

CHAPTER 2

Social Media Committees: Sharing the Library's Voice

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2.1 INTRODUCTION

Social media has great potential in the academic library environment to boost connections with the academic community and connect with students who may never have walked through the door. With increased demand for access to and awareness of digital resources, social media promotion just makes sense. Although a social media presence is “free” in monetary terms (excluding post-boosts and other directed advertising), time and energy are required to effectively manage social media in an academic environment. Libraries must consider their audience, evaluate and select platforms, and develop the library's voice. A social media committee (SMC) can accomplish all of this.

This chapter provides two examples of academic library SMCs. The first is at Copley Library at the University of San Diego, which serves 8900 students at the undergraduate and graduate levels. The second is at Saskatchewan Polytechnic, which serves more than 27,000 students across four geographically distinct campuses and five library sites. This chapter presents what it took to develop, operate, and sustain these teams. We provide tips to effectively administer SMCs while emphasizing the committee's importance in harnessing and sharing the library's voice.

2.2 UNIVERSITY OF SAN DIEGO'S COPLEY LIBRARY SOCIAL MEDIA COMMITTEE

2.2.1 Background

At the University of San Diego (USD), Copley Library was one of the first university entities to establish a social media presence. In 2006, we launched a pilot project to verify whether investing energy in social

media would be worthwhile. An unofficial Facebook group was created to test interest and shortly after, a more official Facebook group was developed. The page's focus was to promote library events and services and to actively engage with those community members who had joined the group. In the early days of Facebook, once a group hit a certain number of members, they were invited to switch over to a Fan Page (what is now a business page). When our Facebook group was invited to become a Fan Page, it was an obvious move in the right direction.

The immediate success on Facebook opened our eyes to the potential of social media. We quickly understood we had not embarked upon a trend, but rather the beginning of an interactive 2.0 revolution. Additionally, our library did not (and still does not) have a dedicated social media librarian, so we needed a way to continue to evolve. In 2012, the Dean of the Library, who was receptive to the growing role of social media in academia, granted us permission to officially create a Social Media Committee (SMC). The committee's purpose has remained steadfast since its inception, that is, to promote library services and events, and ensure a positive presence on the Internet through a variety of ever-evolving social media tools.

2.2.2 The Committee

The librarian who spearheaded the original Facebook pages was the SMC's original chair and held the position from 2012 to 2018. I was an original member and took the role of chair in early 2018. In our earliest days, we understood that in order for the SMC to represent the library accurately, it must be a collaborative effort with members from each library department. We currently have five members from the Collections, Access, and Discovery Department; one from Archives, Special Collections, and Digital Initiatives; and two from Reference. We have always found eight members to be a manageable number because it is big enough to invite a variety of perspectives, yet small enough to work efficiently. We try to recruit staff and faculty who are knowledgeable and interested in social media management, and we recommend that each member of the team has a personal smartphone and be willing to use it for committee work. Although some social media tools can be managed via desktop applications, others cannot (e.g., Instagram). In addition to providing members the opportunity to learn about and develop their social media skills, membership has the added benefit of developing connections with staff members from other library departments.

As chair, I work with each member at the beginning of their term to assess their comfort level with each platform, establish their individual interests, and manage the workflow. For example, some members only post on Instagram and Facebook; others write blog posts and tweet. Members on any library committee serve two years and may renew for another two-year term. Oftentimes, members choose to stay on the committee beyond the two years, while others rotate with colleagues in the same department. This turnover provides fresh perspective.

2.2.3 Engaged Flexibility

Remaining flexible is crucial in social media management. Although the committee's membership numbers have remained constant, the composition has shifted at times due to retirements, sabbaticals, job reassignments, or members wishing to work on something else because they can no longer keep to the schedule. In addition, there are members who enjoy posting only on certain platforms over others. The majority of the SMC is scheduled to post on all four platforms, but two specific members focus their posting on two or three platforms. One member in particular loves posting on Facebook, Twitter, and Instagram, but does not enjoy writing blog posts. This member does not write blog posts, but in return, he posts more on Facebook. This type of flexibility works and ensures that posting is equitably distributed every semester.

