

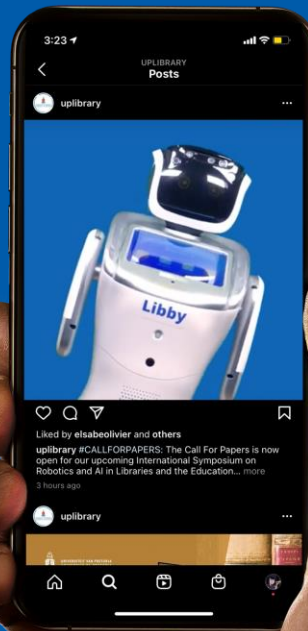


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YUNIBESITHI YA PRETORIA

Biting the Social Media Bullet: Lessons from the COVID-19 Pandemic in Social Media Marketing for Librarians

Elsabé Olivier

Presented on the 12 July 2021 at the *The future of librarians* webinar organized by the University of Fort Hare



Contents

1. Back to basics
2. New strategies during the pandemic
3. After action, comes satisfaction
4. References

“Even in this upside-down world,
our patrons, students, and employees
still need library services.

Those who haven’t historically used
libraries also need us,
as much as or more than ever.”

(Dempsey 2020)



Back to basics

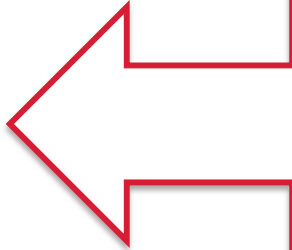
1. Link your social media goals to your library's goals

Social media policy of the Department of Library Services

The Department of Library Services currently uses the following social media platforms:

- Facebook ("UP Library Services")
- Twitter ([@UPLibrary](#))
- Instagram ([@uplibrary](#))
- YouTube (<https://www.youtube.com/user/UPLibrary>)

We adhere to the **University of Pretoria Social Media Guidelines and Policy of Social Media** (attached). Currently this policy is under review.



Your social media goals should reflect the mission and vision of your library. You should have a clear plan for your platforms.

2. Adhere to your institution's policies

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Department of University Relations

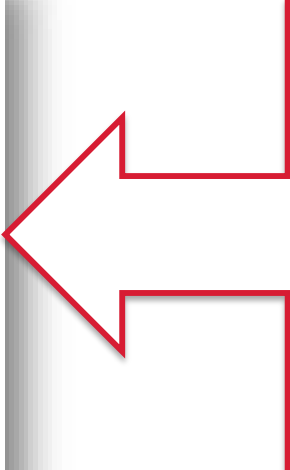
SOCIAL MEDIA POLICY

Document type: Policy
Policy Category: Support Service

Document number: Rt 328/19

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Be mindful that any activity on social media platforms has an impact on the image of the University.

3. Define your available channels of communication



SOCIAL MEDIA

Like and follow UP Library Services



UPLibrary



@UPLibrary



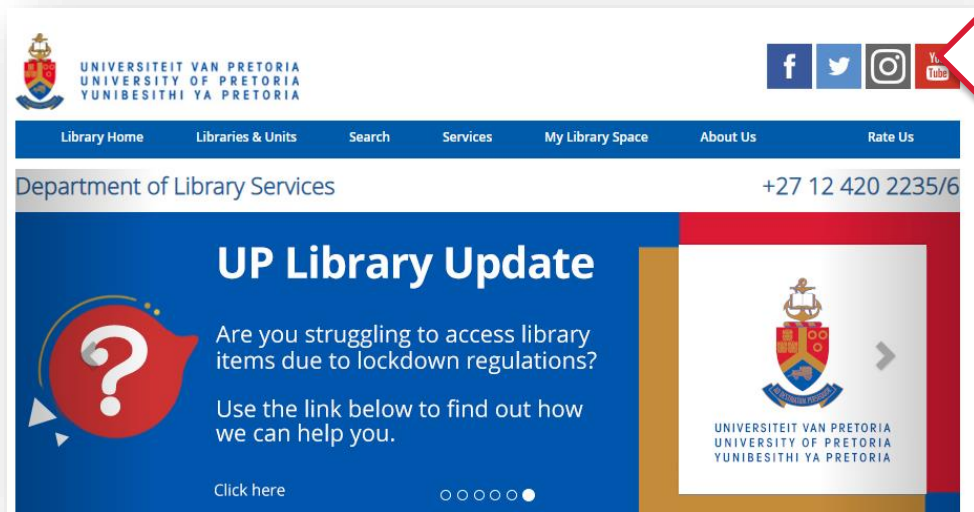
@UPLibrary



**UP Library
Services**



4. Add links to your website



Make sure your fans know where to find you!

