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Keeping Your Social (Media) Distance: Library Engagement in the Time of COVID

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Keeping Your Social (Media) Distance:

Library Engagement in the
Time of COVID

Maria Atilano, Student Outreach Librarian
Giannina Medell, Outreach Services Associate

Meet @unflibrary

Maria Atilano

- Years at UNF: 15
- Faculty librarian since 2013
- Enjoys tea, books & bulldogs
- Fave social network: Instagram



Giannina Medell

- Years at UNF: 4
- Library staff since 2020
- Enjoys gaming, beardies & D&D
- Fave social network: YouTube



NEFLIN Tech Icebreaker

When survey is active, respond at pollev.com/mariaatilano843



0 done
0 underway



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Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

NEFLIN Technology Icebreaker

To complete the survey, go to pollev.com/mariaatilano843

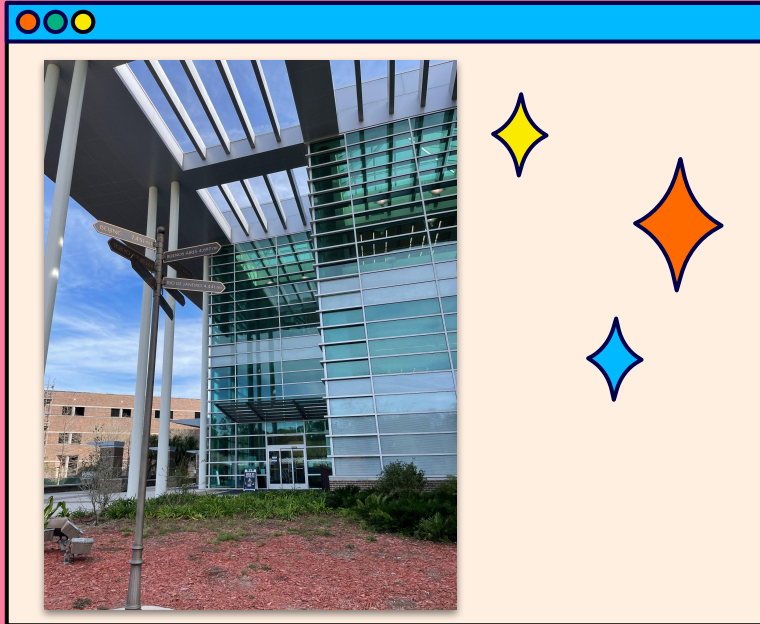


2 done

 **0 underway**



UNF's Thomas G. Carpenter Library



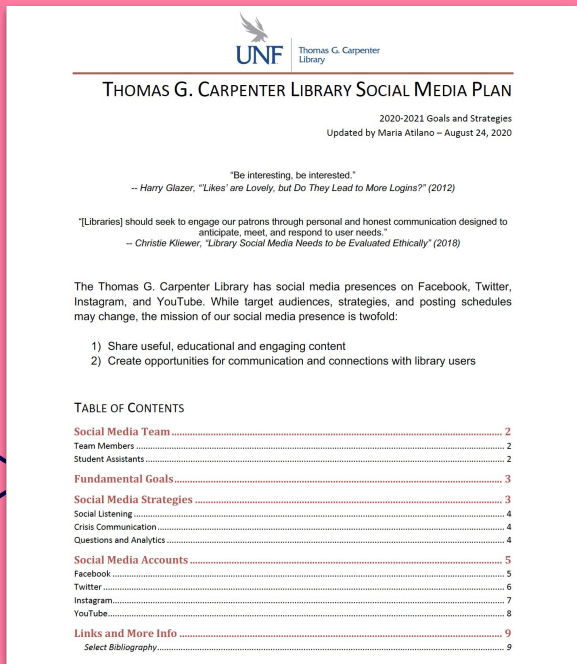
Serves approx. 17k students,
580 faculty & 1,250 staff

