

11-2019

## Leveraging User Experience Expertise for Engaging and Sustainable Social Media

Jon Jeffryes

*Grand Valley State University, jeffryjo@gvsu.edu*

Kiersten Quilliams

*Grand Valley State University, quilliak@gvsu.edu*

Cara Medvendenko

*Grand Valley State University, medvedca@gvsu.edu*

Katie Alphenaar

*Grand Valley State University, alphkath@gvsu.edu*

Follow this and additional works at: [https://scholarworks.gvsu.edu/library\\_proceedings](https://scholarworks.gvsu.edu/library_proceedings)



Part of the [Library and Information Science Commons](#), and the [Marketing Commons](#)

---

### ScholarWorks Citation

Jeffryes, Jon; Quilliams, Kiersten; Medvendenko, Cara; and Alphenaar, Katie, "Leveraging User Experience Expertise for Engaging and Sustainable Social Media" (2019). *Conference Proceedings*. 13.

[https://scholarworks.gvsu.edu/library\\_proceedings/13](https://scholarworks.gvsu.edu/library_proceedings/13)

This Article is brought to you for free and open access by the University Libraries at ScholarWorks@GVSU. It has been accepted for inclusion in Conference Proceedings by an authorized administrator of ScholarWorks@GVSU. For more information, please contact [scholarworks@gvsu.edu](mailto:scholarworks@gvsu.edu).



@GVSULib

# Leveraging User Experience Expertise for Engaging and Sustainable Social Media

Jon Jeffryes, Kiersten Quilliams, Cara Medvedenko, & Katie Alphenaar



# Today's Plan

- Background
- Content Creation
- Workflow
- Assessment



What **one word**  
describes your library's  
social media presence?





# Background

The 3 Phases of Social Media @GVSULib

Phase 1: Inconsistent

Phase 2: Slapdash

Phase 3: Strategic



@GVSULib



# Content Creation

Who is your audience?



@GVSULib

# Content Creation

## Types of content

- Promoting collections
- Promoting initiatives, services, and spaces
- Supporting connection to teaching and research success
- Supporting student inclusion through sparks of joy, community building, and inclusion
- Reinforcing promotions of other library platforms
- Highlighting building partners



**GVSU Libraries** @gvsulib · Oct 24

Our publication, Off the Shelf, is now online! Read about how one of our Library Research Scholars created an Open Access (OA) Advocacy Toolkit, just in time for Open Access Week! #GVSU #OpenGVSU #OpenAccessWeek #OpenAccessWeek2019 [gvsu.edu/library/offthe...](https://gvsu.edu/library/offthe...)

## What is Open Access?

A model of producing information, articles, books, data, multimedia that is freely available online with limited copyright and licensing restrictions

ALT



@GVSULib



# Content Creation

## User Engagement Calendar

- Flow of academic year, recurring events
- Campus/Library events
- Heritage months

## Diverse Representation







# Content Creation

Make content work overtime

Staying timely



@GVSULib



# Questions so far?

Ideas on how you can see  
using any of this in your own  
organization?





# Workflow: The Team ( 4 staff & 1 manager )

All participate in drafting content

Staff are divided into two teams

- Teams alternate responsibility for posting each week
- Teams formed by best coverage of days of the week and times of day
- Timely posts and last-minute requests

Manager

- Organizes and documents meetings
- Ensures priority content is covered





# Workflow: Planning Content

## Shared drive

- Photos folders
- Shared Excel sheet
  - Spreadsheet allows us workshop and plan content in advance
  - Serves as documentation for past content

