

Is That Account Really Necessary?



...thinking differently
about social media in
libraries and archives

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Traditional Library Social Media Adoption:

LET'S DO ALL THE THINGS!



We Want To be Where The People Are

[Home](#) » [Articles](#) » [Visit this Library's Virtual Branch in Animal Crossing: New Horizons](#)

VISIT THIS LIBRARY'S VIRTUAL BRANCH IN ANIMAL CROSSING: NEW HORIZONS

By Isimon on April 14, 2020

APRIL 29, 2020

KELSEY BOGAN

(Part 1) TikTok & Why Librarians
Should Use it

Snapchat in the Library

Librarians master an app to reach millennials

By [Paige Alfonzo](#) | November 1, 2016

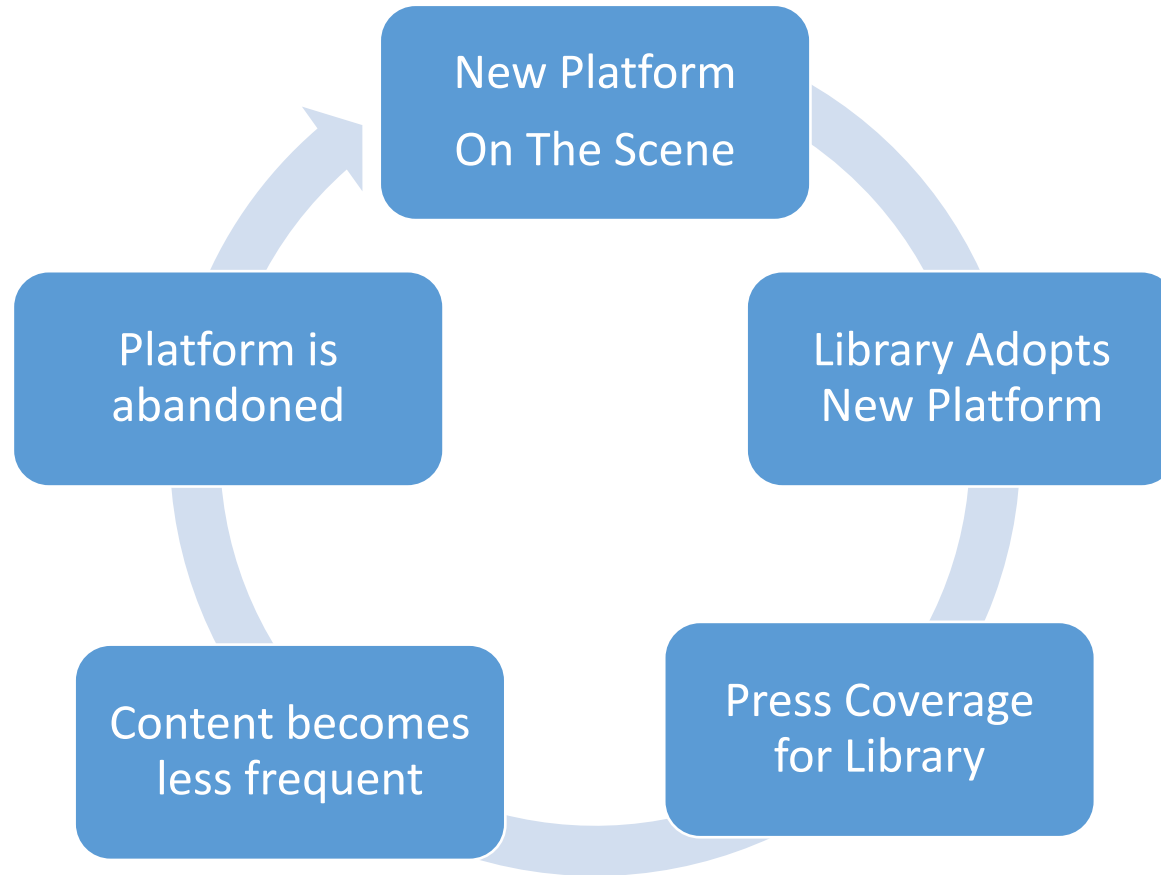
Exploring Virtual Librarianship: Second Life Library 2.0