Research/Outreach Unit:
2 librarians + 3 staff
+ 5-ish students

Outreach responsible for
events, activities, exhibits,
marketing, social media



@unflibrary Before COVID



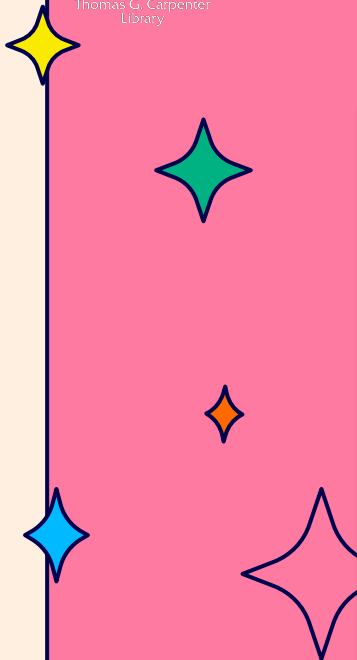
Where/How We Started

@unflibrary since 2009

Twitter → Facebook → YouTube
→ Instagram

2020/21 Social Media Plan
document: bit.ly/3tmxJGt

Emphasis on social listening,
“likes,” some engagement





Pre-COVID Social Engagement

SO Y'ALL KNOW HOW DOCTORS GET MEDICAL JOURNALS IN THE MAIL FOR RESEARCH AND FURTHER STUDIES?

Is there such a thing for teachers? I know there are education journals (i've read tons for class)

But I'm wondering if there's any that can be mailed to you? PLEASE let me know if there are! 💙

8/24/18



msjonesjournals • Follow
University of North Florida

the man (i hate reading online, it hurts my eyes) so PLEASE let me know if this is something that is real because I've googled about everything! #teacherresearch #undergrad #journalofeducation #teacherjournals #subscription #teachersofinstagram #teacherlife #teachergram #teaching #student

unflibrary Yes! There are many education trade journals and magazines, published for professionals both in print and online. Some are linked to professional memberships, which may require 💰. Google "print education trade journals" and you'll find orgs like NEA and titles like Education Week.

msjonesjournals @unflibrary oh wow I never thought my library would respond to this 😂 guess I should've asked there first! Lol thank you so much for responding!! @unflibrary @msjonesjournals 🙏🙏



unflibrary likes this
21 HOURS AGO

Add a comment...



sierra arnemann ✖
@sierradancer99

10/8/19

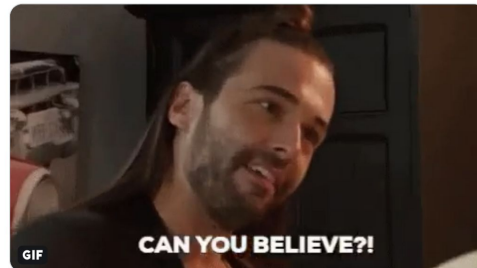
So my university @unflibrary is getting ready for LGBTQ coming out week and there's a sign that says "Let's get one thing straight, I'm not" LMAOOO I LOVE THAT

9:01 AM · Oct 8, 2019 · Twitter for iPhone

1 Like



UNF Library @unflibrary · 3s
Replying to @sierradancer99
👍



GIF

CAN YOU BELIEVE?!



Pre-COVID Social Engagement

Thomas G. Carpenter Library
Published by Buffer [?] · December 2 at 6:00 PM · 🌐

Ospreys, you might be tempted to step outside the Carpenter Library to greet a friend or grab some Starbucks, but don't forget your Osprey1Card! Even Baby Yoda knows: need your card to get back inside the building, you will. 😊

12/2/19

Performance for Your Post

8,048 People Reached

310 Reactions, Comments & Shares 🗒️

150 Like	30 On Post	120 On Shares
52 Love	11 On Post	41 On Shares
66 Haha	10 On Post	56 On Shares
1 Wow	0 On Post	1 On Shares
32 Comments	0 On Post	32 On Shares
9 Shares	9 On Post	0 On Shares

841 Post Clicks

215 Photo Views	0 Link Clicks	626 Other Clicks 🗒️
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Lilz @LilianaKendall · 11h
Y'all mind if I camp out in the Thomas G. Carpenter Library?

