



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Communication, connection & collaboration: social media @ UP Library during the COVID pandemic

Elsabé Olivier

Presented on the 17 March 2021 at the HELIG/MAIG webinar



March 2021

Contents

1. Marketing during the Covid-19 pandemic
 - Communication via social media
 - Connection
 - Collaboration
2. Social media insights
 - Facebook
 - Twitter
 - Instagram
3. Readjusting our social media strategy

1. Marketing during the Covid-19 pandemic



How can marketers handle the pandemic?

- “Unprecedented and unpredictable”
- No-one has ever experienced something like this before
- No blueprint, past case study or past experience to deal with this
- The unpredictability made it difficult to plan a marketing strategy
- Things changed easily and constantly
- Some of our challenges:
 - Coordinating teams remotely
 - Physical library might be off limits at some times/for some users
 - Uncertainty about the future and funding

“Marketing means rolling up
your sleeves and doing
something”

Mark Schaefer (Schaefer 2021)

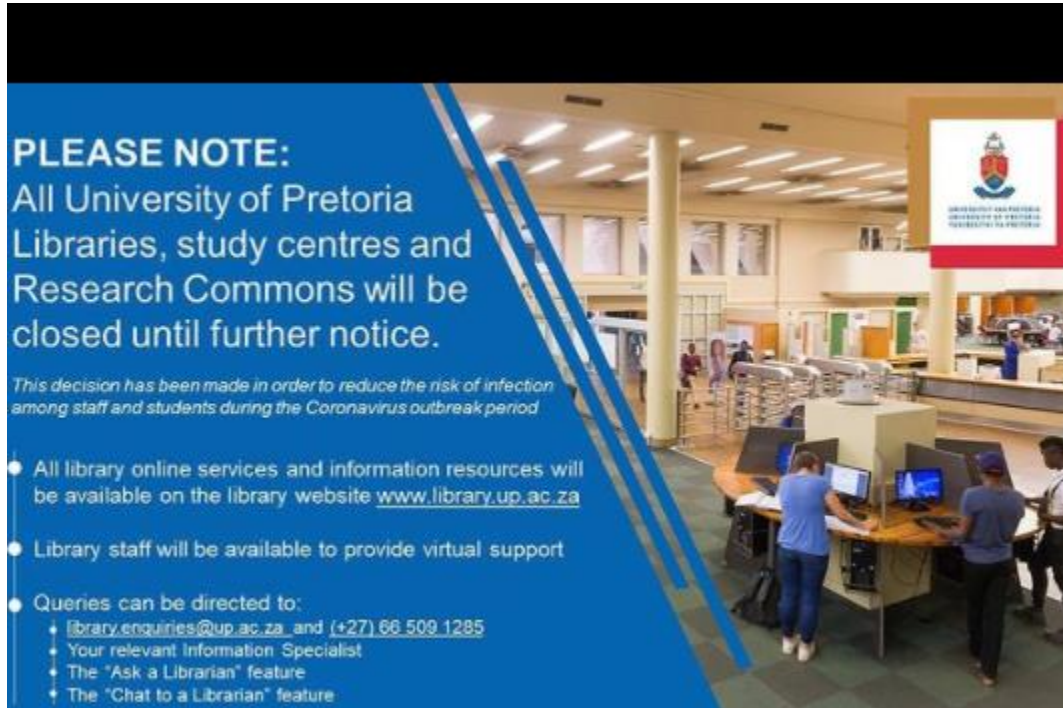
Communication via social media



Maintain communication

- Communication is key in a time of crisis
- How do you do this when you and your team are stuck at home?
- Move to digital communication: website and social media
- Everyone was going through the same tough time, so it was important to maintain communication with our users
- DLS focussed on 3 main channels of communication:
 - the library website (official messages)
 - UP intranet (official messages)
 - and social media

Our first COVID post



PLEASE NOTE:
All University of Pretoria Libraries, study centres and Research Commons will be closed until further notice.

This decision has been made in order to reduce the risk of infection among staff and students during the Coronavirus outbreak period

- All library online services and information resources will be available on the library website www.library.up.ac.za
- Library staff will be available to provide virtual support
- Queries can be directed to:
 - library.enquiries@up.ac.za and (+27) 66 509 1285
 - Your relevant Information Specialist
 - The "Ask a Librarian" feature
 - The "Chat to a Librarian" feature



uplibrary

University of Pretoria



uplibrary COVID-19 UPDATE: In coordination with the University of Pretoria leadership, the decision has been made to close all the UP Libraries, study centres and Research Commons until further notice - as the continued well-being of our staff and students is vital during this period. Services and support for teaching and learning will continue remotely and most Library staff members will



Liked by [kelly_skyeee](#) and 42 others

MARCH 19, 2020



Our second COVID post



VIRTUAL LIBRARY HOURS

Library staff will be available to answer queries and offer teaching & learning support between normal library hours:
07:30 - 16:30

You can use the two online features “Ask a Librarian” & “Chat to a Librarian” between:
07:30 - 21:00

 www.library.up.ac.za
 library.enquiries@up.ac.za
 (+27) 66 509 1285

#UPLibrary

uplibrary Anywhere & Everywhere

uplibrary Never fear, your librarians are always here! Students and clients are welcome to contact us for virtual assistance between our normal library hours. <http://www.library.up.ac.za/>

50w

Liked by pdbymedia and 39 others

MARCH 20, 2020

Add a comment... Post

Background to social media @ the DLS

- Adhere to the UP Social Media Guidelines & Policy of Social Media
- DLS social media policy and strategy
- A social media strategy should align with a library strategy
- It provides direction so that you know what you want to achieve
 - Objective: promoting the library services and resources
 - Our content aims to be interesting, engaging, and useful
 - Regular sharing of content (every day!)
 - The republishing of content from other sources is allowed BUT secondary content does not make up more than 5% of our content strategy

SOCIAL MEDIA

Like and follow UP Library Services



UPLibrary



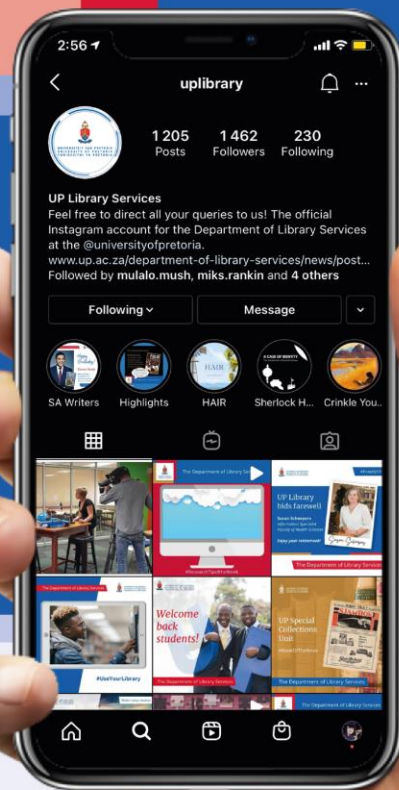
@UPLibrary



@UPLibrary



UP Library Services



Social media and the pandemic

- Pandemic turned everything on its head!
- Social media became fundamental during this crisis
- Our team had to adapt quickly
- As a marketer and the one responsible for social media marketing, it was crucial to be well-informed about the library's operations, plans and policies
- Fortunately I form part of the DLS Response task team
- Response team meets on a weekly basis and I am provided with information to be communicated to UP staff and students

“Control the controllable. If we focus on the things that we can control, it will make this crisis much more bearable”

Karin Aviles (Edmond 2020)

Communicating new procedures

HOW THE BOOK PICK UP SERVICE WORKS

Students and staff are requested to place a **HOLD** on the library system for the book they need

1. Students or staff may submit requests for circulating material (indicated on the online catalogue to be IN) by means of the following communication methods:


- Direct communication with information specialist / other library staff
- Telephone: 066 509 1285 (phone and WhatsApp)
- Online Chat and Ask a Librarian services
- Email: library.enquiries@up.ac.za

2. Lending of CV material will be handled on a case-by-case basis.

3. Lending of reference collection material will be allowed, but will be handled on a case-by-case basis.

4. Library staff on duty will fill the requests and communicate the date and time for collection with the student or staff member.