2.2.4 Monthly Meetings

Since its inception, the SMC has met monthly. In the early days, the discussions mainly surrounded our success at connecting with the community and assessments of progress. Once the committee developed better processes, we switched from meeting monthly to meeting in-person nine months out of the year. We do not meet in March, July, or October since students are on break, and post assignments have already been assigned at an earlier meeting. Once the foundational work is complete, meetings held during the semester are used to discuss platform updates, contests or event participation, scheduling changes, and unfinished business.

2.2.5 Setting the Schedule

At the first meeting of each semester, we discuss the successes and challenges from the past academic year, possible themes, ideas for posts for

the upcoming year, and the current state of our platforms. We also set a posting schedule for a minimum of four months to accommodate each member's busy schedule. Members come into this meeting with an idea of when they can and cannot post due to scheduling conflicts (conferences, vacation, busy time of year, etc.). However, there is an understanding that whomever becomes aware of a situation that requires immediate communication, such as a power outage or a minor flood (both of which have happened in the past), posts to Twitter or asks another member to post. Once the SMC is aware of such an event, the chair assigns individuals to provide updates until the situation resolves.

2.2.6 Kick-Off Meeting Topics

2.2.6.1 Platform Selection

From the start, the committee has sought to integrate the social media platforms that best suit our library. We therefore created subcommittees to investigate different platforms. The two to three member teams examined the following for each platform:

1. How were other libraries using the platform?
2. Which features would benefit our library?
3. Are the benefits of the platform equal to the effort required to administer it?

Following this evaluation, our social media presence extended beyond Facebook to include Twitter, Pinterest, Flickr, Instagram, and a WordPress Blog. Overtime our assessment techniques have become more user-oriented. Our presence on Facebook, Twitter, and WordPress were well received based on anecdotal feedback and increased number of likes and followers, but our efforts on Pinterest were not. We learned that we could have a more meaningful visual presence on Instagram and Flickr, which is used primarily as an image archive.

2.2.6.2 Using Our Budget

The SMC has a modest budget of \$100 per semester. So far, we have used it to boost Unicorn Posts and purchase contest prizes.

Unicorn Posts

In the past six years, we have had our share of unicorn posts. Unicorn posts are those that unexpectedly go viral. Also known as marketing

unicorns, these posts are so popular and infrequent, “they end up delivering almost half of the value of your overall marketing efforts” (Kim, 2017). On August 21, 2017, an SMC member posted a picture of two staff members viewing the solar eclipse. It reached 1184 people, which surpassed most posts during the academic year. At the June 2017 committee meeting, it was unanimously voted to use part of the SMC budget to boost these types of posts in order to engage more users. According to Kim (2017), finding ways to replicate unicorn posts benefits a social media presence. The committee has tried to replicate this first success by creating and boosting picture and video posts of students at events. It can go either way, really. Students are either really excited to be included in one of our posts, or they get embarrassed by it. During Banned Books Week in September 2017, a post that included a theater class doing a performance in front of the library had 530 views. It may not have been as high as our last unicorn post, but it was above our average reach. So in our opinion, it was effort and money well spent.

Contests

Contests are a great way to engage with the collegial community and build follow-ship. Therefore, we try to host one each semester. The budget goes toward contest prizes—incentives to increase the response rate—and we usually purchase university paraphernalia from the bookstore such as water bottles, coffee mugs, and school supplies. Creating contests is a committee effort. Each member is asked to research contest ideas from various organizations with a social media presence. During meetings, we discuss contest ideas that have the potential to engage our users, but which require little effort (from the user perspective). Contest ideas that seem to be the most successful include library-related riddles or little games, for example, we once asked our followers to use three words to describe their library experience. The member in charge of the contest is required to pin the post on Facebook and promote it on our various platforms.