1 8

UNF Library @unfilbrary

Replying to @LilianaKendall

Not at all! It's never too late to camp out at Tommy G's. We recommend the 4th floor for the quiet 🏡😴 #librarylife #loveUNF

9:11 AM - 21 Sep 2017

1 Retweet 2 Likes

Tweet your reply

Lilz @LilianaKendall · 2h
Replying to @unfilbrary
🙏🙏🙏 thanks so much, the 3rd and 4th floor are my fav spots

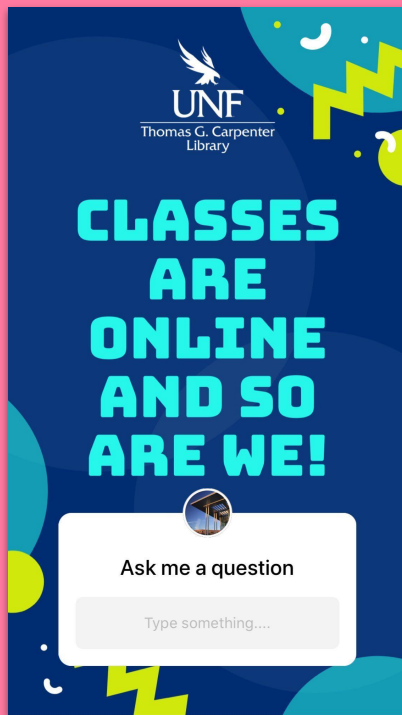
2

9/21/17



UNF
Thomas G. Carpenter
Library

@unflibrary During COVID



The Rise of Social Media

Campus closed from mid-March to August 2020

Library instruction and research assistance → **VIRTUAL**

Outreach events, activities and exhibits → **VIRTUAL**



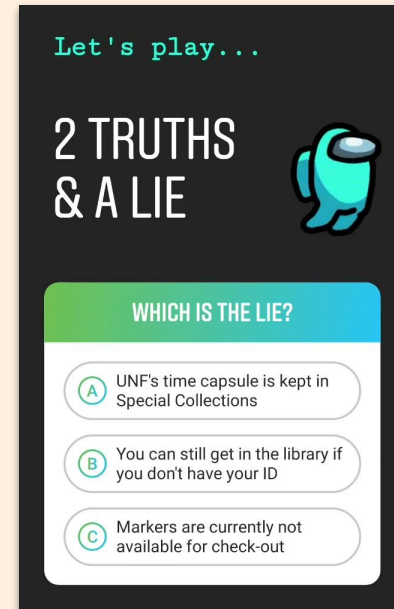
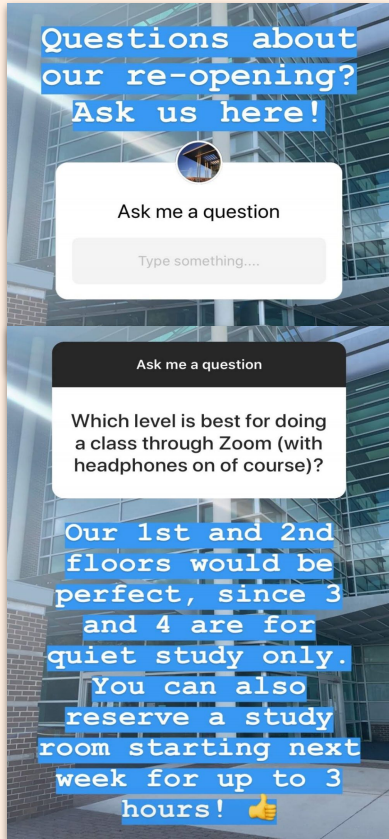
Keeping Your Distance

How do we virtually 1. communicate with, 2. provide research assistance for, AND 3. promote library services and resources to UNF students, faculty & staff?

→ **Social Media**

Examples of Engagement

Instagram Stories



Trivia Statistics
<https://bit.ly/3tPu3wY>


Examples of Engagement

Social Media Campaigns

Thomas G. Carpenter Library
April 5

Ospreys, Welcome to Your Library for National Library Week! Santina Willis, Circulation and Interlibrary Loan Associate, and her "coworkers" enjoy snack time, diaper changes and walks around the block between chats and meetings. Her WFH office doubles as a daycare and dog care, but she's still happy to help you find an article or book!

