

Social Media Proposal

For pilot May 2 – July 1, 2011

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Introduction

We have been using our various social media platforms for some time now. The Library News Blog launched in November 2009, just ahead of the beginning of the library construction. Currently, an average of one hundred users visit the blog each day. The Twitter account was launched as a pilot in April 2010, and with minimal promotion of the account and minimal interaction on Twitter with other users, our follower base has already grown to 166 followers. The library's Facebook page was launched in late October 2010. This has been the least promoted of our social media channels thus far, but we do have 37 "fans". We have yet to make extensive use of our Flickr account, but hope to incorporate it more frequently as a part of our larger social media strategy.

Our social media channels have been moderately successful thus far, with a minimal investment of staff time and library resources to this point. We are confident that with a more focused social media plan and a larger investment of staff time and library resources, we can increase this success, measurable by the outcomes set forth in the Social Media Channels section of this proposal. We also consider this proposal to be in support of larger institutional goals in terms of cohesive communications and outreach strategies.

Sections of Proposal

The first section, **Definitions**, is a short glossary of terms used in this proposal that may not be familiar.

The next section, **Social Media Mission Statement**, lays out broad strategy and goals for our social media usage.

The **Social Media Audiences and Suggested Content** section is comprised of a table where we have attempted to identify the audience(s) for our social media channels. Once an audience was identified, an attempt was made to identify relevant content for each audience across the various social media channels.

The **Social Media Channels** section identifies the proposal for the management, purpose, target audience, scope, and tone of each individual social media channel.

The **Operating Strategy** section begins with a general statement discussing the overarching strategy for creating and managing our communications across our various social networks. This section also includes a short table outlining the roles of the various contributors to the social networks, along with the categories in which they will be posting, their target audiences, and posting and approval logistics.

Finally, in the **For Further Discussion** section, we have outlined additional issues that should be discussed for possible inclusion into a more complete and robust social media policy.

Definitions

HootSuite – HootSuite is “A social media dashboard for teams using Twitter, Facebook, LinkedIn.” This web-based application supports the management of multiple social media channels in one interface, allowing scheduled posts, multiple contributors, task assignment, and statistic tracking and reporting.

Retweet(s) - Tweeting someone else’s tweet message verbatim. This “quoting” action is identified in the tweet by either “RT” or the retweet icon. Retweets are used for easy and immediate redistribution of content.

@ Mentions - Referring to another Twitter user in a tweet. These can be used as a way to reply directly to a user, or, essentially, as a shout-out or name-dropping. The specific syntax required is @Twitterusername.

Affiliate Organizations – Organizations on the University Campus and beyond that we affiliate or align ourselves with, through working relationships, shared resources, or common goals (e.g. Law School, Law School student organizations, professional associations, University Libraries, State Law Library).

Spotlight on the Stacks – A content topic that enables us to select and post about interesting materials in our collections, aside from our new acquisitions or exhibition materials. Focusing on materials that are “nifty,” useful, humorous, or pertinent to current events and news will draw interest, and reinforce the “libraries have more interesting stuff than you thought” message.

Did You Know? – A content topic that enables us to promote underused or not-well-known materials, resources and services available to our patrons, both at our library and campus-wide. Posts in this vein expand our outreach effort more widely, and promote the “we want to help” message.

Fun Facts – A content topic that allows us to have some fun with legal information - comic relief, if you will. Including occasional but regularly scheduled posts like this will attract interest and support the “we are approachable” message.

Social Media Mission Statement

The Law Library supports the research and information needs of the Law School community, and, to the extent that we are able, the wider University community, the legal community, and the public at large. As part of that larger goal, we strive to use electronic resources to efficiently and effectively deliver relevant, timely information to our patrons. We plan to use a variety of social media channels as part of our communications strategy, allowing us to easily collect, curate, tailor, and redistribute information to our target audiences, with minimal cost and effort. Through our thoughtful and active sharing of information across social networks on campus and in the legal community at large, promoting awareness and engagement, we serve our patrons, our affiliate organizations, and ourselves.

Overall Guiding Principles for Social Media Content

Content on our social media channels – the library blog, Facebook page, Twitter account, and Flickr account – should be relevant to our target audiences, engaging, unique, and part of a broader cohesive strategy. To meet these goals, the topics of focus for our social media channels will be: Library services and information; Law School history; state legal history; reviews of books and other special collections; legal research tips; spotlights on legal resources in our collection; campus emergency information (as needed); and news that is relevant to legal practice or otherwise of interest to students.