5. Books will be handled within health and safety regulations.



VIRTUAL ASSISTANCE & ONLINE RESOURCES

UP students and staff are encouraged to use our online collections and virtual information support services on www.library.up.ac.za

RESOURCES

- E-books
- Subject Guides
- WorldCat Discovery
- Databases
- e-Journals
- UPSpace
- Renew Library Items
- Free Online Resources
- Resources on COVID-19

ASSISTANCE

- Info regarding COVID-19 & UP
- Book a Virtual Appointment
- Book a Library Study Space
- Online Training Sessions
- Chat to a Librarian
- Ask a Librarian
- FAQs



CAN I PLACE A HOLD ON A LIBRARY BOOK AND PICK IT UP?


- You can only collect books from the Library if you **already have permission from your department to be on campus. If you don't, you will have to apply for a permit letter through your Dean or Director.**
- You must place a hold on the available books beforehand.
- The scheduled time for the collection of books is from 9:00-15:00 on Tuesdays and Fridays.
- Only the person who placed the hold on the book is allowed to collect the book.



BOOKING A STUDY SPACE AT THE LIBRARY

You need to book your seat via the **online booking system** on www.up-za.libcal.com/calendar/bookings


1. Limited study spaces in each library will be available on **Mondays, Tuesdays and Fridays** and must be booked online in advance. Go to www.up-za.libcal.com/calendar/bookings or visit the **HELP** block on the library webpage.
2. Two time slots are available: **09:00 to 11:00** and **12:00 to 14:00**.
3. The number of study seats available in libraries **depends on the size and capacity** of the specific library, and regulations regarding the number of people allowed in a public space.
4. For safety reasons, computers are not available and users are **requested to bring their own devices**.



BOOKING A SEAT AT THE RESEARCH COMMONS

You need to book your seat via the **online booking system** on www.up-za.libcal.com/calendar/bookings

1. Limited spaces are available for postgraduate students in the Research Commons (**on all campuses**) and must be booked online in advance. Go to www.up-za.libcal.com/calendar/bookings or visit the **HELP** block on the library webpage.
2. Spaces are available on **Mondays, Tuesdays and Fridays** from **10:00 to 14:00**.
3. The number of study seats available in libraries **depends on the size and capacity** of the specific library.
4. For safety reasons, please **bring your own device**, or arrange with the Research Commons staff if you would need to use a computer in this facility.



HOW TO MAKE USE OF THE MAKERSPACE SERVICES

The Makerspace can be contacted via email at makerspace@tuks.co.za OR via the **online booking system**.

1. Book a virtual consultation with one of our MakerSpace technicians.
2. After the consultation, the 3D print or kit is prepared alongside all documentation including a job card. Payment (where applicable) will be done through EFT reference code AOA538/32604, into the UP-bank account.
3. Where necessary, Google Hangout sessions will be arranged with the student or staff member to prepare them for access and to make them aware of safety practices.
4. Once an item is ready for collection, an appointment time will be arranged and confirmed (depending on their campus access privileges).
5. If there are additional needs such as printer clean-up with tools in the space, this will need to be arranged on a case-by-case basis.



LIBRARY RESOURCES & SERVICES DURING THE SECOND SEMESTER



Promoting our virtual information services

UP Library Services @UPLibrary · May 29, 2020

With a big smile on his face, Thulani is hard at work supporting EMS students with information & research assistance through virtual consultations. Don't hesitate to contact him for help with your Marketing Management and Tourism Management subjects! 🐦
library.up.ac.za/eco/staff.htm

TAKE CARE STAY HOME
Virtual Assistance is just an email away

THULANI MAHLANGU
Information Specialist

(+27) 66 509 1285
library.enquiries@up.ac.za
www.library.up.ac.za

UP Library Services @UPLibrary · Apr 15, 2020

With a little help from fur baby Lea, Viveka Pillai is ready to assist students! She is virtually available to offer you information and research assistance, for the following departments: Speech-Language Pathology and Audiology; Criminology; Psychology; Social Work;

TAKE CARE STAY HOME
Virtual Assistance is just an email away

(+27) 66 509 1285
library.enquiries@up.ac.za
www.library.up.ac.za

UP Library Services @UPLibrary · Apr 21, 2020

Special Collections Co-ordinator, Nikki Haw, is really missing all the rare books in her collections. Fortunately, she has handsome little Shilo and her 5 other fur babies to keep her company! 🐾 Although physical collections aren't accessible right now, you can still contact (1/2)

TAKE CARE STAY HOME
Virtual Assistance is just an email away

(+27) 66 509 1285
library.enquiries@up.ac.za
www.library.up.ac.za

UP Library Services @UPLibrary · Apr 29, 2020

Adrienne Warricker & Mulan—her reluctant (but very cute) co-worker—are ready for your questions, students! 🐾 Feel free to contact her for virtual information and research assistance for the following departments: African Languages; Afrikaans; Ancient & Modern Languages & Cultures;

TAKE CARE STAY HOME
Virtual Assistance is just an email away

ADRIENNE WARRICKER
Information Specialist

(+27) 66 509 1285
library.enquiries@up.ac.za
www.library.up.ac.za

UP Library Services @UPLibrary · May 27, 2020

Research assistance has never looked cuter! 🐾 Postgrads, did you know that the Research Commons Information Specialists can offer you virtual assistance with your literature review, help you trace resources, assist with EndNote referencing, etc? Send an email to Dené today!

TAKE CARE STAY HOME
Virtual Assistance is just an email away

DENÉ JANSE VAN RENSBURG
Information Assistant

(+27) 66 509 1285
library.enquiries@up.ac.za
www.library.up.ac.za

Promoting our virtual training

UP Library Services @UPLibrary · Jul 15, 2020

Do you know the difference between paraphrasing, summarising and quoting? 📖 Learn how to understand your Turnitin originality report and book for Friday's data-free online training session here: up-za.libcal.com



Turnitin


Fridays 12:30-13:30

- ➔ After submitting an assignment, many students don't understand their Turnitin originality report.
- ➔ This session will explain step-by-step how a Turnitin submission works and teach you to understand the originality report.

Assignment Writing

Mondays 12:30-13:30


Achieving good results is key to academic success. Planning the layout and logical flow of your assignment is not always easy. This program will teach you to write and compile assignments successfully.



Book an Online Session Today!
Bookings at www.up-za.libcal.com/calendar/training OR send an email to library.enquiries@up.ac.za @UPLibrary

UP Library Services @UPLibrary · Aug 12, 2020

📖 TAKE CONTROL OF YOUR STUDIES: Did you know that the Library offers data-free training sessions in plagiarism, assignment writing, referencing techniques and so much more? Book for tomorrow's Anti-Plagiarism session here: up-za.libcal.com



Plagiarism & Assignment Writing

Turnitin & Referencing Techniques

TAKE CONTROL OF YOUR STUDIES

The Library offers data-free training (on Google Hangouts) in...

