#InstaSuccess:

How Collaborating with a Student Assistant Can Transform Your Library’s Social Media Presence with REAL Appeal
About the Presenters

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Located in southwest Ohio, Cedarville University is an accredited, Christ-centered, Baptist institution with an enrollment of 4,193 undergraduate, graduate and online students in more than 150 areas of study. Founded in 1887, Cedarville is recognized nationally for its authentic Christian community, rigorous academic programs, strong graduation and retention rates, accredited professional and health science offerings and leading student satisfaction ratings.
Prior to Fall 2017, our social media was...

- Lackluster at best
- Run primarily by one librarian
- No strategies for specific platforms
  - primary focus was Facebook, with Instagram and Twitter too
Background

- No overarching plan for content
  - funny memes
  - library hours
    - Posts were sporadic, maybe once a week

- Missing the prime demographic - college students aged 18-22
Creation of Student Marketing Assistant Position

- Valuable student input
- Limits on volunteer basis
- Needed dedicated position
- Led to creation of position
- Social media became part of this role
First Student Marketing Assistant, Lauren

- Lauren's Background & Skillset
  - Event Services student assistant
  - Programming and planning events
  - Created popular events

- Social Media Strategy Research
  - Contacted other libraries

- Lauren took charge of social media
  - Identified main audience
  - Student perspective
  - Laid groundwork with a new focus on Instagram
Benefits to Library

• Utilizing student knowledge
  ◦ Current design tools
  ◦ Social media trends

• Making peer-to-peer connections
  ◦ Students understand what students want
  ◦ Insight into how students use social media

• Economical in time and funding
  ◦ 5-10 hours per week completing all social media creation
Benefits to Student
Future Marketing Assistants

What to look for...

- Eye for design & photography skills
- Trustworthiness
- Highly motivated
- Prior experience running social media in formal capacity
Social Media Strategy

Where Do I Start?

- Focus on Instagram
- Follow other social media accounts
  - Libraries, Publishing Houses, Bookstores
- Determine who is liking, commenting, sharing your posts
- Dig into analytic data
Social Media Strategy

Action Steps:

- Find that student who can transform your social media!
- Update social media profiles
- Collaborate with university social media coordinator
  - Compile list of all university social media accounts
- Consult university branding guide and official social media policy
Social Media Strategy

Action Steps:

• Consider social media management tools
  ◦ Hootsuite
  ◦ Social media calendar
• Self-created content is the way to go!
Content with REAL Appeal

Relevant
Engaging
Authentic
Likeable
Relevant

74 likes
cedarvillelib “Each face, each stone of the venerable monument, is a page not only of the history of the country, but of the history of science and art as well.” — Victor Hugo, The Hunchback of Notre Dame
#NotreDame
April 16

Consider:

- Worldwide Events
- Trending Topics

31 likes
cedarvillelib Have you seen the @world_record_egg that broke Kylie Jenner’s record for most-liked photo on Instagram? It’s no yolk, they really beat her record by a landslide! It’s crazy what people can do when they work together.

Here’s our version of the famous egg, which you can scramble over to the library to check out for a nice little read on this cold day. 🥚 #EggGang #LikeTheEgg

View all 4 comments
January 16
Relevant

18 likes

cedarvillebib
Happy birthday, Dr. Seuss! 😊.

"Today is your birthday!
Today you are you!
There is no one alive
that is you-er than you!"

March 2

Consider:

- Author Birthdays
- National Holidays
Relevant

22 likes
cedarvillelib SNOW DAY YYYYY 🌧️❄️ How are you going to spend your snow day tomorrow? The library will still open at noon, so you're welcome to come stay warm with us. We also have lots of games, movies, and books to make your snow day more fun! 😊
January 29

24 likes
cedarvillelib Going on a Spring Break mission trip? We have this great mission trip prep kit for leaders. The library has lots of helpful resources for your spring break trip - whether it's a mission trip or a road trip. 🚇🏾✈️🚗
View all 2 comments
February 21

Consider:

- Campus Events and Happenings
Relevant

cedarvillelib We just wanted to take a moment to say WELCOME TO COLLEGE to all the freshmen on campus. We think you’re going to like it here.

What are you most excited for about college here at @cedarville?

View all 4 comments
August 20

cedarvillelib Congratulations to all the new CU grads! We pray for you as you start your next adventure and answer this question a million times. 🎓 🎓 🎓

May 4

Consider:

- Milestones
Relevant

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cherish the greatest gift in life
7 Myths about Singleness

We know the Bible is important, but many of us struggle with it. We're not biblical experts—but Matt Smethurst (you may recognize him from chapel today) wrote this book to prepare you to unpack all that's awaiting you in God’s word. And you can find his book on our shelves! #InChapelandontheShelf

September 4

Liked by noveltea29 and 44 others

Consider:

- Recurring series relevant to your audience like #InChapelandontheShelf
Engaging

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Cedarville University

81 likes
cedarvillelib We have a lot of new followers around here and we wanted to take a minute to say hi! We are so excited that you’re here and we’d love for you to stick around. So tell us: besides coffee ☕️, what do you love? 😊👇

View all 24 comments
March 14

Consider:

• Asking fun questions
Engaging

HailiJeanPhoto: My fav is his cheeseburger!

CedarvilleLib: @hailiJeanPhoto 😋

PyleSjm: It’s a lip it’s a lip it’s a lip lip lip! LIIIIIP it’s a lip lip lip!