Social Media Audiences and Suggested Content

Law students, both current and prospective	<p>Posts highlighting:</p> <ul style="list-style-type: none">○ Library events and resources○ Legal research tips○ Reviews of books and movies from our collection (survey shows interest in these topics for social media)○ Westlaw and Lexis training sessions○ Breaking news about changes in services, hours, and/or campus emergencies○ Information about University Libraries' relevant resources, databases, etc.○ Campus events that may be relevant or interesting to law students○ Law School history○ Student outreach efforts
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	<ul style="list-style-type: none"> ○ New technology trends
Law faculty	<p>Posts highlighting:</p> <ul style="list-style-type: none"> ○ Current awareness resources and information ○ Law School history ○ Recent faculty scholarship and publications ○ Library events and resources ○ Spotlights on new resources in our collection ○ Legal education information ○ New technology trends
University community	<p>Posts highlighting:</p> <ul style="list-style-type: none"> ○ Information about basic legal research ○ Spotlight on free and interdisciplinary resources ○ Posts that have relevance to current events or can be tied in with other University events
Legal community	<p>Posts highlighting:</p> <ul style="list-style-type: none"> ○ Free and fee based legal resources ○ Legal research tips
Scholars and researchers	<p>Posts highlighting:</p> <ul style="list-style-type: none"> ○ Current awareness resources ○ Law Library Special Collections and Campus Special Collections, where appropriate ○ Law Library and University Libraries' databases

<p>Other libraries and Affiliate Organizations</p>	<p>Posts highlighting:</p> <ul style="list-style-type: none"> ○ Law Library events, services, and resources ○ Legal research tips ○ Unrestricted online resources
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Social Media Channels

	Blog	Facebook	Twitter	Flickr
<p>Managed by</p>	<p>W, X and Y are currently the administrators.</p> <p>Z should be added, as the manager of social media.</p>	<p>Z is the primary page administrator; W and X are also currently page administrators.</p> <p>The Law Library’s Facebook page is currently administered by administrators logging in through personal Facebook accounts (a Facebook requirement), but we can also post to the account using HootSuite – which means that anyone with the HootSuite login/password can post to the Facebook page.</p>	<p>Z is the primary administrator of the account; it is set up as an institutional account, however, and anyone with the login/password can post. Also, anyone with the HootSuite login/password can post.</p>	<p>V and W are currently the administrators; this is set up as an institutional account, however, and anyone with the login/password can post.</p> <p>Z should be added, as the manager of social media.</p>

<p>Purpose</p>	<p>The blog serves as the primary channel for recording and distributing web communications about library news, supreme court updates, and occasionally other topics relevant to the Law School community.</p>	<p>Facebook is an outreach channel, where we can: interact with students in a space that they already use on a daily basis; show the library’s personality; show students that we are approachable, interesting, and useful; redistribute select information from Library blog, for student consumption; interact with other affiliate organizations on Facebook, for information sharing and linking.</p>	<p>Twitter’s main benefit is swift and wide distribution of communications content. This platform also gives us the opportunity to interact with our followers and affiliate organizations, through @ mentions, retweets, and requests for feedback.</p>	<p>Flickr is a fast and easy way to provide wide access to visual content, including image collections that showcase library collections, facilities, and events. Flickr can also serve as a distribution point for illustrative images linked from other communication channels. As a social networking site, Flickr enables us to share and invite comments on photos with others (e.g. law library and legal community Flickr users, the public at large)</p>
<p>Target audience</p>	<p>Any and all online visitors.</p>	<p>Law Students; prospective students; University students, other University departments, and other University organizations; affiliate organizations.</p>	<p>Primarily the nationwide legal community (law librarians, legal organizations, lawyers, law students, legal journals, law firms, law schools); some local community.</p>	<p>Any and all online visitors</p>

Tone	Semi-formal, fairly institutional public relations	Professional, with levity (in good taste). Direct, engaging, explicit interest in connecting with students	Concise, professional, with levity when appropriate; 140-character limit often necessitates creativity in grammar, delivery.	Professional (with levity, only when appropriate, and in good taste).
Scope	A broad spectrum of Law Library news and information	student-centric content , some from our blog, some from other campus social media sources, or approved external sites; interactions with other approved affiliate organizations on Facebook capitalizes on networking opportunities (likes, comments); provide links, image and media content; contests and giveaways; promote library events and invite attendees ; conversational posts about what the library does, “did you know,” “fun facts,” “Spotlight on the Stacks,” etc.	timely information , some from our blog, some from other campus social media sources or approved external sites; library events, training sessions, contests and giveaways, emergency information, fun facts and collection highlights (tied to current events); encourage interaction and retweets	To be determined Possibilities include slideshows (e.g. peeks into special collections), virtual tours of the library facility, the AALL photo contest, public relations photos from events, quick legal research tutorials
Contributors	multiple staff contributors	U, Y, Z	T, U, Y, Z	W, Y, Z and other staff as needed