UP Library Services @UPLibrary · Sep 22, 2020

There are still 7 seats available for today's anti-plagiarism training session! Learn the difference between paraphrasing, summarising and quoting. 📖 BOOK NOW: up-za.libcal.com/calendar/train...



Did You Know?

The library offers data-free training on plagiarism using Google Hangouts every Tuesday and Thursday from 12:30-13:30

UP Library Services @UPLibrary · Sep 15, 2020

📖 TAKE CONTROL OF YOUR STUDIES: Register for today or Thursday's data-free training session in plagiarism here: up-za.libcal.com/calendar/train... Only one session will improve your marks!



Plagiarism

Tuesdays and Thursdays 12:30-13:30

- ➔ Do you know the difference between paraphrasing, summarising and quoting?
- ➔ Can you identify the ten different types of plagiarism?
- ➔ Committing plagiarism can lead to failing a module or the academic year. Avoid being expelled or suspended and attend a session on...

Did you know?

The library offers a variety of training tools to support you with your studies and research.

These tools include:

- How to access an e-book
- Step-by-step guides on how to locate academic journal articles



www.up-za.libcal.com OR send an e-mail to library.enquiries@up.ac.za to find out more.

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Promoting our virtual events

UP Library Services @UPLibrary · Aug 21, 2020

WEBINAR INVITATION: @UPLibrary & the Faculty of Humanities at the Univ. of Pretoria hereby invite you to our annual celebration of mind-altering books. Find out how some of your favourite academics have been shaped by an encounter with a book. REGISTER: up-za.libcal.com/event/6999385

Invitation
Webinar: Mind-Altering Books 2020

Date: Monday 7 September 2020
Time: 10:00 – 11:15
Place: Webinar via Google Meet
Presenters: Prof. Tawana Kupe, Prof. Elsabe Schoeman, Prof. Fraser McNeil and Dr Nedine Moonssamy
Target audience: All UP staff, researchers, and students
Enquiries: adrenne.warricker@up.ac.za
 To register click on the link below.
www.library.up.ac.za

Department of Library Services
 Department Bibliotekediens
 Agents ya Ditiro (La Biblioteko)

Invitation
Uitnodiging
Taletšo

Webinar on Academic integrity in the age of misinformation

31/08/2020
www.library.up.ac.za

The Department of Library Services at the University of Pretoria cordially invites you to the first webinar in the Scholarly Conversations Series

Theme: Academic integrity in the age of misinformation
Date: Monday 31 August 2020
Time: 10:00 – 11:00
Place: Webinar via Google Meet
Register on: www.up-za.libcal.com
Enquiries: elsabe.olivier@up.ac.za



[View Insights](#)

[Promote](#)

UP Library Services @UPLibrary · Sep 16, 2020

WEBINAR: Learn more about the various products & services that we offer. This webinar by @UPTuks's Library Services will cover information specialists' services and products, support for e-book and prescribed book requests, and much more. Register here: up-za.libcal.com/event/7108738

Invitation

Webinar: The Library: a wealth of online information and support

Date: Tuesday 6 October 2020
Time: 10:00 – 11:00
Place: Webinar via Blackboard
Target audience: All UP Academic staff and instructional designers
Enquiries: gerda.ehlers@up.ac.za

To register click on the link.
www.library.up.ac.za

uplibrary

uplibrary WEBINAR INVITATION: Learn how to upload datasets onto the @universityofpretoria Research Data Repository (Figshare), as part of a series of webinars themed 'Shifting the boundaries of your research impact'. REGISTER for this webinar by visiting the @uplibrary website: www.library.up.ac.za

Invitation

Open Access Week
Webinar: How to upload datasets onto the UP Data Repository (Figshare)

Date: Thursday 22 October 2020
Time: 14:00 - 15:00
Place: Webinar via Blackboard
Target audience: All students and staff
Enquiries: johann.vanwyk@up.ac.za

To register please visit the UP Library website
www.library.up.ac.za

Liked by kendalldoesbooks and 3 others
 OCTOBER 21
 Add a comment... [Post](#)

Promoting our online resources



UP Library Services @UPLibrary · May 29, 2020

Will you be watching the monumental @SpaceX launch tomorrow? 🚀🌟
Learn a little bit more about the cosmic wonders above by checking out this interesting #eBook "Three Steps to the Universe: From the Sun to Black Holes to the Mystery of Dark Matter"
UnivofPretoria.on.worldcat.org/oclc/435816379

UP LIBRARY SERVICES
e-BOOK COLLECTION

THREE STEPS TO THE UNIVERSE
From the SUN to BLACK HOLES to the MYSTERY of DARK MATTER
David J Harris

Search for more e-Books on: www.library.up.ac.za

ATTENTION ALL POSTGRADUATES

New RESEARCH COMMONS E-BOOKS AVAILABLE NOW!

Literature review and research design:
A practical approach
by David J Harris

research.commonsonup.ac.za

New RESEARCH COMMONS BLOG

The Commons Informer

KEEPING OUR CLOSE-KNIT COMMUNITY OF POSTGRADUATE PATRONS CONNECTED.

To read the blog visit the Research Commons LibGuide on <http://up.za.libguides.com>

E-REFERENCE BOOKS

QUICK INFORMATION

- encyclopedias
- dictionaries
- lexicons
- indexes
- etc.

dictionary
[dik-shuh-ner-ee]

noun, plural 'dictionaries'

1. a book, optical disc, mobile device, or online lexical resource containing a selection of the words of a language, giving information about their meanings, pronunciations, etymologies, inflected forms, derived forms, etc., expressed in either the same or another language; lexicon; glossary. Print dictionaries of various sizes, ranging from small pocket dictionaries to multivolume books, are arranged alphabetically, as do typical CD-ROM applications, allowing one to

uplibrary

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Liked by [upoccupationaltherapy](#) and 23 others

uplibrary #TUKSresearch #LockdownSA 🏠 Marcus, T.S., Heese, J., Scheibe, A. et al. 2020, 'Harm reduction in an emergency response to homelessness during South Africa's COVID-19 lockdown', Harm Reduction Journal, vol. 17, art. 60, pp. 1-8. READ: <http://hdl.handle.net/2263/76420>

14 November 2020

Communication tips

- Content is king – if you urgently need to communicate something, don't worry about the design
- Prepare a template for critical communication
- Focus on communicating accurate information
- Try to be creative as possible and create our own original designs
- Mix visuals between your posts – static image one day and carousel the next, then a short video
- Variety is interesting!
- Brand your designs
- Use themes for posts that convey the same information
- Do not ONLY share Covid-related information
- Invest in the right tools: Hootsuite & Canva

Connection



“Marketing relies heavily on empathy, which in turn relies on an understanding of the people you’re trying to talk to”
Megan Pratt (Pratt 2020)

Create a connection with our staff and students

- Marketing relies heavily on empathy: understand what your users need
- People are also looking for distraction and positivity
- We try to foster a sense of connection
- We strive to be a pillar of support and a source of helpful information
- Our content tries to make life better for our users
- Create a positive experience
- We adjusted our messaging to be empathic and respectful: we are here for you, we appreciate you, we miss you!
- Our social approach is: respond to users' questions and remarks