Chat online with library staff at <https://www.unf.edu/library/>



Performance for Your Post

1,029 People Reached

143 Reactions, Comments & Shares

53 Like	8 On Post	45 On Shares
79 Love	4 On Post	75 On Shares
10 Comments	2 On Post	8 On Shares
1 Shares	1 On Post	0 On Shares

96 Post Clicks


5 Photo Views	0 Link Clicks	91 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

unflibrary



View Insights **Promote**

Liked by **unfinternationalctr** and 101 others

unflibrary Our librarians are online! Stephanie Race, Head of Research and Outreach, is working to ensure that faculty are aware of the services and resources that are accessible remotely. To keep herself busy while staying at home, Stephanie is listening to

unflibrary



View Insights **Promote**

Liked by **uofnorthflorida** and 155 others

unflibrary Our librarians are online! Our fearless leader and Dean of the Library, Dr. Brent Mai, knows how to Zoom in style. True to his Kansas roots, Dean Mai warns, "Pay no attention to that man behind the curtain!"

Examples of Engagement

Feel Good Posts!

Thomas G. Carpenter Library
November 23, 2020

It's time for another friendly Thanksgiving Food Fight! Which do you prefer: Stuffing or Casserole? 🍗 Let us know your choice by adding your reaction!

Thanksgiving FOOD FIGHT!

UNF Thomas G. Carpenter Library

STUFFING vs **CASSEROLE**

NEITHER

VOTE BY REACTION

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

111 People Reached 20 Engagements

Boost Post

Glenda Kelsey, Imani Phillips and 9 others

1 Comment

Like Comment Share

Comment as Thomas G. Carpenter Library

Most Relevant

Miles Alexander But what KIND of casserole!?
Haha · Reply · Message · 20w · 2

Thomas G. Carpenter Library
November 3, 2020

Feeling stressed? Let us distract you for a minute or two with a very important question: What is your quirky novel title? We polled library staff and thought we'd share some literary selections.

◆ The Hopeful Kindle of Yolanda Oatmeal... See More

What's your quirky novel title?

The [current mood] + [object to your right] of [grandmother's first name] + [last thing you ate]

UNF Thomas G. Carpenter Library

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

50,267 People Reached 6,325 Engagements

Boost Post

Anne Rand, Félix Lavallée and 18 others

24 Comments 141 Shares

Like Comment Share

Performance for Your Post

50,267 People Reached

2,782 Reactions, Comments & Shares

273 Like	14 On Post	259 On Shares
30 Love	1 On Post	29 On Shares
133 Haha	5 On Post	128 On Shares
2 Wow	0 On Post	2 On Shares
2,206 Comments	29 On Post	2,177 On Shares
141 Shares	141 On Post	0 On Shares

3,543 Post Clicks

418 Photo Views	1 Link Clicks	3,124 Other Clicks
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NEGATIVE FEEDBACK

7 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Molly Swisher
The Joyful Cat Edna of Jolly Rancher
Love · Reply · Message · 23w · Edited · 1

Jennifer Martens
"The Absent-Minded Vacuum Cleaner of Susan Toast."
Love · Reply · Message · 23w · 4

1 Reply

Megan Momenee
The Anxious Nightstand of Nellie Noodle
Love · Reply · Message · 23w · 5