Regular working meetings to plan content



	A	B	C	D	E	F	G	H	I	J
1	October	Month:		Themes/Focus:		Open Access, Homecoming (Including where's Louie), midterms (stress relief and resources), fall break hours				
2	Date	Day	GVSU Events/Dates	Important Events/Dates	Tweet <i>Please only put the content of the Tweet in this field and include #GVSU and any other hashtags</i>	Notes field: <i>Include your name and the purpose of this Tweet (i.e. the Key Message or Type of Content)</i>	Tweet Status	Tweet	Notes field: <i>Include your name and the purpose of this Tweet (i.e. the Key Message or Type of Content)</i>	Tweet Status
3	1-Oct	Tuesday			"Fall Vibes" Tweet about being cozy		Posted	Another edition of Get the Know the #GVSU Libraries!	Kiersten - Content supporting student inclusion through sparks of joy, community building, and inclusion. <b>Note: Include Melina image</b>	Posted
4	2-Oct	Wednesday			<i>This is Ask an Archivist Day, Annie Benefiel and Leigh will be Tweeting all day.</i>					
5	3-Oct	Thursday			#WheresLouie today? Louie is grabbing a book out of the ASRS (automated storage & retrieval system) at the Steelcase Library!	Kiersten - participate in where's louie homecoming activities <b>Note: include Louie ST ASRS photo</b>	Posted	Here's another great book to celebrate #NationalHispanicHeritageMonth. Their Dogs Came with them by Helena Maria Viramontes: <a href="http://gvsu.edu/s/19y">#GVSU</a>	Kiersten - Content supporting student inclusion through sparks of joy, community building, and inclusion. Content promoting the collections. IDEA	Posted
6	4-Oct	Friday	GVSU Family Weekend		Welcome, #GVSU families! We're glad you're here! Drop by the Steelcase or Mary Idema Pew Libraries to see our Automated Storage & Retrieval Systems (book robots!) in action!	KM: Content promoting the initiatives, services, and spaces of University Libraries	Posted	OA tweet		Posted
7	5-Oct	Saturday	GVSU Family Weekend		[Check with Stacey--we are probably hosting an event this Sunday]					
	6-Oct	Sunday			We hope you had a wonderful weekend with family and		Posted	Looking for some more #NationalHispanicHeritageMo	Kiersten - Content supporting student inclusion through	





# Workflow: Posting

## TweetDeck

- Utilizes same Twitter login information
- Shared responsibility among team members

## Additional content

- “Spur of the moment” as events, trends, or ideas occur

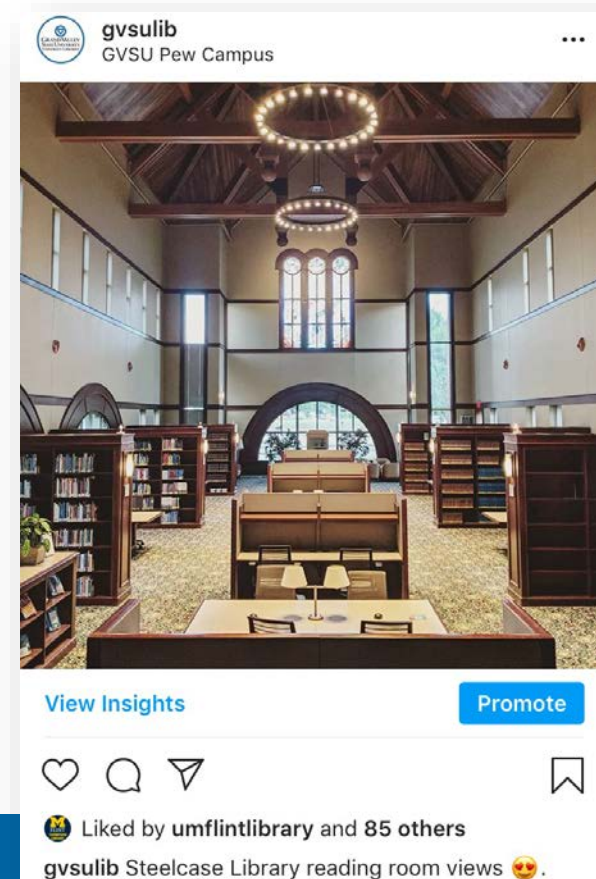


# Instagram

Less formalized posting

Types of content:

- Visuals of collections and spaces
- Advertise events
- Connect human faces to work of the Libraries



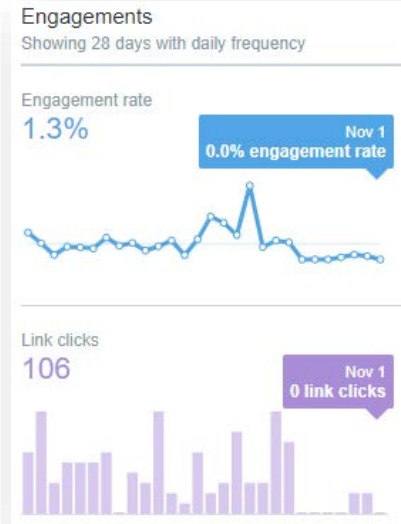
@GVSULib

# Assessment: (Free!) Tools We've Used

## Twitter Analytics

**GVSU Libraries** @gvsulib  
Join us in the Mary Idema Pew Library Multipurpose Room on October 9th from 9:15pm-10pm for Mid-Terms Candle Light Yoga. Bring your mat! #GVSU pic.twitter.com/O7QDo4xVQ9

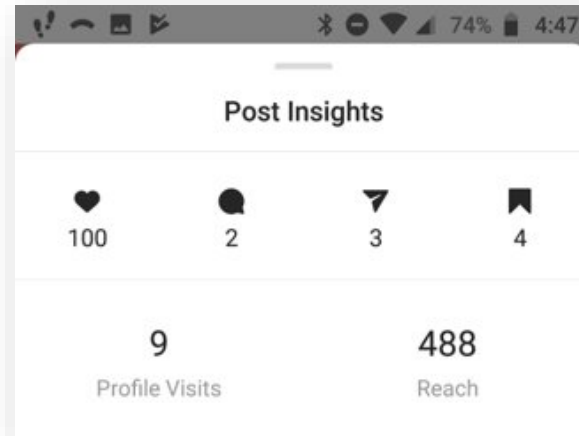
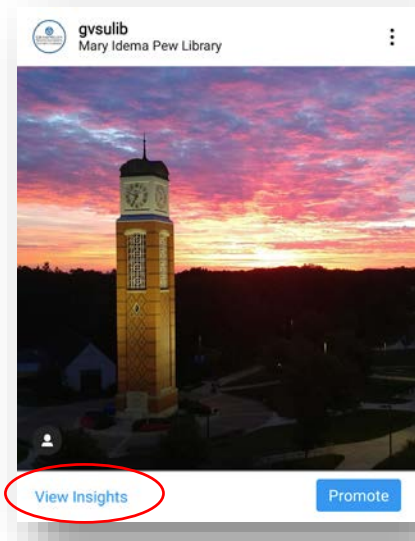
Impressions	2,033
Media views	265
Total engagements	16
Likes	7
Media engagements	3
Detail expands	3
Retweets	1
Hashtag clicks	1
Profile clicks	1





# Assessment: (Free!) Tools We've Used

## Instagram Insights





# Assessment: Gauging Growth

## February-April 2018

- 51 Tweets
- 65.0K impressions
- Engagement rate
  - 1.5%
- Link clicks
  - 158
- Likes
  - 365

## February-April 2019

- 130 Tweets
- 129.8K impressions
- Engagement rate
  - 1.2%
- Link clicks
  - 449
- Likes
  - 474





# Assessment: Meaningful Impact

## Library Services & Collections

- Where to return items
- Research and writing assistance
- Open Access Week
- Exam Cram programs

## Diversity & Inclusion

- Pronouns Day
- Hispanic Heritage Month
- Juneteenth
- Trans day of remembrance
- Staff bios

## Whole-Person Resources

- Campus career fair
- Mental health resources
- Therapy dogs
- Tax assistance resources
- Popular reading collection



**Thank you!**  
**Any questions?**



@GVSULib



tell us what you

**think**

[bit.ly/lmcc19](https://bit.ly/lmcc19)