RIGHT NOW, MARKETING MEANS HELPING



(Schaefer 2021)



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#MondayMotivations

UP Library Services @UPLibrary · May 4, 2020
Good morning! ☀️ #MondayMotivation #UPLibrary



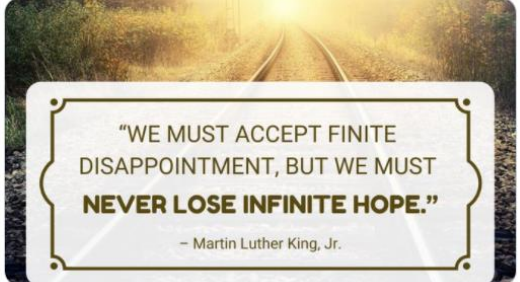
"I WILL LOVE
THE LIGHT FOR IT
SHOWS ME THE WAY,
YET I WILL ENDURE
THE DARKNESS
FOR IT SHOWS
ME THE STARS."
—OG MANDINO

UP Library Services @UPLibrary · Jun 22, 2020
Good morning! ☀️ #MondayMotivation #UPLibrary



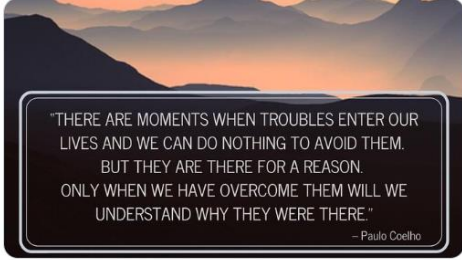
"NOTHING CAN
DIM THE LIGHT
THAT SHINES
FROM WITHIN"
— MAYA ANGELOU —

UP Library Services @UPLibrary · Apr 20, 2020
Good morning! ☀️ #MondayMotivation #UPLibrary #NeverLoseHope



"WE MUST ACCEPT FINITE
DISAPPOINTMENT, BUT WE MUST
NEVER LOSE INFINITE HOPE."
— Martin Luther King, Jr.

UP Library Services @UPLibrary · Apr 13, 2020
☀️ #UPLibrary #MondayMotivation



THERE ARE MOMENTS WHEN TROUBLES ENTER OUR
LIVES AND WE CAN DO NOTHING TO AVOID THEM.
BUT THEY ARE THERE FOR A REASON.
ONLY WHEN WE HAVE OVERCOME THEM WILL WE
UNDERSTAND WHY THEY WERE THERE."
— Paulo Coelho

UP Library Services @UPLibrary · May 18, 2020
Good morning! ☀️ #MondayMotivation #UPLibrary



"HAVE GREAT HOPES AND DARE TO GO ALL OUT FOR THEM.
HAVE GREAT DREAMS AND DARE TO LIVE THEM.
HAVE TREMENDOUS EXPECTATIONS AND BELIEVE IN THEM."
— NORMAN VINCENT PEALE—

UP Library Services @UPLibrary · Mar 30, 2020
Good morning! ☀️ #MondayMotivation #UPLibrary #TrueStrenght



"IT IS ONLY IN OUR DARKEST HOURS THAT
WE MAY DISCOVER THE TRUE STRENGTH
OF THE BRILLIANT LIGHT WITHIN OURSELVES
THAT CAN NEVER, EVER, BE DIMMED."
— Doe Zantamata —

#ThrowbackThursdays

uplibrary



View Insights Promote

Liked by **tawana.kupe** and 13 others

uplibrary #ThrowbackThursday #TBT
#UPLibrary Celebrating the 2010 Soccer World Cup! 🏆🇿🇦

View all 2 comments

15 October 2020

uplibrary




View Insights Promote

Liked by **tawana.kupe** and 25 others

uplibrary #ThrowbackThursday #TBT Throwback to
#UPLibrary celebrating #HeritageDay in 2013! Happy Heritage
Day!

24 September 2020

uplibrary



View Insights Promote

Liked by **tawana.kupe** and 25 others

uplibrary #ThrowbackThursday #TBT Flashmob in Merensky 2
with the UP Symphony Orchestra in August 2015! You can
watch the video on the #UPLibrary YouTube channel!

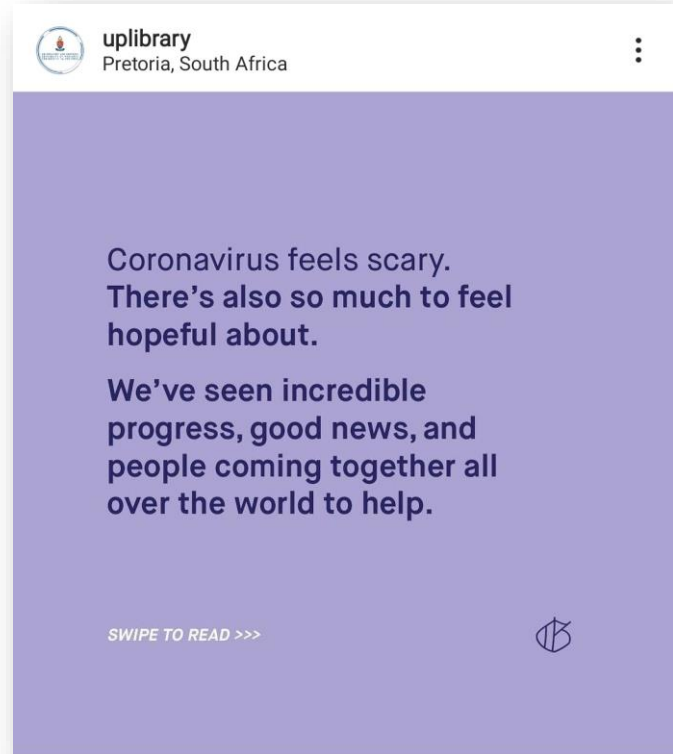
20 August 2020

UP Library Services @UPLibrary · Jun 4, 2020

#ThrowbackThursday #TBT The Merensky 2 foyer during Open Week in May 1996. We are definitely missing our students, and scenes like this, right now! (We also miss hearing the security guards' diligent "ssshhhhh!" when groups like this get a little too noisy! 😊) #UPLibrary



We're in this together



Evoke emotion with feel good content

UP Library Services @UPLibrary · May 29, 2020

This one really made us smile 😊! Our students have a way of making us feel extra special.

If you would like to send us a message too then comment on our posts, send us an email or use the "Rate Us" service on our website— we would love to hear from you! library.up.ac.za



“
MERENSKY, I MISS YOU. I HOPE
YOU MISS ME TOO! I HAVE TO
STAY AWAY FROM YOU NOW
FOR AT LEAST FOR A WHILE. I
HAVE A NEW STUDY AREA,
THOUGH NOT THE BEST... THIS

UP Library Services @UPLibrary · May 4, 2020

Welcome back! We know that the revised academic year will bring new challenges, but rest assured knowing that library services will continue and we are working closely with lecturers to ensure that you have electronic access to necessary library material. library.up.ac.za



SECOND QUARTER

**WELCOME
BACK,
STUDENTS!**

Let's do this! Together.

- 📧 library.enquiries@up.ac.za
- 🌐 www.library.up.ac.za
- ☎ (+27) 66 509 1285

UP Library Services @UPLibrary · Jun 16, 2020

Happy #YouthDay! 🎉

16 June is celebrated each year as a reminder of the Soweto Uprising in 1976 and the sacrifices made by the South African youth who fought for their right to education. Today we want to thank our remarkable UP students for continuing to move SA forward! 🇿🇦



16 JUNE 2020

Happy Youth Day, students!