2.2.7 Creating Efficient Workflows

2.2.7.1 Content Pillars

As mentioned earlier, posting responsibility was originally assigned by the Chair based on member's interests, and the work was mainly autonomous. After a time, members began to feel overwhelmed with this system of

self-management. We therefore established a posting schedule to provide clear assignments and a rotation of post responsibilities for different platforms. Creation of content was still left to the individual poster. As this work evolved, we realized that content creation was an issue for many members who feel reluctant to post their ideas for fear that they might be repetitive, boring, unengaging, or all of the above. To add to this, we often discussed the issue of how to post during less active times at the library. What do you post when there is nothing to post about?

Around the same time we learned the University Communications department was using our WordPress blog to stay up-to-date on library news and events. This brought forth another realization—that having specific standards for all our social media was becoming essential and that content creation could no longer remain autonomous. If our content was going to be reused, we needed to ensure quality. We had to find a way to establish a uniform voice and tone, yet retain the unique qualities and perspectives of our various SMC members.

The committee chair began attending Institutional Marketing Meetings to learn how marketing can make an impact in the success of an organization and the future of the university. At a June 2016 meeting, USD's School of Business presented their social media strategy and discussed the importance of Content Pillars; this was the solution we were looking for! We adapted The School of Business presentation to identify the core topic of our platforms and create specific content pillars (see [Table 2.1](#)).

2.2.8 So How Do Content Pillars Work?

According to *The Ultimate Guide to Pillar Content for your Website*, a content pillar is described as “a long, exhaustive article or web page focused on one specific topic or theme that you can turn into many smaller pieces of content to fuel all those channels you may be struggling to fill ([Whittemore, 2017](#)).” Pillars are developed in advance and provide a roadmap from which committee members develop posts based on such themes as time (week, month, semester), subject (news, promotions, library resources), and platform. Since we do not use a third-party scheduling system, our content pillar documentation has become a critical piece in our workflow. We have developed a pillar for each platform and our posting schedule reflects this.

Table 2.1 Copley Library's social media platform purpose, content, and audience

Platform	Purpose	Content	Audience
Facebook	Promote library events, contests, and resources	Fun and engaging	Current students, faculty, staff, alumni, parents
Twitter	Send alerts, news, and announcements	Immediate news and relevant news in Academic Librarianship	Current users of the physical space, current affiliates, surrounding community, academic librarians
Instagram	Keep followers up-to-date on what is happening inside and outside of the library	Library events, behind-the-scenes images (e.g., book donation processing)	Current students, faculty, other departments on campus
WordPress Blog	Update library patrons	Past events, current news, and updates on the upcoming year	University community, alumni, university publications

Facebook posts are on Mondays, Wednesday, and Fridays of every week. Mondays are dedicated to promotional material including workshop reminders, library contests, and other library and relevant campus events. Wednesdays are dedicated to highlight an important library resource or service or offer research tips. Friday posts are more light-hearted and can range from fun facts or a reminder about the following week.

Tweets are sent out Tuesdays and Thursdays every week. As mentioned previously, Twitter remains the spot to post alerts and announcements of last-minute issues occurring at the library or on campus. Other content pillars include academic and library topics that are trending, recent news from the library, and retweets from academic and credible Twitter accounts such as Library of Congress, American Library Association, and the Scholarly Kitchen. To simplify tweeting for our members, two retweets are equal to one original tweet.

Similar to Twitter, the SMC posts on Instagram on Tuesdays and Thursdays every week. Content pillars for Tuesday usually pertain to “Daily life at Copley” that can include workshops, events, or programs

happening at the library or a process happening behind the scenes. Hashtags such as #dailylifeatcopleylibrary and #uofsandiego are always used on Tuesdays. Thursday's content pillars include "Throwback Thursday" posts. We request images from Special Collections that include photographs of students or events at Copley Library. Hashtags including #tbt #toreropride are required as they are popular hashtags among the student demographic and USD alumni.

2.2.9 Future Considerations

The SMC has taken great strides to improve Copley Library's presence on our platforms, but social media is not a static entity. Each platform requires constant attention to changes in features and functionality. Consequently, our future plans involve an investigation of features that have been released in the last year, for example, Instagram and Facebook Stories.