Rebecca C. Hedreen, Jennifer L. Johnson, Mack A. Lundy, Peg Burnette, Carol Perryman, Guus Van Den Brekel,
...show all

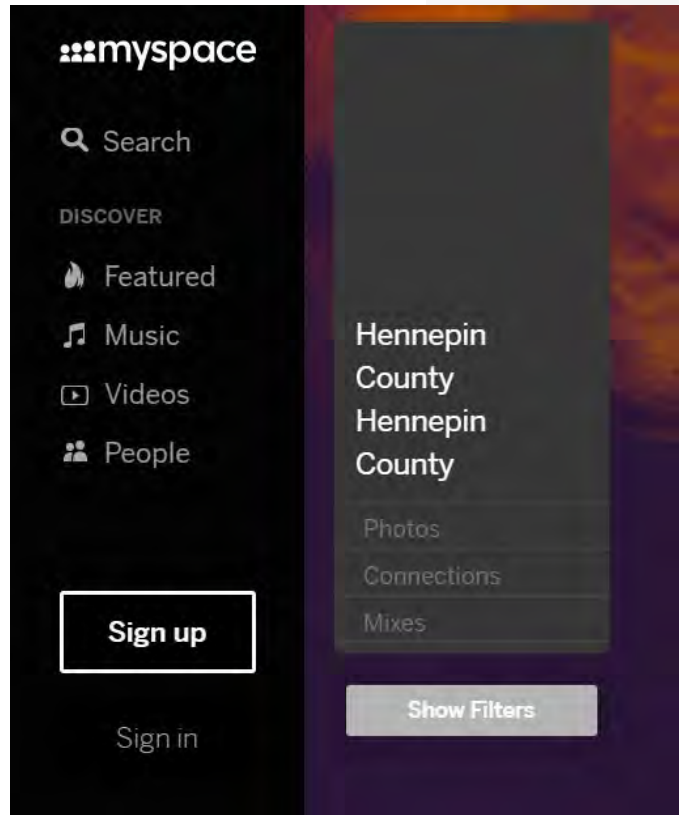
Pages 167-195 | Published online: 11 Oct 2008