<http://www.library.up.ac.za/>

5. Know and understand your target audience

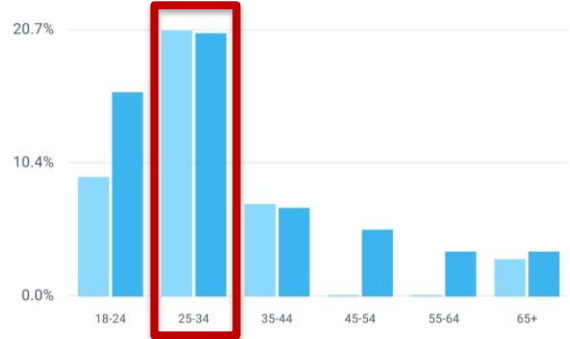
Facebook Page Likes ⓘ
5,518

Instagram Followers ⓘ
1,607

Age & Gender ⓘ

40.1% Men

55.5% Women



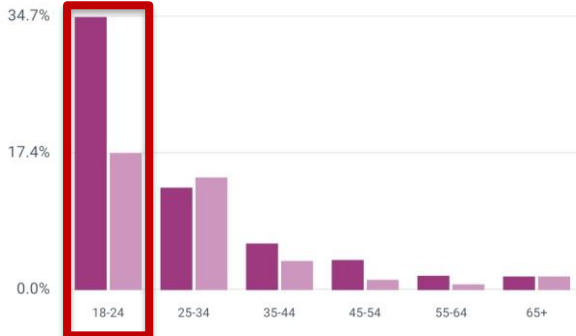
Facebook Page Likes ⓘ
5,518

Instagram Followers ⓘ
1,608

Age & Gender ⓘ

60.9% Women

39.1% Men



6. Identify staff members who can assist you



Nikki Haw
#TBT
#Special Collections



Lidia Swart
#MondayMotivations

6. Identify staff members who can assist you - continued



Jordan Stier
Social Media Assistant




Kegan Gaspar
InstaNovels



Elaine Marais
Graphic design student

7. Content: create a list of what your users should know

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Have you been using our **SUBJECT GUIDES?**

#UseYourLibrary

The Department of Library Services




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One of the first steps when manipulating data is to visually display it.


#ResearchTipoftheWeek

#eResources



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ACCESS Science
HIGH-QUALITY SCIENTIFIC
REFERENCE MATERIAL



Mc
Graw
Hill

The Department of Library Services

8. Use relevant hashtags



Think about the hashtags you want to use as they can attract new followers and make it easier for people to find you.

9. Put thought into your captions



Put the most important words first.
Involve your users by asking questions.
Use emojis!

A red-outlined box containing text and four emojis. The text reads: "Put the most important words first. Involve your users by asking questions. Use emojis!". Below the text are four emojis: a wide smile, a slight smile, a surprised face, and a sad face.

10. Create a consistent and powerful brand



Maintain a consistent brand personality and look. Your posts should be easily recognizable, and have a consistent look and feel.

11. Use high quality images and content

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1/7
Make today matter

Meet your librarian

Viveka Pillai
Humanities

Acting Faculty Library Manager
Centre for Augmentative & Alternative Communication;
Speech-Language Pathology & Audiology; Criminology; Psychology;
Social Work; Sport & Leisure

Viveka Pillai

The Department of Library Services

[View Insights](#) [Promote](#)

♥ 💬 📌

Liked by [viveka.pillai](#) and 35 others

uplibrary Humanities students, whatever your subjects might be, we have information specialists to meet your needs... more

Your images are critically important – you want users to see more. I take professional photographs of my staff members and libraries every year.

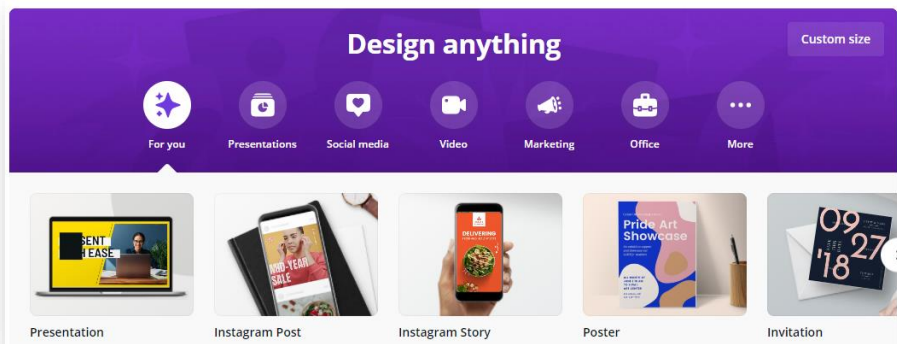
Useful freely usable high quality image sites

- <https://pixabay.com/>
- <https://www.stockvault.net/free-photos/books/>
- <https://www.reshot.com/>
- <https://gratisography.com/>
- <https://unsplash.com/w.freepik.com/>
- <http://imcreator.com/free>
- <https://blog.hootsuite.com/20-free-stock-photo-sites-social-media-images/>

12. Footing the bill



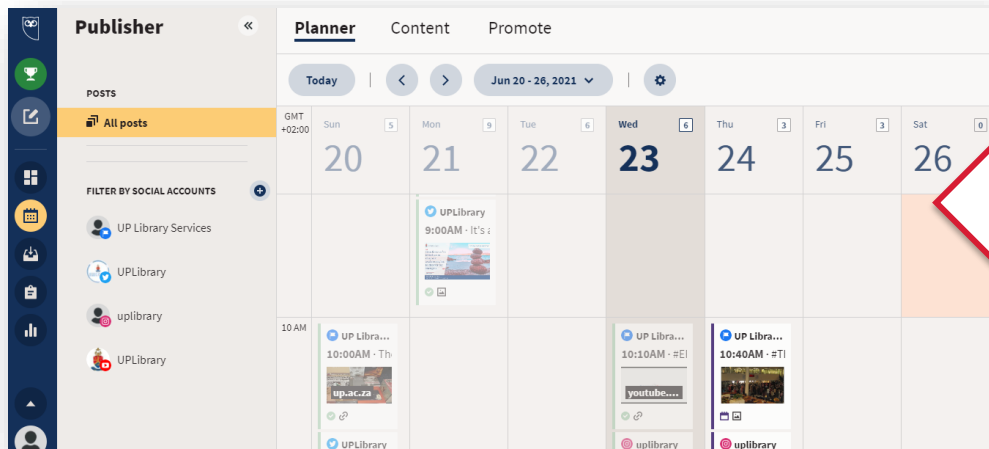
13. Identify free or low-cost design tools



Canva is a graphic design platform that we use to create social media graphic templates:

<https://www.canva.com/>

14. Identify free or low-cost software tools for scheduling



We use Hootsuite to schedule posts in advance. It makes our lives easier: <https://hootsuite.com/> Facebook's Business suite also looks promising.