We plan to continue attending university-wide marketing team meetings to learn how other departments on campus are managing their social media platforms. Attending these meetings will help our committee get a better grasp of where the university is heading and how we can help expand the vision. We understand that our work is ever evolving and that our purpose may change overtime and we are excited to see what the future has in store.

2.3 SASKATCHEWAN POLYTECHNIC LIBRARY'S SOCIAL MEDIA COMMITTEE

2.3.1 Background

In 2014, as the newly minted Marketing Librarian, I was given control of the library's social media platforms: Facebook and Twitter. When I discovered more than 10 library employees had administrator rights on our Facebook page, I thought, *this cannot be good*. However, it was not until a staff member responded to a patron's Facebook comment with a sassy remark that I started pulling permissions and changing passwords. I became power hungry and controlling. And after a short time, I started to get lonely.

I spent a lot of time figuring out how to gain followers, creating posts, and asking the entire library staff (via emails) to just *give me something* to post. And all the time I wondered: Who will manage the platforms when I am away? How do I find out what's going on at the other campuses, which

are located in different cities, and with whom I rarely have face-to-face contact? And then I had an ‘aha!’ moment. I realized our library’s social media voice couldn’t be just my voice, it had to be made up of the library’s most valuable resource—its people. So I began efforts to develop a Social Media Committee composed of interested employees with a desire to administer social media platforms, as well as work together to create workflows and documentation. Permissions would be granted, and social media work would become more efficient and effective.

2.3.2 The Committee

Staff members interested in learning more about social media responded to the original call for members. Their interest and enthusiasm created a sense of excitement in the small group. However, our library system covers an entire province and it was therefore critical to have representation from each campus. To achieve geographic representation, supervisors “voluntold” some members to join the committee. Although not an ideal approach to recruitment, this was an opportunity to define roles that ensured everyone—including those skeptical of social media—would participate. In response, the Campus Representative role was created to provide representation from each location, but the representative is not required to perform administrative duties. Since its inception, the SMC has had four distinct roles:

Committee Chair

- Chairs social media meetings;
- Main administrator to social media platforms;
- Reviews posts on Hootsuite;
- Posting responsibilities as required.

Administrators

- Has administrative access to social media platforms;
- Has posting responsibilities, as assigned.

Resource Person(s)

- Has administrative access to social media platforms;
- Selects resources to be featured in posts;
- Provides a monthly list of library resources (to post) to Administrators;
- Posting responsibilities as assigned.

Campus Contact

- Provides insight about activities at their campus, does not have to attend meetings but is invited. If unable to attend monthly meetings, Campus Contacts have informal meetings with the committee chair as needed.

The Committee is currently made up of six members. All positions are filled, and there is at least one representative from each campus.

2.3.2.1 Purpose

Our first task as a Committee was to develop a Terms of Reference that included the committee's Purpose, as well as information and guidelines related to Membership and Roles, Meetings, and Workflow (see [Appendix B](#) for key excerpts from the Committee's terms of reference).

Our original purpose was (and remains) to use our social media presence to engage with the academic community at all four campuses. The SMC serves as a forum to consider best practices for online communication, to brainstorm new ideas and to create social media content. The committee also aligns its work to the library's Social Media Goals (see [Appendix A](#)) to ensure all committee activities fulfill our mandate of making connections with library patrons (staff, faculty and students).

2.3.2.2 The Library Voice

We also worked to develop a Social Media Guidelines document, which defines the library's "voice". To quote from that guideline:

The library voice is your voice! Be professional, but also be authentic "the unique way we think and how we say things helps us come across as authentic, which makes us seem "more human" online" (King, 2012, p. 6). Don't turn your online interactions into Institutional speak, leave in the quirks and personality.

These guidelines also cover: The Anatomy of a Good Post, and Tips for Creating Posts (see [Appendix C](#)). This is a reference document that is also used in the training of new members. It is evaluated each year and updated when required.