[Download citation](#) <https://doi.org/10.1080/10875300802103833>

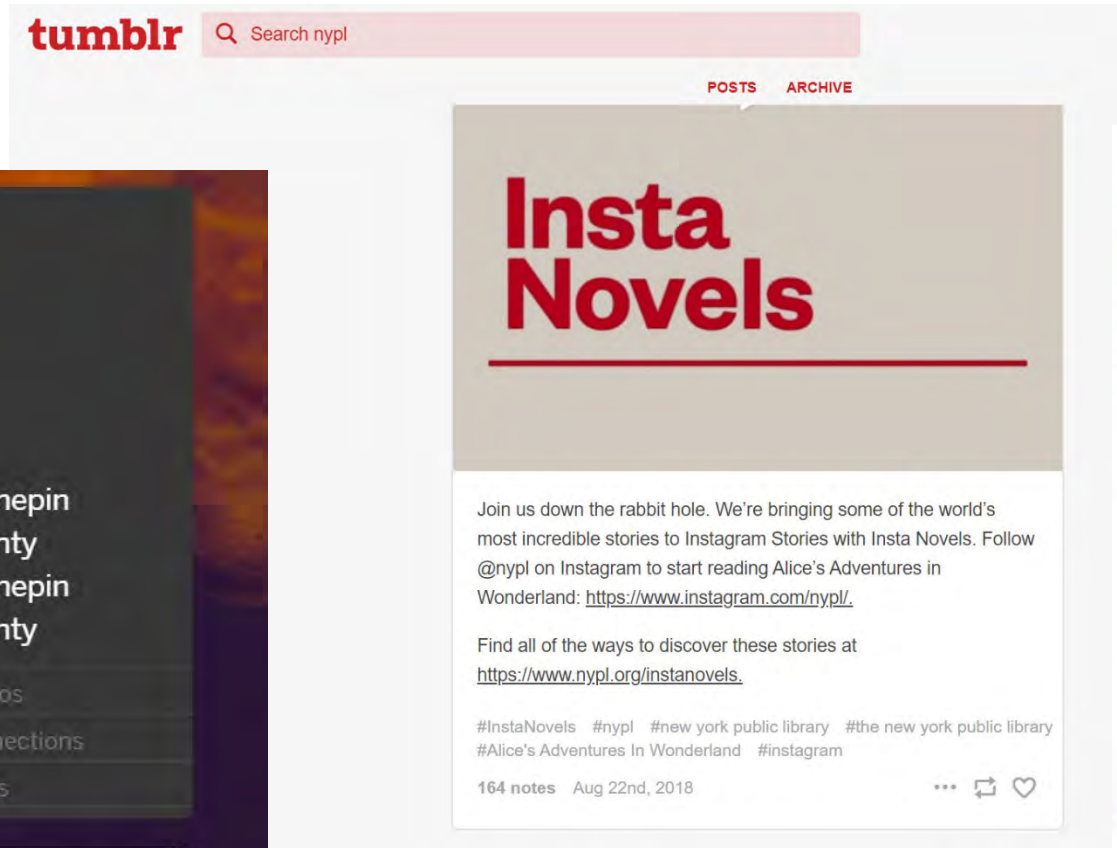
The Library Social Media Adoption Cycle



G-G-G-G-GHOSTS!



The image shows a screenshot of the Myspace website. On the left is a dark sidebar with the Myspace logo and navigation links: Search, DISCOVER, Featured, Music, Videos, and People. A 'Sign up' button is highlighted with a white border, and a 'Sign in' link is below it. The main content area is dark and features the text 'Hennepin County Hennepin County' and a 'Show Filters' button.



The image shows a Tumblr post from the user 'nyp1'. The post title is 'Insta Novels' in large red text. The text of the post reads: 'Join us down the rabbit hole. We're bringing some of the world's most incredible stories to Instagram Stories with Insta Novels. Follow @nyp1 on Instagram to start reading Alice's Adventures in Wonderland: <https://www.instagram.com/nyp1/>. Find all of the ways to discover these stories at <https://www.nypl.org/instanovels>. #InstaNovels #nyp1 #new york public library #the new york public library #Alice's Adventures In Wonderland #instagram'. The post has 164 notes and is dated Aug 22nd, 2018.



The image shows a Twitter profile for 'Kennett Library' (@kennett_library). The profile picture is a circular logo with a green book icon and the text 'Kennett Library'. The header shows the library's name and '367 Tweets'. Below the header is a photo of the library interior. The bio reads: 'News, books, and upcoming events at the Kennett Public Library!'. Location is 'Kennett Square, PA' and website is 'kennettpubliclibrary.org'. It shows '85 Following' and '326 Followers'. A tweet from July 21, 2017, is visible, starting with 'Welcome to Friday! We have a few things planned today:' followed by a list of events: '- Sports Club 10:00 - 11:00a (CHLD)' and '- Video Game Club 6 - 8p (MG)'. The tweet has 1 like.

The Browne Popular Library on Social Media

2017



2020



@popculturelib



@BGSU_PopCultLib

Why such a drastic change?

- University Directives
 - Lack of Engagement
- No Clear Focus or Strategy
 - Limited Staff Time
 - No Budget

How we can think differently

1. Understand the Audience
2. Match the Content to the Platform
3. Define Success in Advance
4. Plan for The End

1. Understand the Audience

Who is the audience for the platform?