15. Collaborate with partners in the industry

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#eResources

ClinicalKey
ELSEVIER

Test your knowledge of ClinicalKey and you could **WIN a R1000 TAKEALOT VOUCHER AND AN ELSEVIER BOOK OF YOUR CHOICE!***
Head to clinicalkey.com

Because in this job you never stop learning

*Terms and conditions apply

The Department of Library Services

10 likes

uplibrary Enter the #UPLibrary's Elsevier ClinicalKey for Physicians competition and stand a chance to win a Takealot voucher worth R1,000 and an #Elsevier book of your choice*.

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#eResources

McGraw Hill

ACCESS Science
HIGH-QUALITY SCIENTIFIC REFERENCE MATERIAL

The Department of Library Services

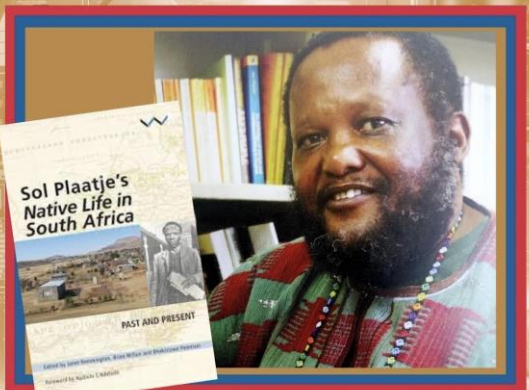
4 likes

uplibrary #ERESOURCES: #AccessScience by #McGrawHill is an authoritative online STEM education resource written by world-renowned scientists and skillfully edited to engage and inform students. It contains incisively written, high-quality reference material covering all major scientific disciplines. An award-winning gateway to scientific knowledge, it offers links to primary research material, videos and exclusive animations, plus specially designed curriculum maps for teachers.

We ran a competition in collaboration with Elsevier, and have regular meetings with Wiley.

16. Newsjacking


The Department of Library Services
GRIEVES PROF. BHEKIZIWE PETERSON



22 likes
uplibrary The UP Library grieves Prof. Bhekizizwe Peterson, trustee of the Javett Art Centre. Our thoughts are with his family at this difficult time. ❤️

View 1 comment


The Department of Library Services
GRIEVES SHALEEN SURTIE-RICHARDS



Liked by house_zinnia and 39 others
uplibrary Legendary South African actress Shaleen Surtie-Richards passed away today. Thank you for the laughs and the memories. ❤️

univofpretoria.on.worldcat.org/oclc/190842382

1/3



Our Condolences

A message from the Department of Library Services at the University of Pretoria, in light of recent events at the University of Cape Town

View Insights Promote

👍👤 Liked by uplibrary and 107 others
uplibrary Our hearts go out to everyone at UCT ❤️

#UPLibrary #CapeTownFires #CapeFire #TableMountain #UCT #UCTLibrary #AfricanStudies #CapeTown #Fire #Condolences