UP LIBRARY SERVICES

A DAY TO COMMEMORATE THE
YOUTH MOVING SOUTH AFRICA FORWARD

UP Library Services @UPLibrary · May 10, 2020

Happy Mother's Day to all of the incredible moms in our UP community. 🌸



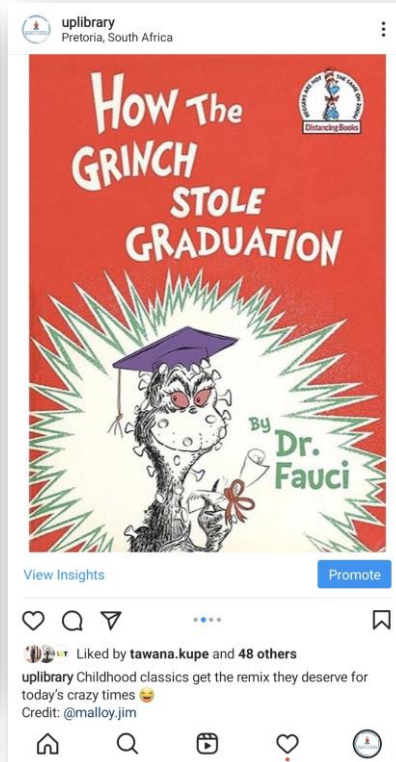
**HAPPY
MOTHER'S
DAY**

UP Library Services @UPLibrary · May 28, 2020

It has been one year since we introduced those loving robotic eyes to the UP Community! 📍 HAPPY BIRTHDAY to Libby the librarian - the first client service robot known to be in use in any university library in Africa! up.ac.za/news/post_2814...



Bring in humour when you can



Connection tips

- Focus less on you and more on what your users want
- Let your users know that you understand their challenges, and you're here to help them through this tough time
- Post “Feel good” content to create positive energy
- Use emojis in your posts to symbolically represent emotions

Collaboration



“Social media collaboration can be successful with the right processes in place, tools in hand, and defined roles and responsibilities.” Kristi Hines

(Hines 2020)



Involve your colleagues

- You CAN'T do this on your own! Do you even want to?
- Social media is about being social and it works best to work with others
- Your team should consist of the RIGHT people
- My social media team consists of 4 members and each team members has his/her own assigned role:
 - Myself
 - Jordan Stier (PhD student): creative designer (24 hours a week)
 - Lidia Swart (Digitisation Officer): #MondayMotivations
 - Nikki Haw (Co-ordinator of the Special Collections Unit): #ThrowbackThursdays, puzzles, Special Collections book posts
- Spinoff: collaboration brings about new ideas and new initiatives!



New initiative: InstaNovels – developing a stronger reading culture!



InstaNovels are complete short stories published on the Instagram story feature accompanied by modern illustrations - 9 InstaNovels were published in 2020.

Ryan Naamdheh is a student, Anthea Pretorius is a UP staff member

New initiative: Special Collections online puzzles!



You Retweeted

NSCF_SA @NSCF_SA · Sep 18, 2020

The jigsaw puzzles by @UPLibrary are a way for you to have some fun while exploring their collections virtually. Something to play with the kids! Start playing: up-za.libguides.com/c.php?g=1046723 #jigsawpuzzles



UP Library Services @UPLibrary · Sep 18, 2020

#UPSPECIALCOLLECTIONS Our 3rd Spring #jigsawpuzzle from Botanica in originali, seu Herbarium vivum is a variety of bellflower. Click here ow.ly/Q7W150AmGjq or go to library.up.ac.za/special/ to do the puzzle & find the link to our online copy of this gorgeous work! #UPLibrary



These puzzles were created from pictures within Special Collections and provides a fun mental break for our students



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UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Collaboration tips

- Librarians who interact with the users know what they are looking for
- It just makes perfect sense to involve them as much as possible
- Invite them to share content
- Involve everyone who shows interest in social media
 - Library staff members
 - Students
 - Role players on and off campus (Protea bookshop)
- My main content collaborators are
 - Library Technical services team (Acquisitions & Cataloguers)
 - Research Commons team (providing postgraduate support)
 - Learning Centre team (providing undergraduate support)



2. Social media insights



Social media followers 2020 according to Hootsuite



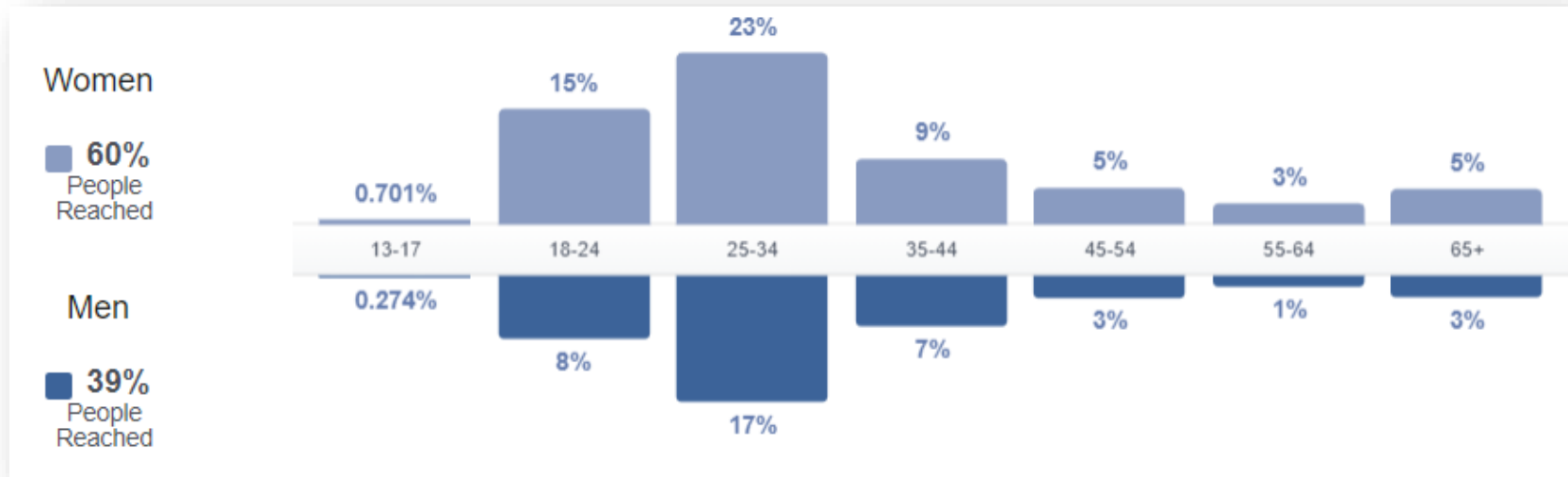
Facebook



Facebook statistics according to Hootsuite



Facebook People reached



“Social media can feel really hard,
and complicated, and overwhelming,
but sometimes it's really the simple
things that are going to resonate the
most with your followers”

Angela Hursh (Hursh 2020)

Facebook high engagement post #1 2020 – Engagement combined 1 877

UP Library Services
Published by Kally Skye Liebenberg · July 16, 2020 · 🌐

IOLCO.ZA
Tuks ranked No1 in SA and Africa
University of Pretoria featured in Shanghai Ranking Consultancy's 2...

