especially students and staff members
- New initiative e.g. #hashtag days

## High engaging Twitter content:

- Library notifications e.g. hours
- Tweets with high profile individuals (Hugh Masikela, Cyril Ramaphosa, Miriam Tlali, etc)
- Library spaces (MakerSpace, Study centre, etc)
- #ThrowbackThursday

## High engaging YouTube content

- Fun videos e.g. flash mobs and Librarians' Day videos



## Positive feedback

*“I just wanted to commend you on your social media presence on behalf of UP Library (which is my alma mater busy with MIT). I think you have revamped UP Library’s social media presence, its energetic, informed, fun to read and well done!!! You should present a LIASA workshop on social media presence for academic libraries... Keep doing what you doing, its amazing!!”* - Mymoena Londt, Faculty Librarian

# Thank You!

## Queries?

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