17. Post consistently

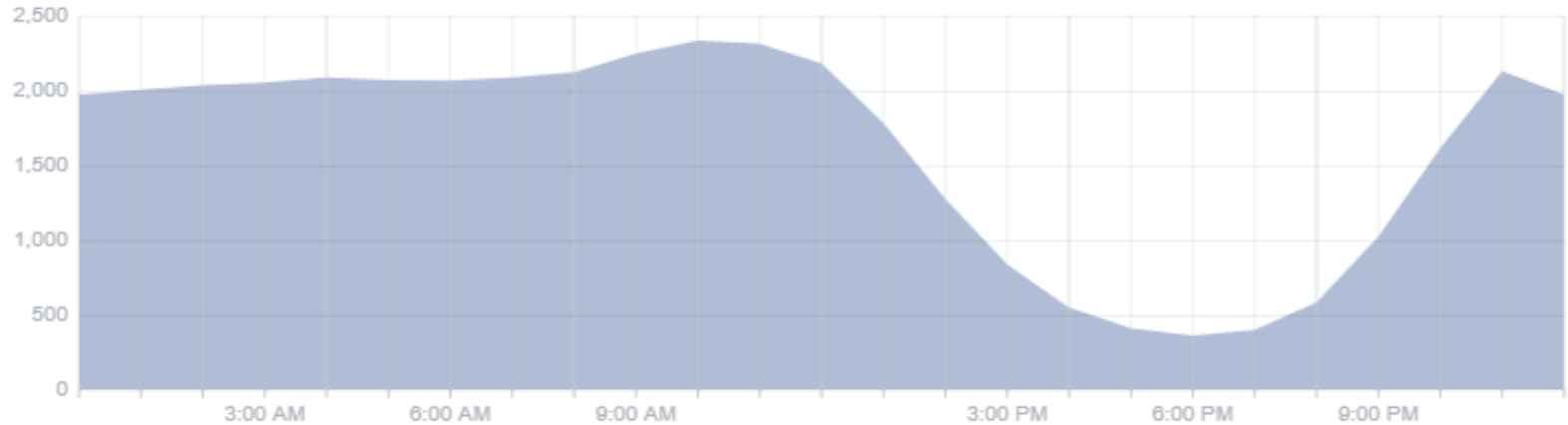


18. Post at the right time

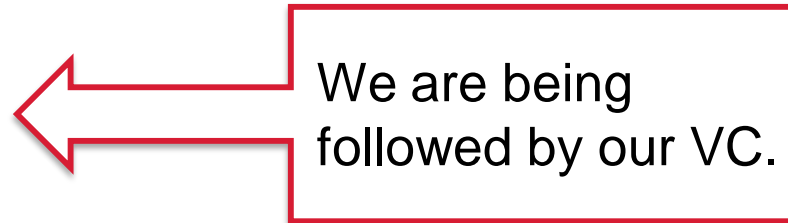
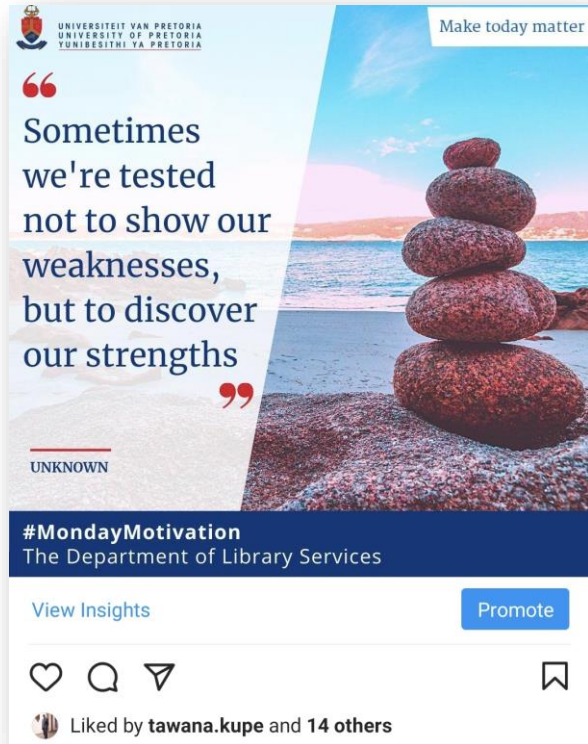
DAYS



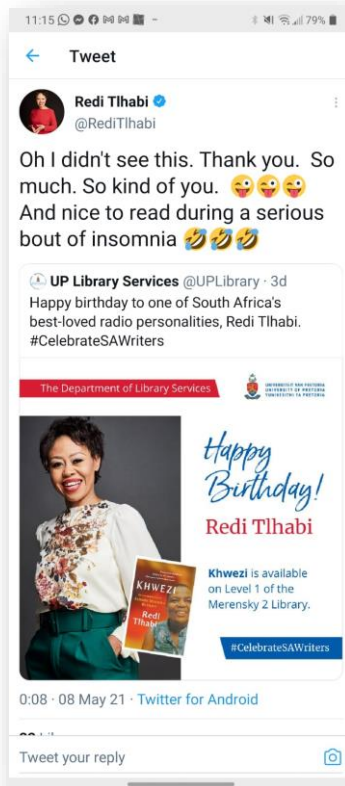
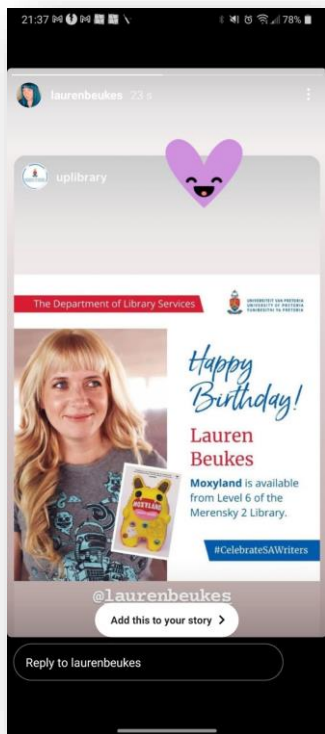
TIMES



19. Create a tribe of passionate followers or fans

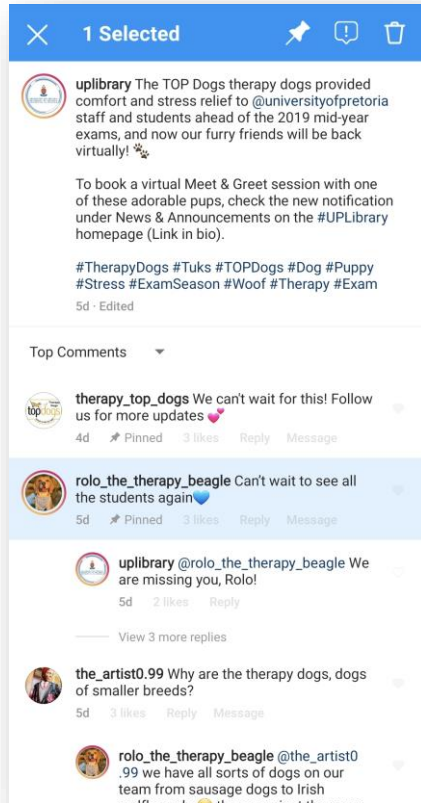


20. Tag relevant users




We tag our writers, collaborators, staff members in our posts. How wonderful when they pick up on this and reshare our content.

21. Respond to fans and pin your best comments/top posts




Right click if you like a comment and pin it to the top. Respond by commenting or liking the engagement on your posts.