158 People Reached 1,327 Engagements Boost Post

👍❤️😮😞😡 11 1 Comment 115 Shares

UP Library Services
Published by Elsabé Olivier · July 16, 2020 · 🌐

IOLCO.ZA
Tuks ranked No1 in SA and Africa
University of Pretoria featured in Shanghai Ranking Consultancy's 2...

1,312 People Reached 550 Engagements Boost Post

👍❤️😮😞😡 129 3 Comments 100 Shares

Reach: 158
Engagement: 1327


Reach: 1 312
Engagement: 550

Facebook high engagement post #2 2020

UP Library Services
Published by Kelly Skye Liebenberg [?] · February 4 · 🌐

❤️ LOVE IS ALL AROUND US! We're celebrating our love of books with a very special competition sponsored by Protea Boekwinkel Hatfield.

To take part you must complete these 3 steps:
1) LIKE Protea Boekwinkel Hatfield and UP Library Services
2) COMMENT and tell us WHY YOU LOVE BOOKS?... See More



Book Lovers Competition
for the month of love

Tell us *why you love books* and stand a chance to WIN one of three prizes from Protea Boekwinkel to the total value of R4000!

Performance for Your Post

12,403 People Reached		
1,028 Reactions, Comments & Shares		
231 Like	95 On Post	136 On Shares
104 Love	30 On Post	74 On Shares
1 Haha	0 On Post	1 On Shares
4 Wow	1 On Post	3 On Shares
370 Comments	195 On Post	175 On Shares
318 Shares	244 On Post	74 On Shares
401 Post Clicks		
121 Photo Views	0 Link Clicks	280 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post		1 Hide All Posts
0 Report as Spam		0 Unlike Page

Reported stats may be delayed from what appears on posts

Reach: 12 403
Engagement: 1028

Facebook high engagement post # 3 2020

UP Library Services
Published by Kelly Skye Liebenberg · February 6, 2020

In loving memory of Anna-Marie Young (1950 – 2020)
Loving mother, grandmother, wife, sister and former UP Library Cataloguer cherished by all. Our thoughts are with her family during this difficult time. Her kindness and immaculate work ethic as a cataloguer will forever be something we look up to. May her beautiful soul rest in peace. 💙



2,291
People Reached

382
Engagements

[Boost Post](#)

144

12 Comments 3 Shares

Reach: 2 291
Engagement: 382

Facebook high engagement post # 5 2020



Reach: 4 775
Engagement: 453

Facebook high engagement post # 6 2020

UP Library Services
Published by Kelly Skye Liebenberg [?] · June 7 · 🌐

We foresee a cramped shelving situation 😊😂

@instachaaz

6,680 People Reached		
372 Reactions, Comments & Shares		
114 Like	58 On Post	56 On Shares
6 Love	3 On Post	3 On Shares
183 Haha	84 On Post	99 On Shares
9 Wow	5 On Post	4 On Shares
1 Sad	1 On Post	0 On Shares
26 Comments	3 On Post	23 On Shares
33 Shares	31 On Post	2 On Shares
323 Post Clicks		
173 Photo Views	0 Link Clicks	150 Other Clicks

















Reach: 6 680
Engagement: 372

How we compare with other libraries

Pages to Watch Create Post

Compare the performance of your Page and posts with similar Pages on Facebook.

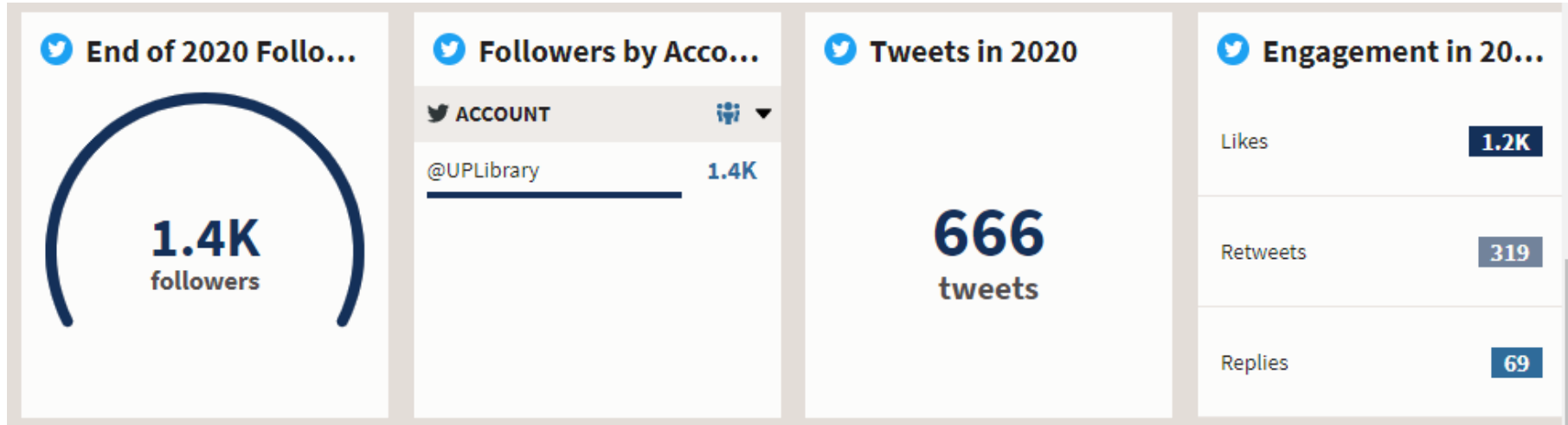
[Add Pages](#) Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  University of Johannesb...	13.4K 	0%	9	145 
YOU 2  UP Library Services	5.3K 	0%	14	322 
Keep up with the Pages you watch. Get More Likes				
3  Unizulu Library Services	3.8K 	▲ 0.2%	0	1
4  University of Cape Town...	3.6K 	▼ 0.1%	7	63 
5  Schlesinger Library Ra...	2.1K 	▲ 0.1%	0	32 
6  UFS Library & Informati...	1.8K 	▼ 0.1%	1	8

Twitter



Twitter statistics according to Hootsuite

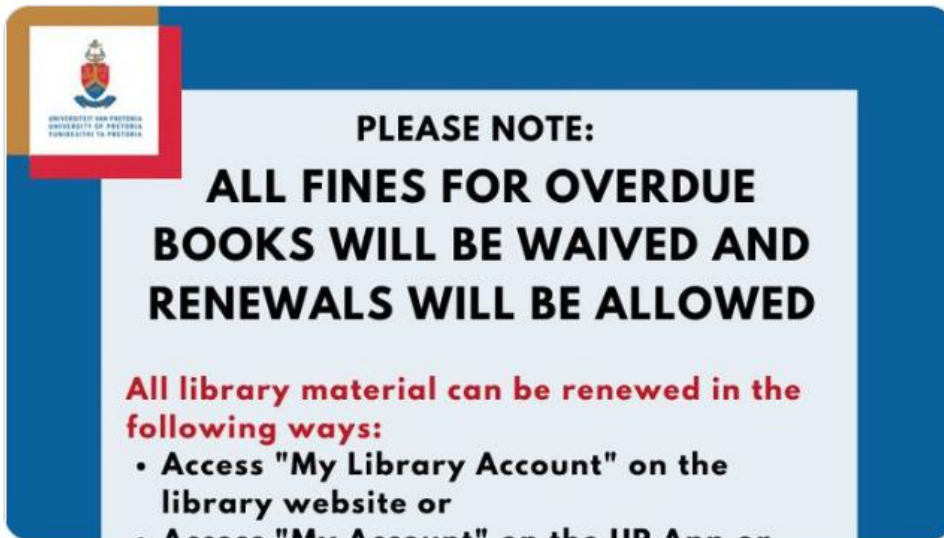


Twitter top tweet 2020



UP Library Services @UPLibrary · Mar 24

Please note that all fines for overdue books will be waived and book renewals will be allowed. Happy reading! 😊 Read more about the procedure for returning & renewing books here: bit.ly/UPLibrary_Proc...