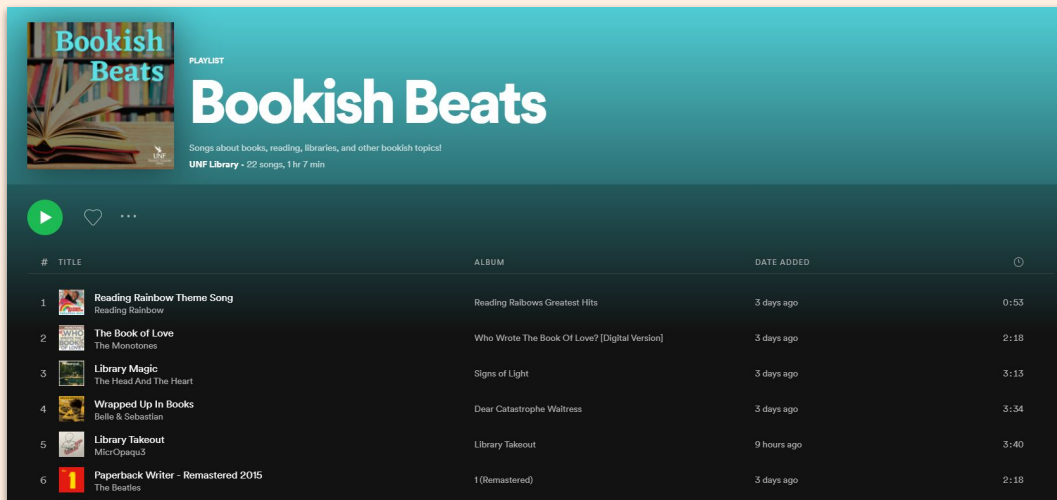
1 Reply

Janice Murphy
Ponderous Wall of Minnie Snickers.
Love · Reply · Message · 23w · 1

View 18 more comments

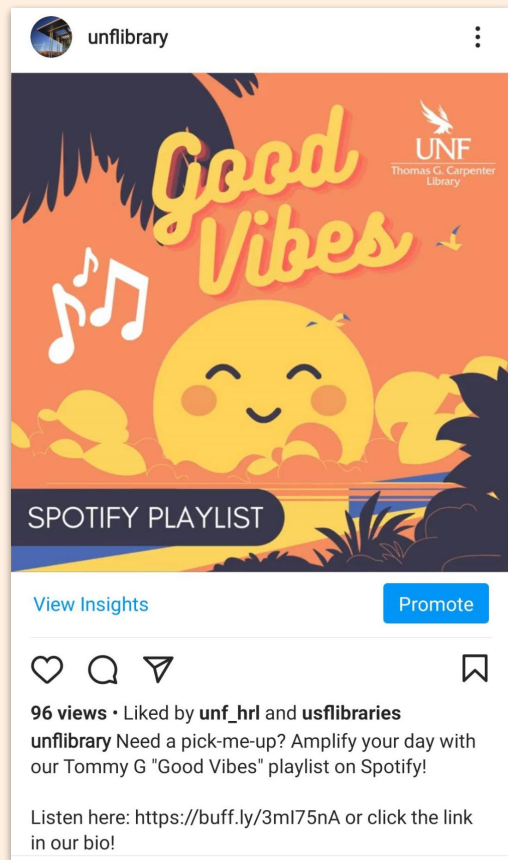
Examples of Engagement

Thinking outside the box!