22. Review, measure and learn from your insights

 The Top Dogs - Therapy Dogs provided comfort and stress relief to University of Pr...
 17 June 2021


Reach	Reactions	Comments	Shares
20.1K	171	33	29

 Welcome to #UPisLit, the brand new series all about a love for literature, by the #...
 14 June 2021


Reach	Reactions	Comments	Shares
10.7K	50	16	4

 Happy #InternationalPrideMonth! To celebrate, why not grab one of these great w...
 11 June 2021


Reach	Likes	Comments	Shares
10.1K	156	8	--

 Post: "Welcome to #UPisLit, the brand new series all..."
 14 June 2021


Reach	ThruPlays	Cost Per Result	Amount Spent
9,774	1,525	R0.33	R500.00

 Instagram Post: Happy #InternationalPrideMonth!...
 14 June 2021


Reach	Link Clicks	Cost Per Result	Amount Spent
9,028	74	R4.73	R350.00

 Post: "A library is more than just a collect of..."
 21 May 2021

Reach	Messaging Conversation...	Cost Per Result
4,078	4	R87.50

 International Symposium on Robotics in Libraries in the Education Sector
 2 June 2021

Reach	Reactions	Comments	Shares
2,696	--	--	--

 Post: "Share your love for our libraries and stand a..."
 4 February 2021

Reach	Post Engagements	Cost Per Result	Amount Spent
1,715	610	R0.41	R250.00

Reviewing your Insights data on a regular basis can help you identify areas where you can adjust your strategy to help you get more followers.

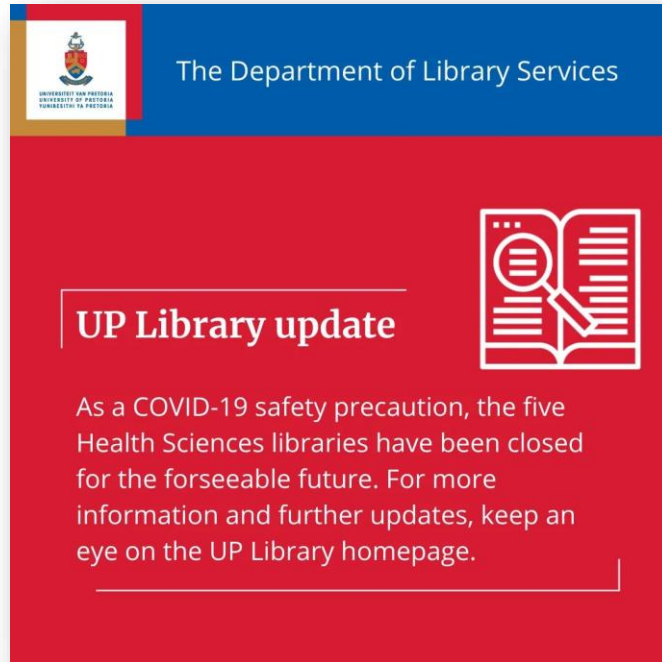
New strategies during the pandemic

“As we emerge into the post-pandemic world, we should not go back to doing things the way we were doing them before the crisis. That includes the way we do marketing and promotions.”

(Hursh 2021)



1. Keep that urgent notification template ready!



The Department of Library Services

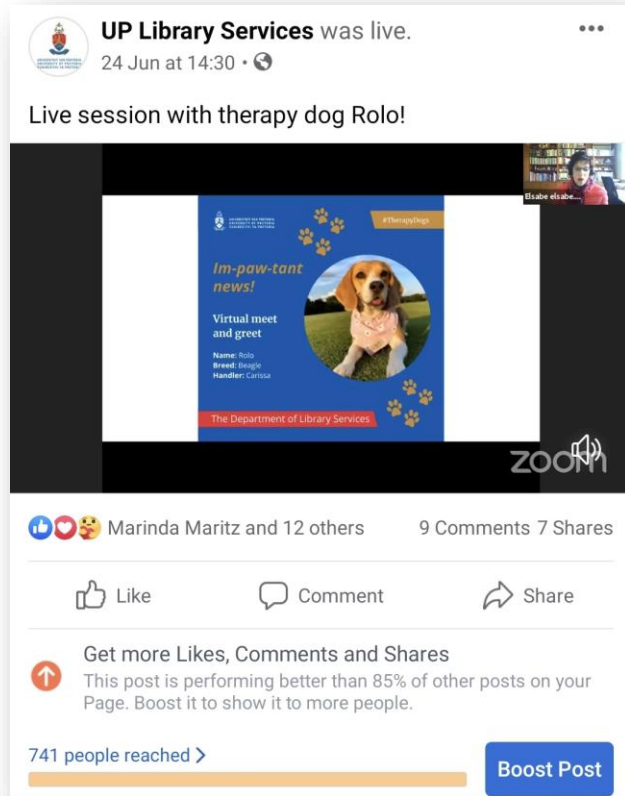
UP Library update

As a COVID-19 safety precaution, the five Health Sciences libraries have been closed for the foreseeable future. For more information and further updates, keep an eye on the UP Library homepage.

The screenshot shows a notification from the University of Pretoria's Department of Library Services. It features the university's crest in the top left corner. The main text is titled "UP Library update" and informs that five Health Sciences libraries are closed due to COVID-19 safety precautions. It advises users to check the UP Library homepage for more information. An icon of an open book with a magnifying glass is positioned to the right of the text.

Always be ready for that urgent notification on social media – especially now during the pandemic!