CedarvilleLib: @PyleSjm another great one! 😊

NovelTea29 🎈 Barbara Manatee 🎈

CedarvilleLib: @NovelTea29 🎈 you are the one for me 🎈

Amanda_mbe: Dance of the Cucumber 🍆

CedarvilleLib: @Amanda_mbe 🍆

Consider:

- Asking fun questions
Engaging

@cedarvilleolib I think we speak for everyone when we say that we are all ready for pumpkin season. Do you plan to go to a pumpkin patch or apple orchard during this fall season? 😊🍎

Edited · 3h

@hailivandie Finally! Heading to a cider mill to get some cider and donuts over fall break! 🍂

2h 1 like Reply

@cedarvilleolib @hailivandie hope you have the in-cider information about which cider mills to visit! 🍂

2h 1 like Reply

@laura_bannister Apple orchard for sure 😊

2h 1 like Reply

@cedarvilleolib @laura_bannister we hope you have some quasi-tree time! 🍂

2h 1 like Reply

Consider:

- Asking fun questions
Engaging

Have you heard about the discipleship groups at Cedarville? They're typically called d-groups and they are small groups that seek to create an atmosphere for spiritual growth through accountability, prayer, open discussion, and loving community. You can learn more at the involvement fair tonight at 6! Which d-group are you interested in joining?

Consider:

- Natural Backgrounds
Engaging

Christmas is less than a week away! Where's the snow, Ohio? We hope you get to enjoy a white Christmas wherever you are! Who else wants snow for Christmas? 😊 ❄️

December 19, 2018

"As long as everything goes exactly the way I want it to, I'm totally flexible."

Raise your hand if you relate to that statement! If your hand is in the air, then this might be the next book on your TBR list. It’s All Under Control by @jenniferdukeslee is a book for every woman who is hanging on tight and trying to get each day right—yet finding that life often feels out of control and chaotic.

View 1 comment
September 19

Consider:

- Interesting backdrops
Engaging

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If you had breakfast with Jesus tomorrow, what do you think he would say to you?

Game night TONIGHT! Tag a friend you want to play a game with at the library tonight. We have games like Settlers of Catan, Ticket to Ride, Code Names, and more! So game on, @cedarville. We're ready for you.

September 20

Consider:

• Using Props!
Consider:

- Showcasing student staff and intern
Even the darkest night will end and the sun will rise." —Victor Hugo, Les Misérables

This includes nights spent studying or working on final projects. The night will end, the projects and finals will be finished, and the sun will rise again. You can do it, Cedarville.

Consider:

- Replying to comments with authenticity and encouragement
Consider:

- Sharing your voice with fun captions
Likeable

Consider:

• #Bookface
Likeable

Consider:
- #Bookface
Cedarville University

Dannah Gresh shared some stories from the Bible today in @cedarville chapel about men and women who, despite their sins and backstory...

March 21

Consider:

- Tagging others
Likeable

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Cedarville University

53 likes

cedarville.lib if you're going to the MISO World Fair, drop a 😍 below!

27 likes

cedarville.lib It's time for the @cedarville Fall Career Fair! @cuCareer invites you to network with potential employers and check out all the opportunities. We hope to see you there! Today from 11-2-3:30pm in the field house.

View all 2 comments

cuCareer This post and pic is the literal best! Thanks for all your support! 😊. So happy to know our emails are actually opened 😏!

2w 1 like Reply

cedarville.lib @cuCareer they are! We loved your graphic for the career fair!

2w 1 like Reply

Consider:

- Being social! (partnering with other campus units)
Consider:

- Being creative when promoting events; don't post the same graphic twice
Likeable

25 likes
cedarvillelib Happy Valentine’s Day! Don’t worry about finding a date, because you can find one at the library. Blind Date with a Book starts today and ends at... more
February 14

32 likes
cedarvillelib Have you picked up your blind date yet? 💘 Tell us how you feel about the reveal! 🎉

Consider:

- Being creative when promoting events; don’t post the same graphic twice
Insta Stories

- Utilize stories to create another level of interaction
- Allows you to:
  - Ask questions
  - Take polls
  - Promote events
ALL DECKED OUT FOR HP TRIVIA

- Sorting Hats
- Magic Wands
- Living Death
- Poison
- Bertie Botts Every Flavor Beans
ABERFORTH'S ARMY

WIZARDLY WILY WEEPING WHOMPING

WILLOWS

HISCHIEF MANAGED

HAVE YOU SEEN THIS WIZARD?

THANKS FOR COMING EVERYONE!

WINNERS

2ND PLACE WINNERS
What kinds of books would you like to see featured?

Type something....

We love YA!

PS if you love YA, you should check out Blind Date With a Book going on at the library right now!

- Ask questions and make sure you respond
Insta Stories

- Ask questions and review answers
Insta Stories

- Take a poll

Which was better, the book or the movie?

<table>
<thead>
<tr>
<th>BOOK</th>
<th>MOVIE</th>
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<tbody>
<tr>
<td>47%</td>
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The movie won our poll yesterday!
Insta Stories

- Use sliders and countdowns
Tornado season in Ohio starts in April. As scary as that might be, at least we have some cool books like this one that make a scary thing look so beautiful. Are you one of those people who hides in the basement when there's a hint of a tornado or do you run outside to watch?

View all 4 comments

kari_siders I'll be running outside to watch! 🍃
Insta Stories

- Save your stories using Instagram Highlights
Instagram Contest

- Partnership with local coffee shop
- Donated gift card and coffee mug - $0 investment
- Details
  - One week to enter - follow library and coffee shop on Instagram, like post, tag friend in comments to enter
  - Unlimited entries
- Selected winner with random number generator
Takeaways for the Day

- Focus efforts on Instagram
- Entrust a student to run your social media
- Create your own content
- Use recurring series and trending hashtags
- Ask engaging questions and be responsive