2.3.3 Creating Efficient Workflows

The committee meets monthly for 45 minutes during the year (September–June) and once during the summer (July–August) via Skype for Business. The standing agenda includes four items:

1. Successes and loose ends from the previous month;
2. Post ideas for the following month;

3. Post Assignments;
4. Additional Miscellaneous Items, which can include discussion about updates to each platform and changes to our account management software (Hootsuite).

The committee's workflow allows for one month of preparation. So, for example, when we meet in early January, posts for that month have already been planned and scheduled so we focus on content and assign responsibilities for February.

2.3.4 Scheduling Posts

Saskatchewan Polytechnic Library subscribes to Hootsuite to manage our social media posts. Although we currently use only three social media platforms (Facebook, Twitter, and Instagram), we decided to invest in this tool to schedule and release posts during busy times of the year; to schedule and release posts during off times: evenings, weekends, and holidays; to easily view and curate other social accounts, such as our institution's account; and to access analytic information.

Using this software is similar to using social media platforms because they all require training and a commitment to remain up-to-date with constantly changing features and functionality. For example, about a month before writing this chapter, Hootsuite began to enable users to push posts straight to Instagram instead of requiring approval before posts went public.

2.3.5 Training

As stated previously, there has been an occasional and ongoing need to engage in training for technological updates. There is also, at times, a need to train new committee members. In these cases I assign a current member to train the new member on our regularly used tools: Facebook, Twitter, Instagram, Hootsuite, and [Canva.com](https://www.canva.com).

We use [Canva.com](https://www.canva.com) to create visual posts. It is an easy-to-use program and the free version includes thousands of templates. All team members feel comfortable using it, and in many cases the tool has extended into other aspects of their work, for example, print poster design.

2.3.6 Data Collection

At the end of each academic year, each Librarian Service Coordinator must provide their manager with a detailed report of that service area, including metrics.

As the Marketing Librarian, I am tasked with preparing a Marketing Report which includes social media metrics. Every month I pull the monthly social media statistics for each platform. Our Hootsuite subscriptions allows us to download a Profile for Twitter and Facebook (see Fig. 2.1).

I also pull more detailed data directly from Facebook and Instagram to identify which posts had the most impact. Here’s how:

- Facebook—from your profile page click on Insights > Export Data > Select a date range and Export Data.
- Twitter—from your profile page click View Your Top Tweets > Last 28 Days (option here to change the date range) then click Export Data.

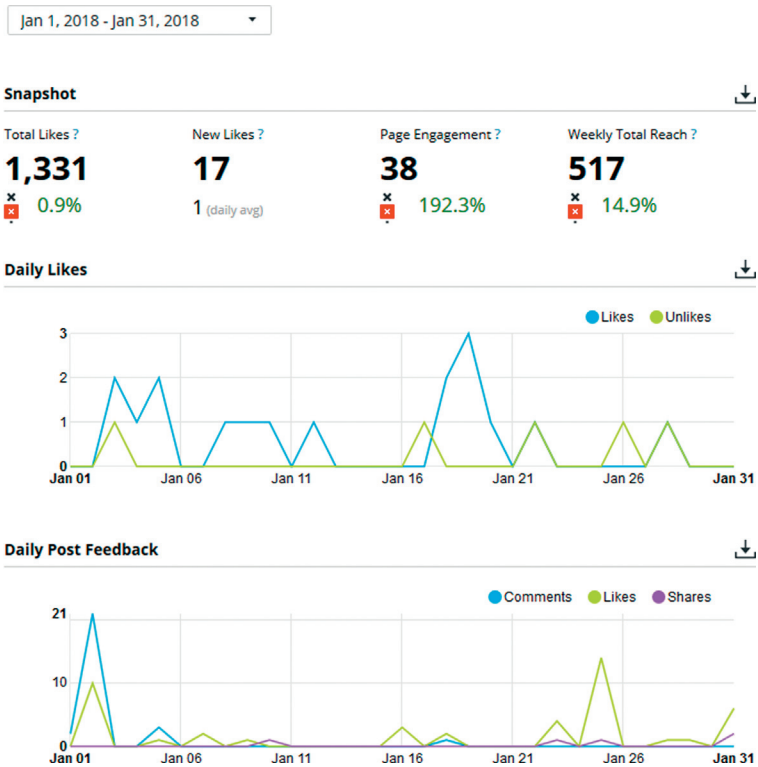


Figure 2.1 Saskatchewan Polytechnic Library Facebook page overview Hootsuite analytics.