Impressions: 7 064
Engagements: 484



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Twitter top tweet #2 2020



UP Library Services @UPLibrary · Aug 5

🌿 **KEEPING SAFE:** Take a glimpse at what you can expect to see when you visit a University of Pretoria Library. To comply with the national requirements for hygiene; clear safety screens have been installed at all Library counters, hand sanitisers are available at every entrance,



Univ. of Pretoria and 2 others



Impressions: 2 048
Engagements: 243



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Twitter top tweet #3 2020



UP Library Services @UPLibrary · Jun 10

Did you know that @UPTuks offers IT support to all registered UP students? 🤖 Here you can find step-by-step instructions on how to download Microsoft Office 365 for free: bit.ly/UP-office365-d...

For more IT help, visit the Student Computing Services page: up.ac.za/it-services/ar...



Univ. of Pretoria



2



3



9



Impressions: 3 907
Engagements: 183



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Instagram



Instagram statistics according to Hootsuite



Instagram followers

Gender



62.6%

Women

37.4%

Men

Instagram high engagement post #1 2020



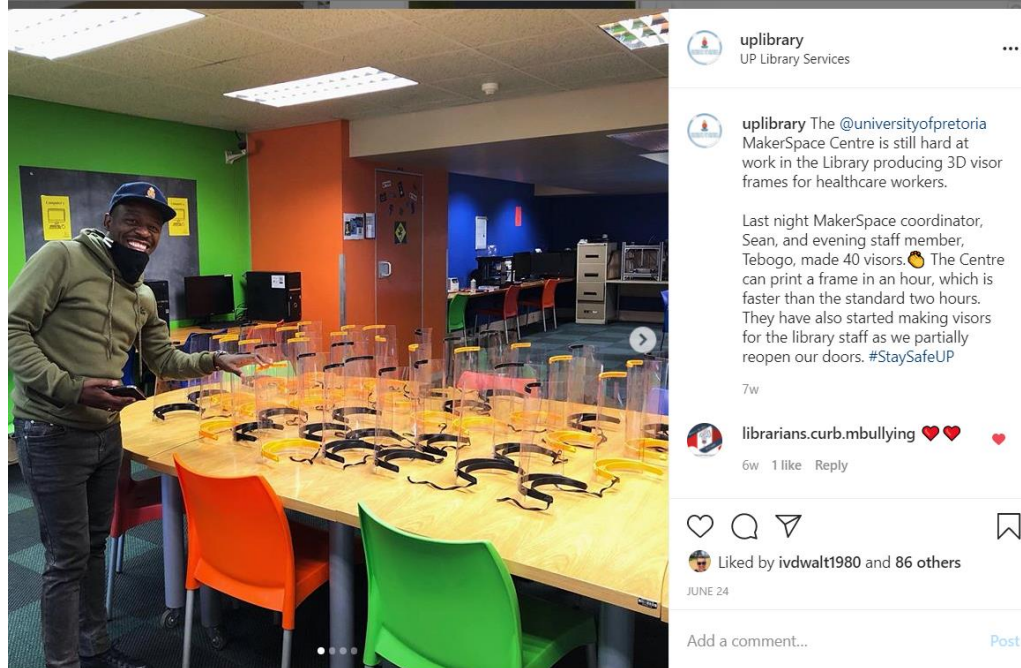
Reach: 4 734
Engagements: 453

Instagram high engagement post #2 2020



Reach: 525
Engagements: 108

Instagram high engagement post #3 2020



Reach: 502
Engagements: 88

Our biggest achievement and failure...

Liked by tawana.kupe and 51 others

The Department of Library Services

Lockdown Level 1 Opening Times

Education Library
Mon-Fri 09h00 - 15h00

Jotello F Soga Library
Mon-Fri 08h00 - 16h00

Mamelodi Library
Mon-Fri 08h00 - 16h00, Sat 08h00 - 15h30

Medical Library, BMS/Dentistry Library and Klinikala Library
Mon-Fri 08h00 - 16h00

Merensky 2 Library
Mon-Fri 08h00 - 18h00; Sat 09h00 - 15h00

Music Library
Mon-Fri 09h00 - 15h00

uplibrary Heads up! These are our times under current lockdown regulations, and we'll keep you posted if anything changes.

Have a lovely evening! #UPLibrary

15h

lisi.lahlah Heya Can I go study at the library without my faculty inviting me back to campus?

15h 1 like Reply

Hide replies

uplibrary @lisi.lahlah No, I am sorry, you still need the permission

15 HOURS AGO

Liked by tawana.kupe and 51 others

Liked by tawana.kupe and 24 others

Instagram

Libraries MATTER!

SOUTH AFRICAN LIBRARY WEEK
13-21 MARCH 2021

Tell us why libraries matter to you, and you could WIN!!!

The Department of Library Services

uplibrary To celebrate South African Library Week, we are giving away some great UP merch! To stand a chance to win, like and share this post, let us know in the comments why libraries matter to you, and make sure you are following the #UPLibrary! #SALW #LIASA #SALW2021

20h

18.dalia Libraries a building dedicated to thrive greatness and where every question has an answer. the scent of book is answer happiness that increase study productive. A library is a place of knowledge the greatness in human books a book has

20 HOURS AGO

Liked by tawana.kupe and 24 others


Add a comment... Post

Our VC, Prof Tawana Kupe follows ALL our posts and engages with us!

What doesn't work? Sharing secondary content

UP Library Services
Published by Nikki Haw (7) · October 29 · 🌐

Halloween ideas from the Folger Shakespeare Library 🍂



SHAKESPEAREANDBEYOND.FOLGER.EDU
A Shakespeare Halloween Guide: Costume ideas, Macbeth, and more

✔️ **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

205	2	Boost Post
People Reached	Engagements	

Performance for Your Post

205 People Reached

2 Likes, Comments & Shares 📊

2	2	0
Likes	On Post	On Shares
0	0	0
Comments	On Post	On Shares
0	0	0
Shares	On Post	On Shares
0	0	0
Post Clicks		
0	0	0
Photo Views	Link Clicks 📊	Other Clicks 📊


NEGATIVE FEEDBACK

0	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

Reported stats may be delayed from what appears on posts

UP Library Services
Published by Nikki Haw (7) · August 6 · 🌐

New historical novel about the Shakespeare family!



FOLGER.EDU
Shakespeare Unlimited: Maggie O'Farrell on "Hamnet"
Novelist Maggie O'Farrell imagines the Shakespeare family after the death...