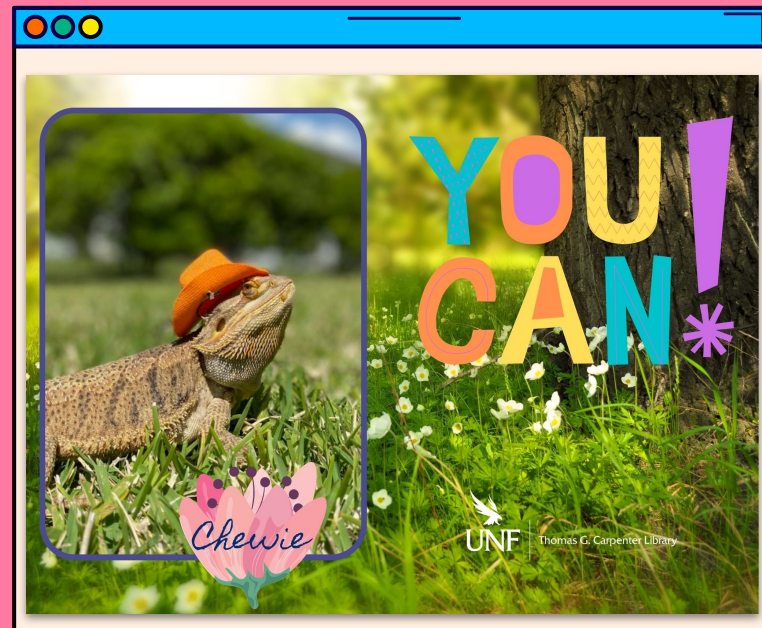


Spotify Music Playlists

<https://spoti.fi/3eq9OCd>



Examples of Engagement

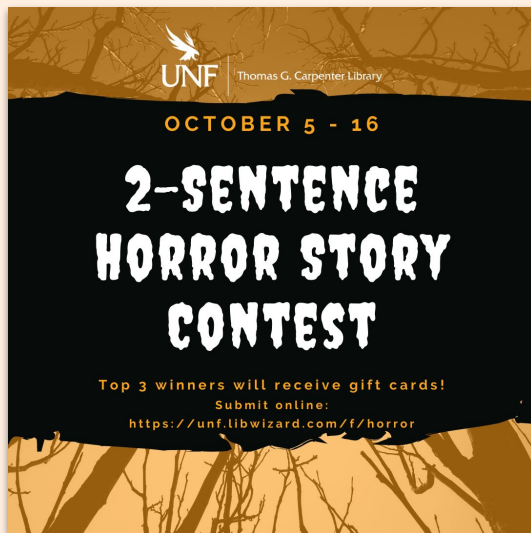


Finals Week Pet Grams!

<https://unf.libwizard.com/f/petgram>

Examples of Engagement

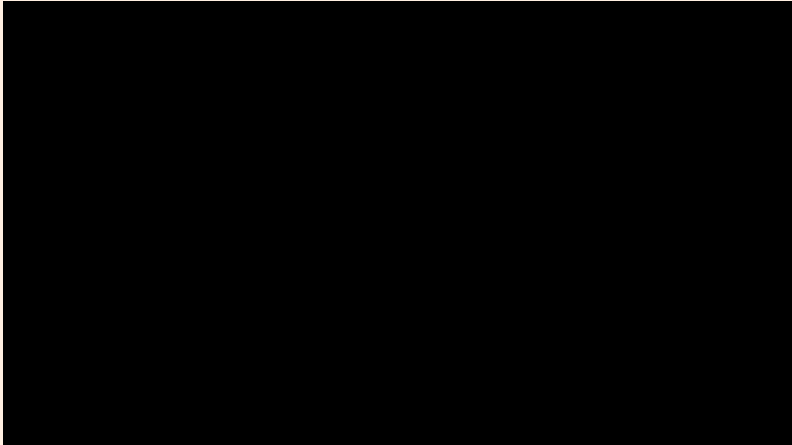
Literary Contests!



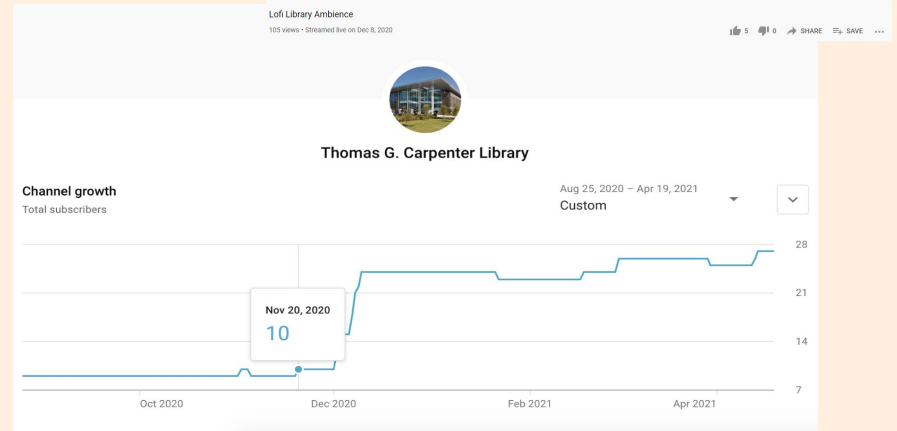
<https://libguides.unf.edu/literarycontests>

Examples of Engagement

Tommy G Livestreams!



