Is That Account Really Necessary?

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

Steve Ammidown
Manuscripts & Outreach Archivist
Browne Popular Culture Library
Bowling Green State University

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Traditional Library Social Media Adoption:

Let's do all the things!
We Want To be Where The People Are
The Library Social Media Adoption Cycle

1. New Platform On The Scene
2. Library Adopts New Platform
3. Content becomes less frequent
4. Platform is abandoned
5. Press Coverage for Library
G-G-G-G-GHOSTS!
The Browne Popular Library on Social Media

2017
- Pinterest
- YouTube
- Twitter
- Instagram
- Twitter
- WordPress

2020
- Instagram
- Twitter
- @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?
1. Understand the Audience

Remember Your Institutional Voice!

HOW DO YOU DO, FELLOW KIDS?
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
- TikTok
- Snapchat
- Instagram
  
Raise Profile in Community

Identify Potential Researchers
- Twitter
- YouTube
- Facebook

Fundraising

Event Promotion
- Facebook
- Twitter

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
## Worksheet

<table>
<thead>
<tr>
<th>Platform Name</th>
<th>How long we’ve used it</th>
<th>Who is the audience?</th>
<th>What do we use it for?</th>
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Resources


Thank You!

Steve Ammidown
Manuscripts & Outreach Archivist
Browne Popular Culture Library
Bowling Green State University
sammido@bgsu.edu