#Trendy or #Targeted? Developing Your Outreach Plan

A University of Pittsburgh at Greensburg presentation by:
Kelly Bradish
Amanda Miller
Anna Mary Williford
Amanda Folk
Introducing….the A Team!

- “A Team” brand was developed in 2011
  - Hiring of new Reference Librarian created new opportunities for outreach
- Experimental outreach to students in particular
  - Incoming freshmen especially
- Initial success encouraged expansion to all students
  - Faculty and students ask for us/advertise using the brand name
  - Flexibility with the “A” Team name
@MillsteinLib’s beginnings…
in more than 140 characters

- In Fall 2013, Twitter was launched as part of a pilot conducted by then-Reference and Public Services Librarian Amanda Folk*
- This was envisioned as an extension of the A Team brand and an additional channel for reference and other questions
- Ultimately, activity indicated outreach and engagement would be a better primary focus for Millstein’s Twitter efforts

* Folk describes this project in a chapter in Reimagining Reference in the 21st Century (WorldCat link)
Twitter: @millsteinlib by the numbers

- Average engagement rate at end of Spring Semester: 3.8%
- Engagement rate = clicks, RTs, replies, follows & favorites divided by impressions
  - Impressions: times a user is served a tweet
- Followers: 248+
  - Doubled during past year
- Statistics are from analytics.twitter.com

<table>
<thead>
<tr>
<th>Call to Action</th>
<th>Impressions</th>
<th>Media Clicks</th>
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<tbody>
<tr>
<td>Finals Postcard</td>
<td>2628</td>
<td>122</td>
</tr>
<tr>
<td>2649 impressions</td>
<td></td>
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We love PittGreensburg! Please retweet/follow so everyone knows about services we offer! #millsteinlibrary

We wish you luck & success as finals approach. #PittGreensburg!

A few examples…

Millstein Library
@MillsteinLib

@Megan we just did a quick walkthrough to check things out. If it's still too loud, please let us know here or @ desk.

10:45 AM - 20 Apr 2015

Megan
@MillsteinLib
Thanks A TEAM!!!!

Millstein Library
@MillsteinLib

Shout out to our spring student workers - thanks from all of us! #PittGreensburg

4:22 PM - 23 Apr 2015

Millstein Library
@MillsteinLib

Today's study forecast: Library open until 11 PM, free coffee & tea starting at 5 PM. #aprilshowers #goodluckPG

10:51 AM - 22 Apr 2015

Millstein Library
@MillsteinLib

Due dates approaching? 😞 Meet w/librarian for research help! 😊 pitt.libguides.com/ateam #PittGreensburg #millsteinmonday

10:31 AM - 6 Apr 2015

Millstein Library
@MillsteinLib

Quick refresher on library FAQs like citing, searching 👉 @PittLibraries Research Help LibGuide: pitt.libguides.com/researchhelps #TuesdayTip

10:32 AM - 14 Apr 2015
We are fortunate to be part of a campus & library system using social media.

<table>
<thead>
<tr>
<th>PG Twitter</th>
<th>PG Facebook</th>
<th>PG Instagram</th>
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<tbody>
<tr>
<td>Admissions</td>
<td>Admissions</td>
<td>Admissions</td>
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<tr>
<td>Academic Village</td>
<td>Academic Village</td>
<td>Ice Hockey</td>
</tr>
<tr>
<td>Baseball/Tennis/Volleyball</td>
<td>Ice Hockey</td>
<td>Study Abroad</td>
</tr>
<tr>
<td>Habitat for Humanity</td>
<td>Nerdfighters</td>
<td>Habitat for Humanity</td>
</tr>
<tr>
<td>The Insider Newspaper</td>
<td>Gay/Straight Alliance</td>
<td>Residence Life</td>
</tr>
<tr>
<td>Student Government</td>
<td>Study Abroad</td>
<td>Student Activities Board</td>
</tr>
<tr>
<td>Criminal Justice Club</td>
<td>Alumni Association</td>
<td>The Insider</td>
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Campus & ULS Social Media

We are fortunate to be part of a campus and library system using social media.