Do we need to reach them?

Do we already reach them elsewhere?



Tik Tok



1. Understand the Audience

Remember Your Institutional Voice!



2. Match the Content to the Platform

Do our collections suit the platform?



Type of Content: Combinations of images and text, threaded posts can be used for long explanations

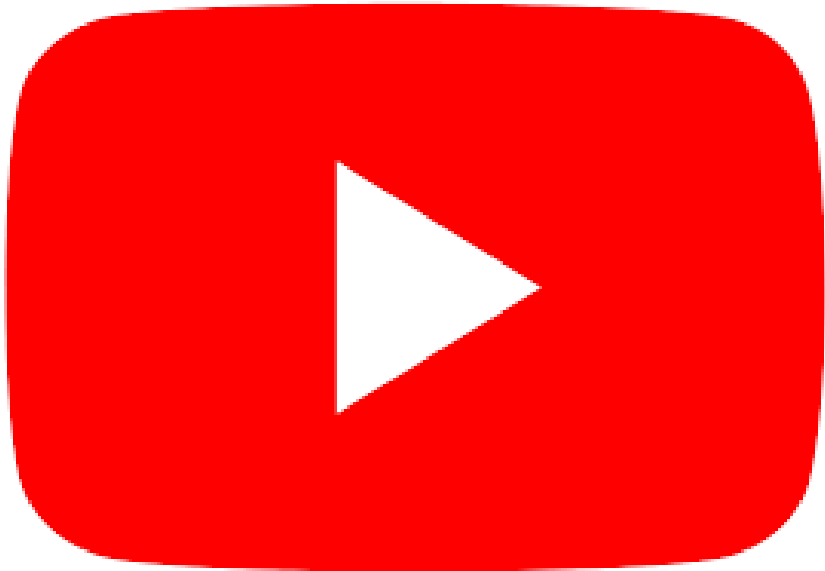
Successful content: Topical posts, memes, nostalgia

Upsides: Posts can be created and seen quickly with minimal investment of time and resources

Downsides: Feeds move really fast, often difficult to catch the audience's eye

2. Match the Content to the Platform

Do our collections suit the platform?



Type of content: Engaging long-form videos, behind the scenes content

Kind of Content: Videos, Live streams

Upsides: Content is static and can be linked to from website

Downsides: Building an audience requires constant posting of new content.

2. Match the Content to the Platform

Do our collections suit the platform?



Type of Content: Images and short videos

Successful content: Posts with lots of visual interest, unique items

Upsides: Opportunity to share fun materials, hashtags allow for audiences beyond followers

Downsides: Links are not allowed in posts, also algorithm seems to favor trendy posts, so content should be topical

2. Match the Content to the Platform

Do our collections suit the platform?



Type of Content: Images, text, event postings, fundraisers

Successful content: Events, nostalgic posts, current events

Upsides: Enormous platform, ability to reach large groups

Downsides: Reaching all of your followers or broader audiences often requires monetary investment



3. Define Success in Advance

How will we define success on the platform?

What are we trying to accomplish?