2. Try different kind of posts and content

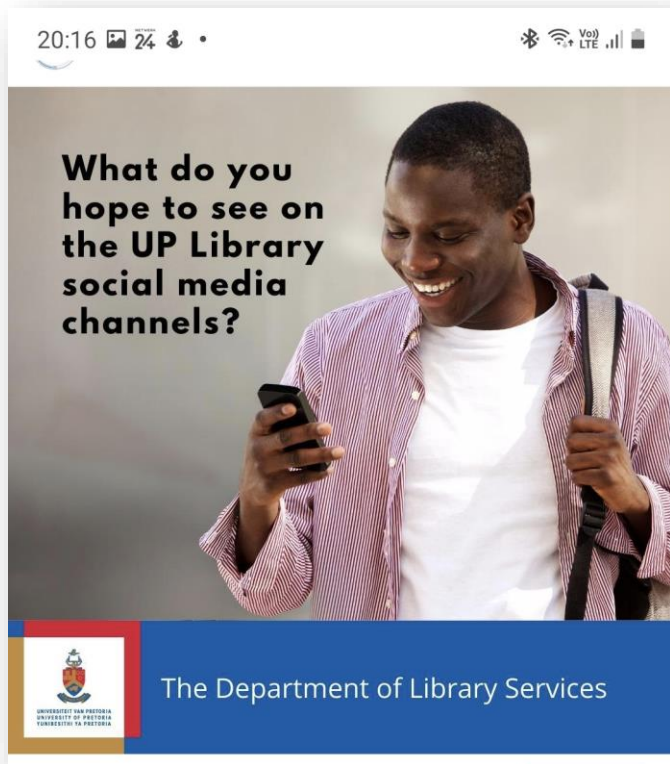


I hosted virtual dog therapy sessions and streamed them live for the first time via Zoom.

2. Try different kind of posts and content - continued

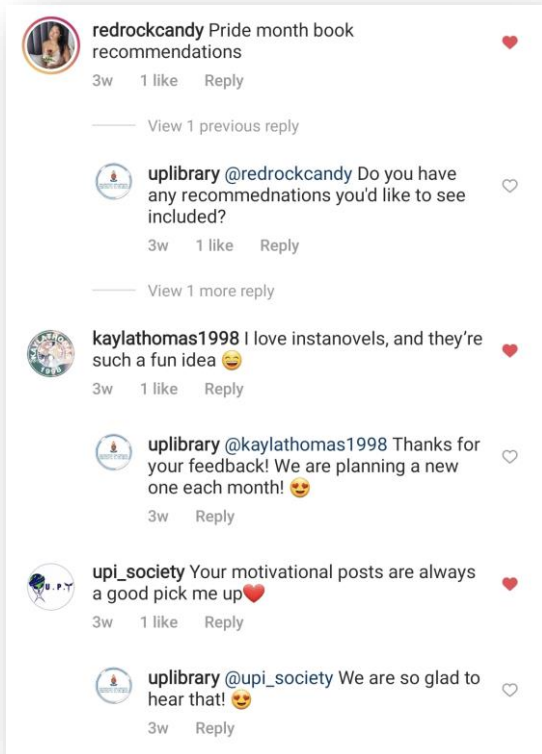
- Possible content for your library (Walker-Ford 2021)
 - Blog posts
 - eBooks
 - Case studies or testimonials
 - Behind-the-Scenes content
 - Tips
 - Quotes
 - Explain how to do things
 - Events
 - Infographics
 - (Holiday) greetings

3. Ask questions to engage your audience



Engage with your audience and ask them interesting questions on a regular basis to encourage interaction.

3. Ask your audience what they would like to see continued



redrockcandy Pride month book recommendations
3w 1 like Reply

— View 1 previous reply

uplibrary @redrockcandy Do you have any recommendations you'd like to see included?
3w 1 like Reply

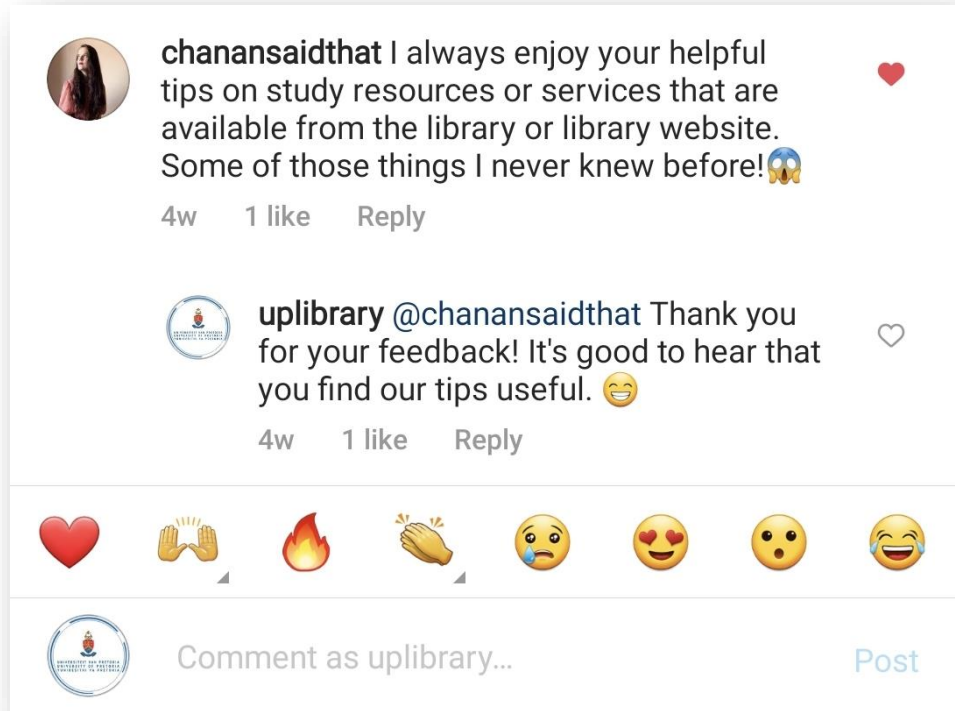
— View 1 more reply

kaylathomas1998 I love instanovels, and they're such a fun idea 😊
3w 1 like Reply