✔️ **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

191	1	Boost Post
People Reached	Engagement	

Performance for Your Post

191 People Reached

1 Likes, Comments & Shares 📊

1	1	0
Likes	On Post	On Shares
0	0	0
Comments	On Post	On Shares
0	0	0
Shares	On Post	On Shares
0	0	0
Post Clicks		
0	0	0
Photo Views	Link Clicks 📊	Other Clicks 📊

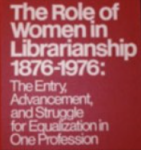
NEGATIVE FEEDBACK

0	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

Reported stats may be delayed from what appears on posts

UP Library Services
Published by Kelly Skye Liebenberg (7) · August 1 · 🌐

#WomensMonth 📖



WOMENOFLIBRARYHISTORY.TUMBLR.COM
Women of Library History
A Women's History Month project of the Feminist Task Force of the American Library Association

✔️ **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

241	2	Boost Post
People Reached	Engagements	

Performance for Your Post

241 People Reached

1 Likes, Comments & Shares 📊

1	1	0
Likes	On Post	On Shares
0	0	0
Comments	On Post	On Shares
0	0	0
Shares	On Post	On Shares
1	0	1
Post Clicks		
0	0	1
Photo Views	Link Clicks 📊	Other Clicks 📊

NEGATIVE FEEDBACK

3. Readjusting our social media strategy





Going forward

- Carefully rethinking our social media platforms' goals, purpose and audiences
- UP is undergoing an institutional wide social media audit
- Branding op posts is crucial
- GIFS and videos are very popular and we alternate them with still images
- Repurposing but not cross-posting content to different platforms
 - Adjust the messages/images
 - Useful tip: use Coschedule - it will tell you what works for which platform
 - <https://coschedule.com/social-message-optimizer>

NEW! #CelebrateSAWriters


The Department of Library Services



Happy Birthday!

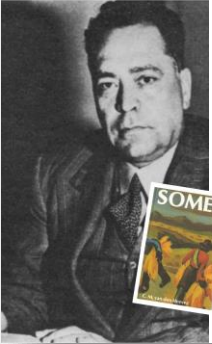

Alex La Guma

Time of the Butcherbird is available on Level 6 of the Merensky Library.



#CelebrateSAWriters


The Department of Library Services



Happy Birthday!

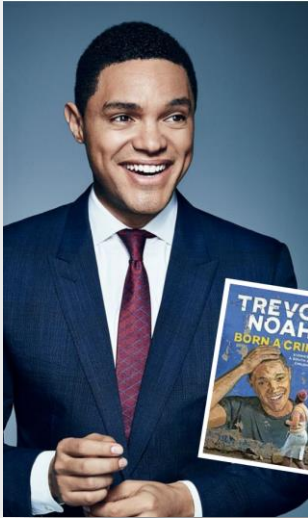

C.M. van den Heever

Somer is available on Level 6 of the Merensky 2 Library.



#CelebrateSAWriters

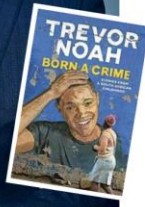
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Happy Birthday!



Trevor Noah

Born a Crime is available in the Mamelodi Library Resource Centre.



#CelebrateSAWriters


The Department of Library Services



Happy Birthday!

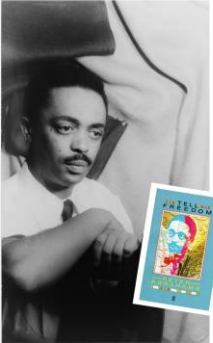

Richard Rive

Writing Black is available on Level 5 of the Merensky 2 Library.



#CelebrateSAWriters


The Department of Library Services



Happy Birthday!



Peter Abrahams

Tell Freedom is available on Level 6 of the Merensky 2 Library.



#CelebrateSAWriters


The Department of Library Services



Happy Birthday!

Wilma Adriaanse

Vier Seisoene Kind is available from the Education Library Open Collection.



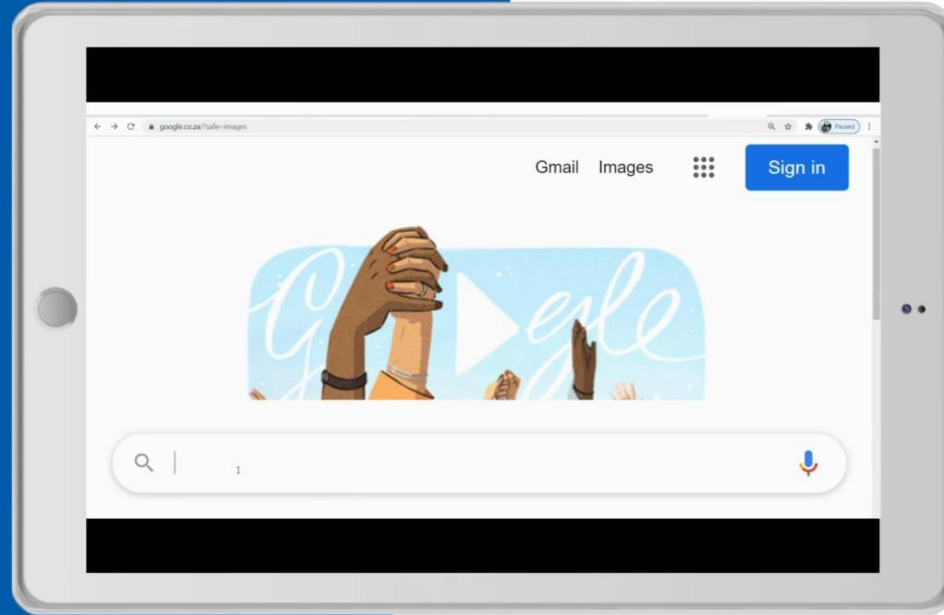
#CelebrateSAWriters



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#UseYourLibrary

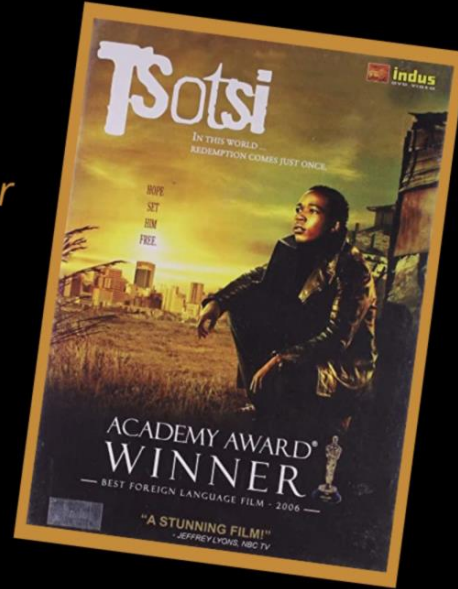




UP Library looks back

#ThisDayInHistory

*On this day in 2006,
Tsotsi won an Oscar for
Best Foreign Language
Film.*





 uplibrary

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IEEE Xplore Digital Library



#eResources

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4 days ago

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Sabinet African Journals



#eResource

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5 March



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#ResearchTipoftheWeek



Conclusion

- Keep up with social media trends
- Read, read, read – this is what I learnt from my mentor
- Subscribe to social media blogs such as:
 - Social Media Today: <https://www.socialmediatoday.com/>
 - Social Media Examiner: <https://www.socialmediaexaminer.com/>
 - My personal favourites:
 - Super Library Marketing: <https://superlibrarymarketing.com/>
 - Subscribe to The Library Marketing show on YouTube
- Right processes, right tools, right people
- Lastly: **If you love your work, it will show** in the final product!



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If you'd like to contact me,
you're welcome:

Elsabe.Olivier@up.ac.za