Teen Outreach



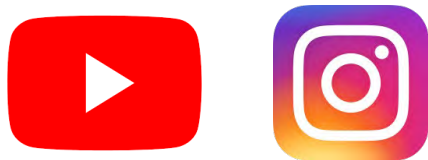
Identify Potential Researchers



Event Promotion



Raise Profile in Community



Fundraising



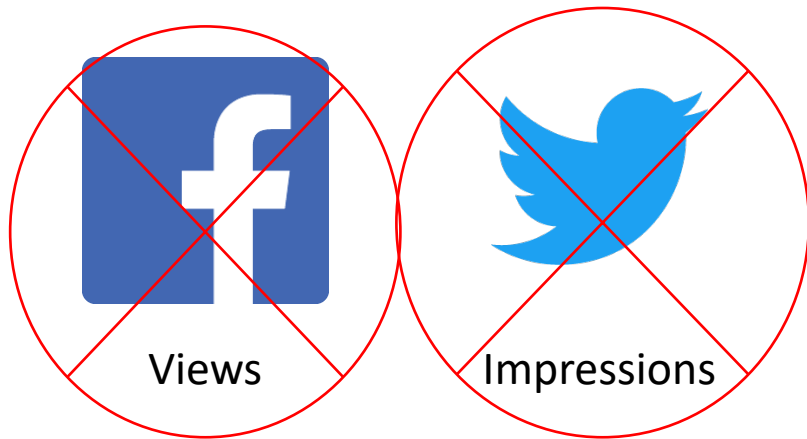
Resources for Patrons



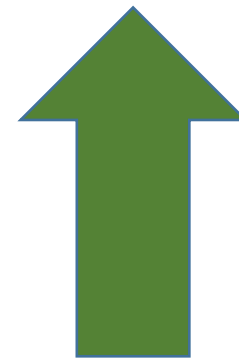
3. Define Success in Advance

What metrics will we use to gauge success?

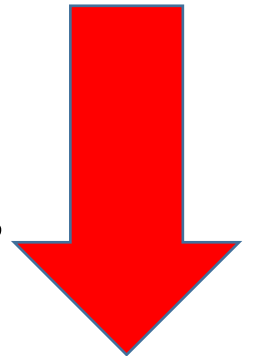
Beware platform-based “vanity” metrics



Use Tangible Goals Instead



Event Attendance
Fundraising
Reference Requests
Website Clicks



3. Define Success in Advance

How long are we giving ourselves?

Time constraints:
Create content
Build an audience



Budgetary constraints:
Salaries
Paying for audience reach

3. Define Success in Advance

Who is going to do the work?

Lone Arranger or social media staff of one? It's all yours.

- Don't use a platform you're not comfortable with
 - Spend time reading and understanding
 - Do your research on what others are doing

If you have a staff, consider those who use the platform already

Benefits:

- They understand the community
- They know how the algorithms work
- They understand the tone & voice

Drawbacks:

- Requires they take time from other tasks
- They may not want to mix business & pleasure
- Personal voice & professional voice can be different



4. Plan for The End

Who decides when we're done?

Staff Interest/Availability

If we're not enjoying it anymore, it shows

Metrics

If there's no audience, who are we performing for?

Talk with Stakeholders

If the platform disappears, will our stakeholders care?



4. Plan for The End

What is our approach?

Option 1: Stop Posting but Retain Page

- Requires a static post indicating that the page will not be updated, list other ways to connect
- Username and password information must be kept and updated
- Enable 2 Factor Authentication to limit hacking
- Schedule checks of the account to make sure nothing has gone wrong



4. Plan for The End

What is our approach?

Option 2: Delete Page Entirely

- Provide ample warning to followers that the page is going away (2 weeks at least)
- Research platform's deletion process
- Download and save all data from platform where possible
- Go through platform's deletion process
- Check occasionally for possible impersonators/squatters



4. Plan for The End

Research the shutdown process



- Can download all data
- Page is “unpublished” for 14 days before deletion



- Can only delete entire account
- No easy way to download data



- Every login reactivates page

Resources

- “Look at this Absolute Unit’ Report: An examination of a viral tweet and recommendations for The MERL Social Media Strategy”, The Museum of English Rural Life. 2018. <https://merl.reading.ac.uk/wp-content/uploads/sites/20/2018/05/Absolute-Unit-report.pdf>
- “To Engage or Not Engage in Social Media”, Public Libraries Online. 2019. <http://publiclibrariesonline.org/2019/01/to-engage-or-not-to-engage-social-media-in-public-libraries/>

Thank You!

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RAY & PAT BROWNE

**Library for Popular
Culture Studies**

B O W L I N G G R E E N S T A T E U N I V E R S I T Y

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