uplibrary @kaylathomas1998 Thanks for your feedback! We are planning a new one each month! 😊
3w Reply

upi_society Your motivational posts are always a good pick me up ❤️
3w 1 like Reply

uplibrary @upi_society We are so glad to hear that! 😊
3w Reply



chanansaidthat I always enjoy your helpful tips on study resources or services that are available from the library or library website. Some of those things I never knew before! 🙏
4w 1 like Reply

uplibrary @chanansaidthat Thank you for your feedback! It's good to hear that you find our tips useful. 😊
4w 1 like Reply

👍 🙌 🔥 🙏 😭 😍 😲 😂

Comment as uplibrary... Post

4. Run competitions



#UPLibrary #LibraryLoversMonth
#LIASAMAIG #ProteaBoekwinkel

Library lovers' month

Celebrate your love for your library and **WIN R3000!**

The Department of Library Services

View Insights Promote

Liked by proteaboekwinkelhatfield and 33 others

uplibrary Share your love for our libraries and stand a chance to win a Protea Boekwinkel Hatfield voucher to the value of R3000! All you have to do is LIKE Protea Boekwinkel Hatfield AND UP Library Services Facebook pages. Enter electronically by sharing with us why you LOVE any of our UP campus libraries and tell us about the impact our libraries have on your life. Link in bio.



uplibrary

Libraries MATTER!
SOUTH AFRICAN LIBRARY WEEK
15-21 MARCH 2021

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

The Department of Library Services

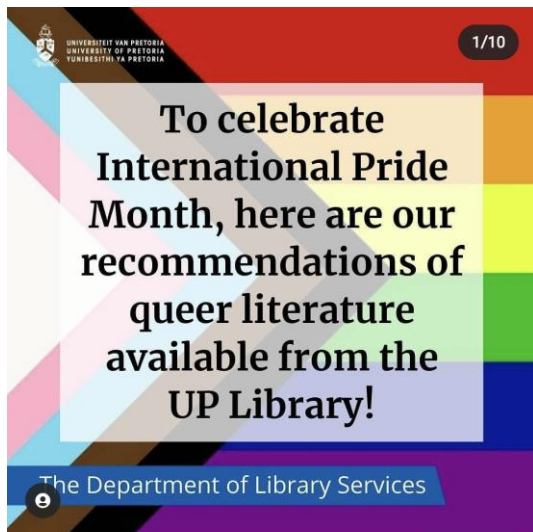
View Insights Promote

Liked by poeticsparrow_jan and 31 others

uplibrary To celebrate South African Library Week, we are giving away some great UP merch! To stand a chance t... more

We have run two competitions with our partner Protea Bookshop offering prizes. Ask people to LIKE and Follow you.

5. Be inclusive in your content



[View Insights](#)

[Promote](#)

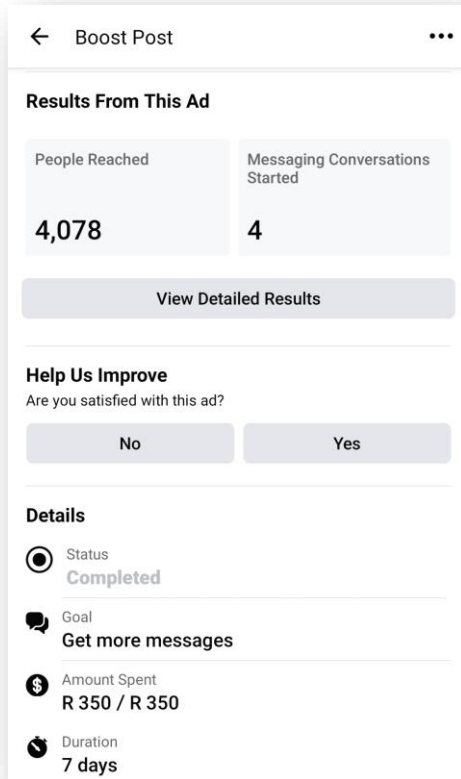


Liked by [bold_society_up](#) and 155 others

[uplibrary](#) Happy #InternationalPrideMonth! To celebrate, why not grab one of these great works from the... more

UP is committed to an inclusive, affirming and transformed institutional culture. We don't discriminate against anyone on any basis.

6. Boosting posts



← Boost Post

Results From This Ad

People Reached	Messaging Conversations Started
4,078	4

[View Detailed Results](#)

Help Us Improve
Are you satisfied with this ad?

[No](#) [Yes](#)

Details

- Status: **Completed**
- Goal: **Get more messages**
- Amount Spent: **R 350 / R 350**
- Duration: **7 days**

Save ZAR90 on Facebook ads with a free ad credit

You can still get a free ZAR90 ad credit to **boost** your post on **UP Library Services**. Claim your credit to get more reactions, comments and shares with \$10 off your ads.