<p>Workflow</p>	<p>Approved staff will author posts in draft mode, have their colleagues or supervisors review the drafts, and publish or schedule for future publication.</p>	<p>Automatic posts from blog and approved feeds; other posts will be authored and reviewed by staff teams. Contributors will be assigned certain topic areas to cover in their posts.</p> <p>Contributors may use the HootSuite account to write posts and have the option to publish immediately or schedule the post for a future date.</p> <p>The administrators of the Facebook page have the ability to post and/or interact with other Facebook pages as the Law Library; this gives us the opportunity, in appropriate circumstances, to network with other University affiliates on Facebook.</p>	<p>Automatic posts from blog and approved feeds; other posts will be authored and reviewed by staff teams. Contributors will be assigned certain topic areas to cover in their posts.</p> <p>Contributors may use the HootSuite account to write posts and will have the option to publish the post immediately or schedule it for a future date.</p>	<p>Ad-hoc for now; standards to be determined with increased use</p>
<p>Metrics/ Statistics</p>	<p>We will use the Firestats Wordpress plugin that is currently installed in the blog software to track usage statistics for:</p> <ul style="list-style-type: none"> ○ The number of visits to the blog; ○ Most popular blog content; and 	<p>We can track statistics for our Facebook page usage in two ways: the Insights function in the Facebook administrator interface (available to account administrators), and the statistics function provided by HootSuite.</p> <p>We currently track:</p>	<p>We will use the built-in HootSuite statistics function. We currently track:</p> <ul style="list-style-type: none"> ○ Number of tweets per month; ○ Number of followers (cumulative); ○ Redistribution (@ 	<p>Flickr has a statistics module, but it is currently unavailable for free accounts.</p>

	<ul style="list-style-type: none"> ○ Most popular search terms that lead visitors to the blog 	<ul style="list-style-type: none"> ○ Number of posts per month; ○ Number of fans (cumulative); ○ Number of events posted; ○ Number of interactions (likes, comments, wall posts) ○ Daily post views (from Facebook “Insights”) ○ Monthly Tab Views (views of each of our profile tabs – hours, FAQs, etc. – from Facebook “Insights”) 	<ul style="list-style-type: none"> ○ mentions and posts retweeted by others); ○ Mentions (from Twitter search, not from @ mentions or retweets); 	
<p>Desired outcomes (by end of 2011)</p>	<p>Increase the number of visits to 200 per day, which is double the current average.</p> <p>Increase the number of Collections and Legal Research posts to at least 2 per month.</p> <p>At least 25 link clicks from Facebook and Twitter to blog posts per month.</p>	<p>Increase our number of fans - ideally to 100, which is approximately a 260% increase; more importantly, a steady monthly increase in the number of fans.</p> <p>Maintain a low number of “unsubscribes” (people who hide our updates from their News Feed, which may indicate that we are overwhelming them with the frequency of posts.)</p> <p>Gaining feedback (comments or likes) on our posts.</p>	<p>1 tweet per day, Monday – Friday.</p> <p>Increase our number of followers to at least 233, which is a 50% increase.</p> <p>Increase redistribution (@ mentions and retweets) to at least 8 per month (a 50% increase).</p>	<p>Add at least 25 new photos.</p> <p>Add two photo sets (photo sets function like online albums) focusing on library collections or services.</p> <p>10 links to photos from our other social media channels.</p>

Operating Strategy

Overall coordination: Manager of Social Media will coordinate outreach communications across all social media channels, have administrator rights to all social media accounts, and monitor all social media channels for daily activity from our audiences and followers.

Content creation: Multiple contributors will keep the creation of content at a manageable load, and the content stream fresh and timely. Contributors will be assigned specific areas and topics to write about (akin to journalists' beats) and scheduled publication days and times. Contributors will use the capabilities of the blog software and HootSuite to schedule their posts in at least one day in advance (to allow for final approval), or for time-sensitive posts, publish same-day. Contributors will determine on a post-by-post basis which social media channel (or a combination thereof) is appropriate for distributing their assigned content. Contributors will work with assigned reviewers to review posts before publication; this buddy system will help to ameliorate quality control concerns. Our hope is that this will eliminate the workflow "bottleneck" that currently occurs and which may impede increased success of our social media communications. Additionally, final approval of posts will be performed by Associate Directors and the Director, detailed below. The primary contributors and their "beats" are listed in the table below; reviewers in the buddy system are listed in smaller font below each contributor's name.

