

REVITALIZING ONLINE PRESENCE AND IDENTITY

CREATING AND IMPLEMENTING A SIX-MONTH SOCIAL MEDIA PLAN

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BACKGROUND

In the summer of 2018, the social media team at the Robert B. Haas Family Arts Library reviewed the strategic plan and assessed the previous six months, informing a new six-month strategic plan. The results have been a stronger presence and identity, as well as improvements in most metrics. The following is an overview of making the plan and its execution from fall of 2018 through spring of 2019.

ASSESSMENT

CURRENT PRACTICE & DESIRED METRICS

The team took time to review current workflows and practices. **Posting was ad-hoc and open to all team members**, and posts were mostly **promoting services** or showing "Haas Views" (shots of the library and activities). The team also carried out a SWOT analysis¹ and target audience assessment to inform the new plan. A retroactive assessment of the previous six months (January-June 2018) was conducted. **Likes, comments, shares, and reach** were recorded. The **number of followers** was not recorded prior to July.

CREATION

DETERMINE WORKFLOW & SCHEDULE

The team agreed to continue **meeting monthly to plan** content and check-in on progress. Moving away from the ad-hoc model, though, the team's new expectations around social media workflows established that the team would implement a **rotating weekly leader**, who would be responsible for posting, community management, and staff communication. Leader sign-up would happen each month for the following five weeks (one week per team member). The team also updated an **internal calendar with events and holidays** to suggest relevant post topics for leaders to use.

SET GOALS

Once the team established workflows and expectations, the SWOT analysis and audience assessment informed the development of two SMART goals.² Recognizing needed improvement to consistent posting, the team first established posting once per platform per week. This amounted to each team member contributing (at minimum) **three posts every five weeks**, addressing "achievable" goal setting and the "threat" of limited staff time. Expanding on the opportunity to increase followers across platforms discovered through the SWOT process, the team additionally decided to **increase followers by 50 per platform**. The preference was to increase each by a percentage amount (rather than a flat value), but there was not enough data to determine a realistic growth rate at the time.

MAINTENANCE

EVALUATE REGULARLY & ADJUST

The Kress Fellow **gathered data and conducted quick assessment** for each platform, creating **monthly reports** to share with the team. These reports showed goal progress and most liked posts. Reviewing top posts each month helped the team **observe trends in popular content**. These practices influenced the team's approach to social media, **often leading to new initiatives and campaigns** addressing areas of improvement.

REFRESH KNOWLEDGE

HOT TOPIC PRESENTATIONS

The Kress Fellow lead the monthly team meetings and created a series of "Hot Topic" presentations to **encourage approaching content cohesively and staying abreast of changes** to social media. Presentations were geared toward **training and establishing best practices**, often reviewing current marketing, platform-specific, and library blogs for recommendations and ideas.

BEST PRACTICES DOCUMENTATION

The team created a **living best practices document** for ready recall of our approaches, inspiration links, and useful hashtags. This was often updated after a Hot Topic presentation, but could be updated anytime a staff member discovered a new tool useful to social media. Later, a separate document was created for **visual best practices** in order to establish a clearer identity for announcement posts.

IMPLEMENT CAMPAIGNS

HOMEGROWN HASHTAG

#haasmugshot was created to encourage patron use of library-appropriate cups. Staff members contributed images with their favorite cups.

GIVEAWAY

The "Birren Button" campaign gave buttons to any patron who followed Arts Library platforms. Using Arts Library Special Collections images, each button design was associated with a platform (encouraging completist behavior to collect all three).

CAPTION CONTEST

Featuring public domain images from Yale's Art Gallery and Center for British Art, the Twitter caption contest called for submissions weekly. Winners were featured in the library and on Twitter.

THEMED POSTS

Looking at larger events, post campaigns were executed to tap into trends and display library offerings. The first implementation was extra posts on each platform weekly for Black History Month.

OUTCOMES

GOAL 1: POSTS PER WEEK

A post was missed on each platform, so this goal was not met.
Why: Busy schedule for the weekly leader / Hootsuite malfunction
Solutions: Coordinate with the team / increase community management

GOAL 2: INCREASE FOLLOWERS

This goal was met for all platforms, but some increased more than others. The increases by March 18 were:

Facebook: +52 | Twitter: +67 | Instagram: +190

OTHER OUTCOMES

January-June 2018 VS September 2018-February 2019

Average Likes Increased

Total posts decreased slightly on Facebook and Instagram, but average likes increased; posts on Twitter increased significantly, but average likes decreased. Highlights quality over quantity best practice.

Facebook: +2.5 | Twitter: -0.9 | Instagram: +10

Attention from Larger Accounts

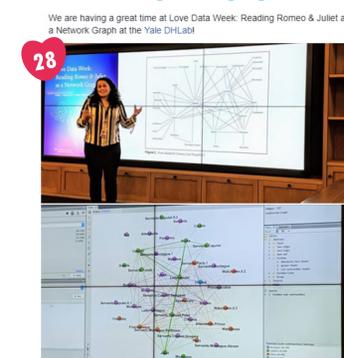
Our #bookfacefriday posts on Instagram were shared by the @Yale account, promoting our library to a much wider audience. (One post had 202 likes on our account, and 5,274 on theirs.)

SAMPLES

INSTAGRAM



FACEBOOK



TWITTER



CONTENT

- Haas News / Views
- Yale Events
- Other Library Events
- Library Hashtag
- Internet Trends

THE GOALS

1. POST ONCE PER PLATFORM PER WEEK | 2. INCREASE FOLLOWERS BY 50 ON EACH PLATFORM

NOTES & WORKS CONSULTED

1. SWOT stands for "Strengths, Weaknesses, Opportunity, and Threats" (see Fisher & Pride, 64).
2. SMART stands for "specific, measurable, achievable, and realistic (see Velasquez, 345).
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Facebook / Twitter: @YaleHaasArtsLib
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