Department of Library Services
Strategic plan 2016-2018
Skills, services and products development strategy

May 2017
Create an overview of social media and mobile services for the library & researchers

Task team:
Elsabe Olivier, Gerda Ehlers, Carike Schoeman, Zenzi Msweli

Coach:
Dr Heila Pienaar
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

Klinikala Library
Klipspringer Road
Atteridgeville,

Oliver R Tambo Law Library
C/o Lynnwood Road & Roper Street
Pretoria,

Medical Library
Bophelo Road 31
Pretoria, 0001

Music Library
C/o Lynnwood Road & Roper Street
Pretoria,

BMS & Dentistry Library
Pretoria,

Jotello F Soga Library
Pretoria,

Witbank Library
C/o President & Coert Steynberg Avenue
eMalahleni,

Mamelodi Library

Catalog
search books, articles

Course Reserves
My Account
renewal, requests

Barcode Wallet
Online Resources

Events
at your library

Locations & Hours
Connect With Us
follow us on social media

Contact Us
Questions or Concerns?
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
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.