Final content approval: Assistant Director 1 will provide final approval of all posts, which should be scheduled at least 24 hours in advance in either Hootsuite or the blog. She will be checking for posts daily, ~8am. In Assistant Director 1's absence, Assistant Director 2 will provide approval. In the absence of both Assistant Directors, Director will provide approval. Approval is done via login and review of scheduled posts in Hootsuite and the blog. For time-sensitive same-day posts, contributors will request approval via email flagged as urgent.

Recording time spent: Each contributor will be responsible for recording their weekly time spent and reporting it to Manager of Social Media.

NOTE: Contributors have been suggested here based on consideration of their staff roles, their familiarity with the Law Library’s social media efforts, and their expressed interest and willingness to participate.

Contributor	Audience (in CAPS); assigned areas and topics for posts	Post frequency
Z -Buddy Y	Manages daily communications schedule, reviews analytics and adjusts posting schedules accordingly. ALL AUDIENCES – events; photos; promotional contests; emergency information; University Libraries’ resources; general promotion of Law Library resources and services; responsibility for keeping up with new services, resources, etc. and posting about them or delegating to contributors as needed; technology updates via Assistant Director 2; subscription updates via Collection Development Librarian; “Spotlight on the Stacks”; student-centric information; urgent library news or information; Police Department campus watch information that is relevant to the Law School community; campus emergency information; FAQ information as needed; technology related to legal practice; patron concerns and issues via circulation staff	At least twice per week; Will post library & emergency information on an as-needed basis
V -Buddy T	STUDENTS (current and prospective) – Law Library resources; legal research tips; University libraries’ resources; legal history; Law School history; student services information, as needed	At least once per week; Will post student services information on an as-needed basis
T -Buddy V	FACULTY, LEGAL COMMUNITY – current awareness resources; recent faculty publications; information that is relevant to faculty scholarship; legal education; news that is relevant to law students or legal practice; legal research tips	At least one post per week
Y -Buddy Z	STUDENTS, UNIVERSITY COMMUNITY – library digital collections and resources; information literacy; tying-in library resources and services with current national and local news, events, and culture	One post per week

For further discussion

Establishing a response policy –

While we do not anticipate a lot of interaction with our primary target audiences via our social media channels, we should have guidelines in place for what to do when we see comments or posts that are critical of the library or otherwise require response.

Establishing guidelines for positive comments that should be acknowledged

We should make a point to politely and concisely thank any of our followers who leave a positive comment on our social media channels.

Suggested method of monitoring our social media channels for negative posts or comments, or other interactions that require official response from the library:

The Manager of Social Media will establish a daily routine of checking our social media sites for comments or posts that require response, whether they are simply inquiries or are negative feedback. For simple inquiries that can be answered without controversy (e.g., Reference Hours), the Manager of Social Media will respond or will forward the inquiry to the appropriate person. For negative comments or other situations requiring response from an Associate Director or the Director, the Manager of Social Media will bring the information to the attention of those three parties.

Other considerations:

- We should develop and post a moderation policy on our Facebook page – it is probably best to create a separate “Tab” on the page for this.
- We should post a response policy in the Twitter profile, if possible.
- We already have a comment policy posted on the blog.
- We should develop guidelines for answers and conversations across our social media networks
 - We should aim for our tone to be friendly, professional, and helpful;
 - We should attempt to steer the conversation towards our mission statement, goals, and policies
- We should consider our policy regarding the deletion of comments and posts (this is not applicable to our Twitter feed).
 - We should probably avoid this if at all possible - censorship should not be encouraged

Approval of resources to commit to social media activities for one year

Right now, this includes staff time and a promotional budget for cookies and coffee, contests, and giveaways. Topics to be discussed include:

- How much staff time is reasonable to allocate per week?
 - We anticipate that this proposed strategy would require approximately one hour per week per contributor, excepting the Manager of Social Media, who will devote more time to these responsibilities.
 - During the pilot phase, all contributors will track and record their time spent. This information will be reviewed at the end of the phase.
- How much money should we allocate for a social media promotion budget?

Determine the content that we will develop for distribution, in addition to those topics we already post about

- Spotlight on the Stacks – an opportunity to highlight the library collections; “nifty”/useful/humorous finds in the stacks; tie to current events, if possible.
- Law School history, from the archives – semi-regular installments, as an opportunity to highlight special collections materials
- State Law history, from the archives - semi-regular installments, as an opportunity to highlight special collections materials
- Fun Facts (aka “Law of the Weird”) - unusual, curious factoids from legal history, the law in general
- Tie-ins with current national and local news & culture topics, as an opportunity to promote library services and resources in general

Determine our affiliate organizations (where we want to collect information from, who we want to interact with and share information with on social networks)

- Law School
- University Libraries
- Local law libraries
- Others?