<https://www.youtube.com/unflibrary>



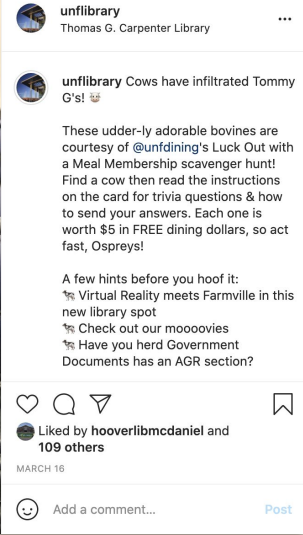
What's Working

Memes (with learning objectives)



What's Working

Campus partnerships & collaborations

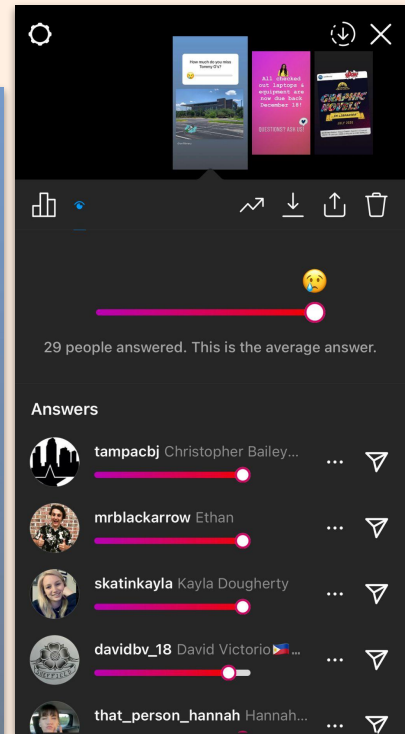
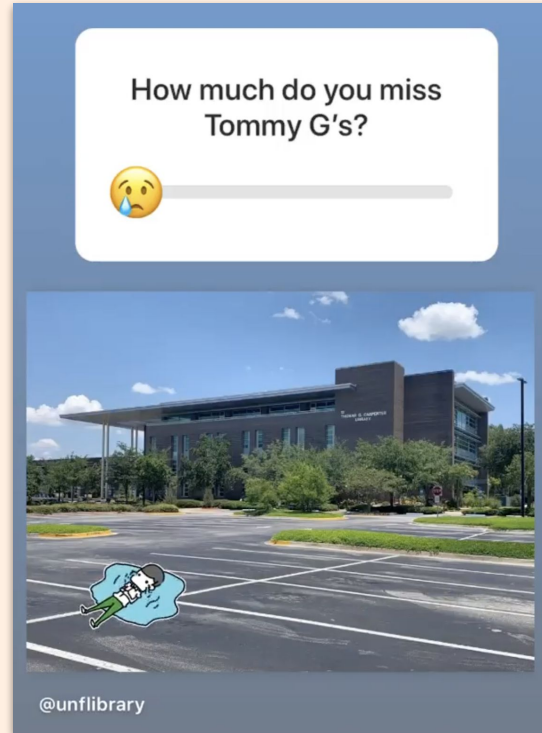
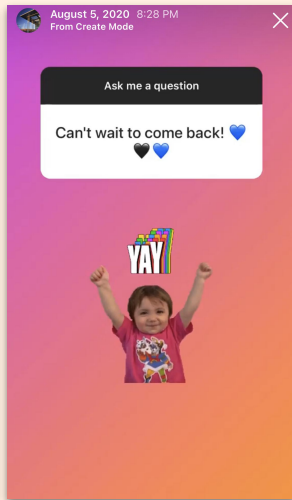


What's Working

Polls, Trivia & Questions on IG:

AMA (Ask Me Anything)