[Claim ZAR90](#)

Show your posts to more people and get more engagement. A boost can typically cost you R350, run for 7 days, reach 4, 078 people.

7. Embed your posts in your newsletter/emails

Social Media Insights January to April 2021

Department of Library Services / News / Social Media Insights January to April 2021


Posted on May 01, 2021

The start of 2021 has seen the virtual library continue to be the most essential part of the library's operations, due to the ongoing COVID-19 pandemic. Due to this, the library's social media platforms have been **essential for disseminating information** and services to our patrons, and particularly those new to the university. Our social media team took this challenge head-on, and created a plethora of posts to aid our patrons through their digital learning journeys.

In conjunction with the Learning Centre, the social media team developed a weekly series of posts under the title #UseYourLibrary, which gave our followers instructional tips for using the virtual library's most basic services. These included **accessing one's library account, book digitisation services, and introducing the "Chat" function**. We also started a #ResearchTipoftheWeek series, in conjunction with the Research Commons, which aimed to give researchers useful tips for optimising their work. The series thus far has offered **practical tips, suggested useful tools, provided wellness assistance, and introduced researchers to their information specialists**. In fact, at the start of term, we ran a full series of **posts introducing library staff**, so that patrons could put a face to the people helping them in this digital landscape.

Humanising our content was a priority across our social media, as we wanted to maintain personal contact with our patrons. This included the continuation of our #ThrowbackThursday series, to help patrons feel close to the physical library space, even from afar, and of our #MondayMotivation series, to help motivate our patrons in these trying times. We created several posts that **encouraged user interaction**, to give our channels another personal element. We also ran two competitions focussed on increasing engagement with our patrons. The first, our Library Lovers' Month Competition, saw dozens of patrons write love letters to our libraries, and **three of them won prizes worth a total of R6000!** The other, to celebrate LIASA SA Library Week, encouraged interaction with our social media platforms, and resulted in two patrons winning some great UP merchandise.

Our social media also provides a platform for advertising our many services to the people who need them. We did this in an abundance of ways, but primarily through a collaborative series with the Library Technical Services team called #eResources, through promoting our Special Collection Unit's #BookoftheWeek, and in partnerships through clients, such as the Wiley Online Library and McGraw Hill. Despite all of this, we never forgot to have some fun with our patrons too, by **celebrating special days** in fun and interactive ways, and with regular features such as our #ThisDayinHistory series, and the weekly #jigsawpuzzle posted in conjunction with the Special Collections Unit. We also continued our project to encourage a reading culture at the University of Pretoria, nowhere more clearly than with our #CelebrateSAWriters series.



Social Media Insights January to April 2021

BACK TO NEWS

News Categories

- Arts & Culture
- Research
- News
- Sport & Athletics
- University Social Responsibility

Another easy way to showcase your social media content and drive traffic to your profiles is to embed your posts in your newsletter/emails.

https://www.up.ac.za/departments-of-library-services/news/post_2972257-social-media-insights-january-to-april-2021

8. Embrace Instagram and Facebook Stories



If you want more followers, you need to use Instagram and Facebook Stories. InstaNovels are short stories published on the Instagram story feature accompanied by modern illustrations.

9. Experiment now!



Now is the time to experiment with your library marketing. Try to cut through the noise. Embrace something new and different!

**LIBBY CELEBRATES
SOUTH AFRICAN
LIBRARIANS' DAY!**



0:07 / 1:21



https://youtu.be/yGdkb-vz_cw

10. Plan for the future: keep on checking trends

This week's  SocialMediaToday brought to you by:



Free Guide
TikTok vs. Reels
DOWNLOAD NOW
MAVRCK

With so many short-form video platforms out there, how do you determine which one is right for your brand?

Lucky for you, we have first-hand insights and best practices for developing influencer marketing strategies for differing brand objectives on both platforms.

Download our free guide for information on activating influencers on the leading short-form video platforms, TikTok and Instagram Reels.


After action, comes
satisfaction

← Tweet

UP Library Services retweeted

 **Gillian Godsell**
@gillianguardsell

This is innovative and kind! I am impressed

 **UP Library Services** @UPLibrary · 5d


In light of the stresses of exam season, our furry friends from TOP Dogs therapy dogs are back! 🐾

To book a virtual Meet & Greet session with one of these adorable pups, head to up.ac.za/departme...


[Show this thread](#)




7:50 · 23 Jun 21 · Twitter for iPhone


 **David Kabwa**
Love this ❤️ 1

Love · Reply · Message · 2d

 Author
UP Library Services
David Kabwa Thank you, Sir! ❤️


 **Teacher Jameo Calvert**
I adore this! 😊

1d Love Reply Message 1 ❤️


 Author
UP Library Services
Teacher Jameo Calvert Thank you! Look out for number 2 in July! 😊

1d Like Reply

Most Relevant ▾

 Really love your book reviews and promotions
Keep up the good work.

Love Reply Message 1 ❤️

 **UP Library Services** Hlumisa Kwinana Thank you!

 **Fatima** @oh_my_golly · 2d
How cute!

 **UP Library Services** @UPLib... · 17 Jun

In light of the stresses of exam season, our furry friends from TOP Dogs therapy dogs are back! 🐾

To book a virtual Meet & Greet session ...

[Show this thread](#)



1 1 4

“Unless academic librarians are open to collaboration and embrace a renewed agenda, there is the danger that post-COVID-19 they could be rendered invisible.”

(Martzoukou 2021)



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

Elsabe.Olivier@up.ac.za