Instagram Analytics are not as sophisticated. For these, I use the Analytics tool to view the information, take a screenshot for the past 7 days, and save the screenshots in a folder.

2.3.7 Relationship With the Organization or Buy-In

We have always maintained a close relationship with our institution's Communications and Marketing Department and as a standard operating procedure I liaise with this department for all library promotional activities. As part of this relationship, they design our profile pictures and cover photos—usually professional stock photos of current students designed to align with the library's overall visual identity. This has been an excellent relationship. When we request a new profile picture, they provide it. When we ask them for a repost or retweet (to their 33,000 Facebook for 8000 Twitter followers), they do it. When they ask us to hold back from something, for instance, they did not want us to develop a Snapchat account until they had a chance to consider an institution-wide approach, we respect their requests.

2.3.8 Future Considerations

Social media platforms and practices change year by year—even day by day. To keep up with changes, ensure we are using appropriate platforms, and evaluate our work, we hold a Social Media Refresh meeting each spring. Past meetings have revolved around major plans for the upcoming year. For instance, in spring of 2016 we laid the foundations for our successful monthly Facebook Contest (see Chapter 8).

In the Spring of 2018 our meeting will largely revolve around the separation of post content on Twitter (where our identifiable follow-ship is mostly faculty and staff) and Facebook (mostly students). We will need to plan different types of posts for the different segments of our populations and adjust our workflow accordingly. This meeting will also provide the opportunity to discuss the potential impact of the Facebook privacy scandal. These changes, however, are simply the latest examples of the social media challenges and opportunities we face each academic year.

2.4 TIPS FOR ANY SOCIAL MEDIA COMMITTEE

2.4.1 Harness and Share Your Library's Voice

- Remember that although the committee's functions include many technical and workflow aspects, ultimately, its main reason for existence is to develop and share your library's voice.
- Ensure membership is representative of your library's workforce.

2.4.2 Not All Platforms Are Worth Your Time

- Assess your followers and engagement through analytics at regular intervals and gather feedback from your community (see Chapter 1).
- Continually explore and evaluate your social media options.

2.4.3 Remain Up-to-Date on Specific Platforms

- Keep track of new features and functionality.
- Discuss changes with your SMC and make plans to deal with changes.
- Ensure someone on the committee keeps abreast of social media trends by reading news stories, blog posts, and news releases.

2.4.4 Use Analytics

- Analytics provide invaluable information about your followers such as when they are viewing or engaging with your posts. Use this information to inform your plans and schedules.

2.4.5 Meet Regularly

- Schedule regular meetings with your committee members to keep up-to-date with different departments, or different library locations. Regular meetings also ensure forum for discussion and brainstorming. Even when you don't think they are necessary, you might be surprised by the ideas that emerge!
- A standard meeting agenda is a good way to sustain the committee.

2.4.6 Maintain Flexibility

- In a large institution with a collaborative culture, it is crucial to be mindful that every member has a full-time job aside from their committee responsibilities, and therefore the chair must be flexible with

work assignments. Assigned tasks may also take longer than estimated if regular duties have to take precedence over committee work.

- It is also important that members feel comfortable telling the chair when they are unable to fulfill their duties at certain busy times of the year. Include an agenda item to discuss successes and loose ends from the past month as a jumping off point for problems members may be experiencing.

2.5 FINAL WORDS

As is the case with most trends in the library, social media platforms and users are constantly evolving. In order to maintain a successful social media presence, libraries must have a set of dedicated staff who can remain current and respond to changes promptly. Our respective libraries are staffed by a diverse group of individuals. They are our most valuable resource for social media management. Their collective perspective creates the library voice we share on social media.