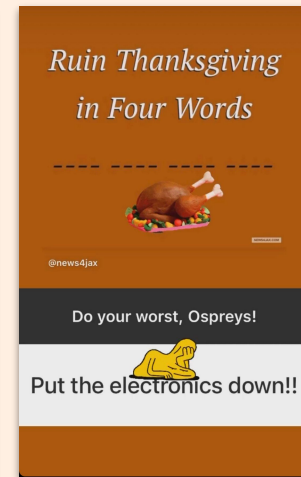
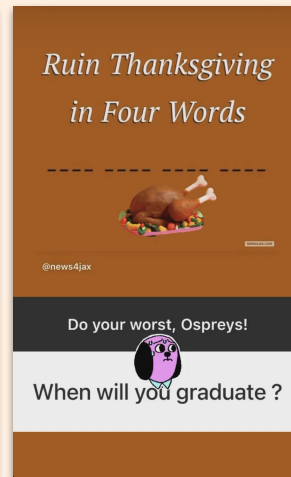
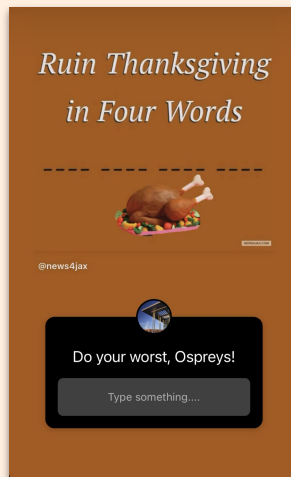
Tell us what you think / feel



What's Working

Positivity, kindness:
"Let us distract you!"

#Support with Style



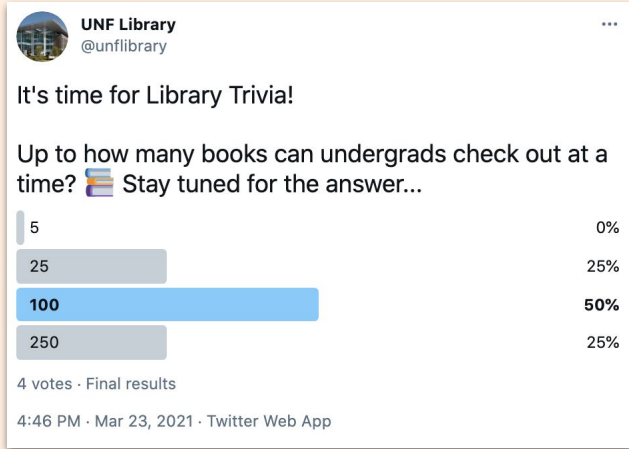
UNF | Thomas G. Carpenter Library

Text your best
Dad Joke to the
UNF Library:
904-507-4122

HA HA



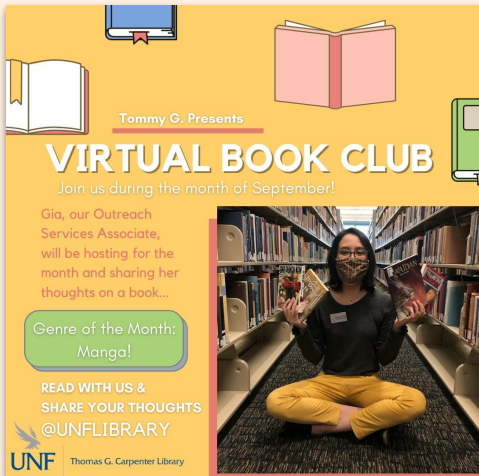
What HASN'T Worked (but might work for you)



Polls on Twitter
(unless shared by UNF's account)

Virtual Book Club via social
(switched to Zoom)

Social Media Costume Contest
during a Pandemic :(





Thomas G. Carpenter
Library

Keeping Your Social (Media) Distance



WELCOME TO FALL 2020
TOMMY G'S IS NOW OPEN

HELLO, OSPREYS!



- ♥ Only current UNF students, faculty & staff permitted in library building
- ♥ Valid Osprey 1Card required
- ♥ Wear a mask at all times
- ♥ Social distance for safety
- ♥ Enjoy food or drink outside



Thomas G. Carpenter Library

Some Takeaways

Social media engagement → worth the time and effort

Reach out! Don't wait for users to make the first move

Statistics → <https://bit.ly/3fYYI3V>
track the good and the bad! What doesn't work now might work later

Be open to new ideas



Thank you! Questions?

Contact us

Maria Atilano - m.atilano@unf.edu

Giannina Medell - giannina.medell@unf.edu

View these slides at bit.ly/3uTwkHA