<table>
<thead>
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<th>ULS Twitter</th>
<th>ULS Facebook</th>
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<tbody>
<tr>
<td>• ULS (also Instagram)</td>
<td>• ULS</td>
</tr>
<tr>
<td>• Office of Scholarly Communication &amp; Publishing</td>
<td>• Archives (also Tumblr)</td>
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<tr>
<td>• Digital Scholarship Services</td>
<td>• Special Collections (also Tumblr)</td>
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<tr>
<td></td>
<td>• Stephen Foster Memorial Museum &amp; Center for American Music</td>
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Choosing a Second Social Media Platform

Introducing our candidates:
Facebook, Pinterest, Tumblr & Instagram
Facebook

Factors

- Student Use/Reach
- Effort: Time/Content
- Platform Integration
- Ease of Use
- Campus/ULS use

Why This Doesn’t Work for Us

- Non-ad posts from pages do not seem to get the traction they once did
- Other platforms seem to provide more engagement/visibility opportunities on our campus
### Pinterest

#### Factors

- Student Use/Reach
- Effort: Time/Content
- Platform Integration
- Ease of Use
- Campus/ULS use

#### Why This Doesn’t Work for Us

- Other platforms are more widely used on our campus
- Anecdotally, library Pinterest boards seem to be followed primarily by libraries/librarians
You already know how this works.

Once you follow a blog, all of its posts show up in your dashboard, just like you’d expect. See something great? Reblog it to your own blog. Add commentary if you like. Make it your own. Other people will do the same to your posts. That’s how you meet people here.

Seriously, put anything you want here.

Seven post types to get you started. Your brain can do the rest. This thing is yours. Use it however you like.
Why This Doesn't Work for Us:

- Too much commitment in terms of time/staff power necessary to have successful blog
- do not have huge number of collections to blog about (like Archives Service Center)
Instagram

Capture and Share the World's Moments

Instagram is a fast, beautiful and fun way to share your life with friends and family.

Take a picture or video, choose a filter to transform its look and feel, then post to Instagram — it's that easy. You can even share to Facebook, Twitter, Tumblr and more. It's a new way to see the world.

Oh yeah, did we mention it's free?
Instagram

Factors

- Student Use/Reach
- Effort: Time/Content
- Platform Integration
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- Campus/ULS use

Why This **Does** Work for Us:

- Able to easily integrate this with what we are already doing on Twitter
- Images are generally most popular types of posts
- With more Greensburg offices using this, we will become more visible on this platform
## Future Plans

<table>
<thead>
<tr>
<th><strong>Twitter</strong></th>
<th><strong>Instagram</strong></th>
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<tr>
<td>More followers + engagement</td>
<td>More followers + engagement</td>
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<tr>
<td>Linking with Instagram</td>
<td>Linking with Twitter</td>
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<tr>
<td>More sharing and promotion across Greensburg offices + ULS</td>
<td>#MillsteinMonday</td>
</tr>
<tr>
<td>Continued use of images/graphics/text in order to convey information, spark interest in collections, and have students reach out to us</td>
<td>#ReviewsOnTuesday + #TuesdayTip</td>
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<tr>
<td>#WednesdayWisdom</td>
<td>#ThrowbackThursday</td>
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<tr>
<td>#FridayReads</td>
<td>#FreebieFriday</td>
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Different Platforms Work for Different Institutions

Facebook-Clarion University of Pennsylvania Libraries

Pinterest-Purchase College Library (NY)
Thinking of Summer in Pittsburgh

With Memorial Day (and a very unpleasant winter) behind us, all of our attentions have turned to the dog days of summer. As we start to settle into a season of swimming, baseball games, and relaxing with our families, we thought it would be fun to take a look through our photos to see how Pittsburghers of the past celebrated the summer. You’ll notice that things really haven’t changed!

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mcgillibrary
McGill Library
http://www.mcgill.ca/library/library_overview.cfm

Take a happy thought
"Most folks are about as happy as they make up their minds to be." — Henry David Thoreau.
A Few Helpful Resources

- Ideas: Vendor, library, professional association twitter accounts; Inc, Fast Company, Social Media Examiner, Social Times
- Visual Elements: Fotor, Canva, PowerPoint, Snipping Tool
- Analytics: Iconosquare, Klout
- Management: TweetDeck, Hootsuite
- bit.ly/trendysocial (click here)
Questions? Let’s Discuss…

- What social media tools are you using at your library? What has been most successful, and why?
- What social media tools have you stopped using? Why?
- How do you handle “complaint” tweets? Do you see them as a need for action or simply venting? How/when should you respond to this type of feedback?
- How do you go about choosing a tone/voice for your social media accounts? Is it hard to find a balance between humor and information?
- Have a social media page you’d like the group to explore? Let us know!
Thanks & we hope you found our presentation helpful!
~ The A Team

Kelly Bradish  kab309@pitt.edu
Amanda Miller  aem94@pitt.edu
Anna Mary Williford  annamary@pitt.edu
Amanda Folk  alfolk@pitt.edu

gbg.pi.tt/library
twitter.com/millsteinlib
instagram.com/millsteinlib
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