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APPENDIX A: SASKATCHEWAN POLYTECHNIC LIBRARY SOCIAL MEDIA PLAN 2015–20

Social Media Goals

In Alignment with the Library Services Vision of:

- Building an intuitive digital presence and;
- Creating a Dynamic Community Environment

Saskatchewan Polytechnic's social media platforms will fulfill the following goals.

Make Connections with Library Patrons (Staff, Faculty, Students)

- To inform and streamline (some posts appear in multiple places).
 - To learn about our users based on their platforms, preferences, participation and posts.
 - Ultimately we would like to engage our users in this way, in order of importance a-c:
 - a. Students actively throughout their academic careers - anywhere from 10 weeks to 4 years (most users are on Facebook, also many on Instagram).
 - b. Faculty throughout their entire career (Facebook and Twitter).
 - c. Staff throughout their entire career (Facebook and Twitter).
- Measurement: Engagement on platforms (likes, shares, comments).*

Facilitate Interactions with Library Patrons (Staff, Faculty, Students)

- Meet patrons where they are.
- Ask questions and start conversations.

Measurement: engagement on platforms (likes, shares, comments).

Actively Promote Resources

- Targeted (Academic calendar, specific program needs) posts.
- Promotion of all types of resources.

Measurement: interest via bitly clicks.

Promote Library Events and Programming

- Invitations and participation in events (live tweeting, mentions of performers, patron participation, and photographs).

Measurement: mini survey at event (how did you hear about this event?), engagement on platforms (likes, shares, comments).



APPENDIX B: SASKATCHEWAN POLYTECHNIC LIBRARY SOCIAL MEDIA COMMITTEE TERMS OF REFERENCE—KEY EXCERPTS

Purpose

The purpose of the Social Media Committee is to engage the Saskatchewan Polytechnic Community at all four campuses, through our social media channels. It is a forum to consider best practices for communication from the library to the community, to brainstorm new ideas, and create social media content.

Membership and Roles

All members will participate in round-table discussions, the creation of social media content and the development of important documents. Each member is considered a contact for their respective campus, meaning, they will keep the committee informed of scheduled events, “library moments,” and the general going’s-on at their location. Additionally, each member will be assigned one of the following distinctive roles:

- Chair
- Administrator
- Resource Person
- Campus Contact

Workflow

On the first week of each month, committee will have a quick meeting to discuss postings for the next month. For instance, January 1st meeting will discuss February posts. After the meeting, duties will happen as follows:

Resource Persons(s) will find and send content (as agreed upon in the monthly meeting) to *Administrators* **by the end of the 3rd week of each month.**

Administrators will develop and add posts to Hootsuite **by the end of the 4th week of each month.**

The *Committee Chair* will review Hootsuite **on the first week of the following month**, and pull and save statistics from the previous month. Each person on the committee is expected to either post or notify an administrator of a needed post on an ad hoc basis (when something unexpected comes up).

APPENDIX C: SOCIAL MEDIA COMMITTEE GUIDELINES DOCUMENT

The Library “Voice”

The library voice is your voice! Be professional, but also be authentic “the unique way we think and how we say things helps us come across as authentic, which makes us seem “more human” online” (King, 2012, p. 6). Don’t turn your online interactions into institutional speak, include your quirks and personality.

Avoid library jargon — for example use *library website* instead of *library catalogue*

The Anatomy of a Good Post

Every post must be connected to either a library service, event or resource.

Facebook:

- An image or video,
- text (no more than required to communicate the message),
- a shortened link,
- mention@Saskatchewan Polytechnic when appropriate.



*Note this post would have been stronger had it included a mention of Saskatchewan Polytechnic's Facebook page.

Twitter:

A good post will include

- Hashtags (no more than 3, no less than 1),
- text,
- an image,
- a shortened link,
- a mention or popular hashtag.



Tips for Creating Posts

If you are having a difficult time developing posts outside of scheduled events and the committee's discussion, here are some tips.

How to get started with a post:

- Scan digital resources
 - Go into digital resources and check out the features, you might find something that you didn't know about.
- Stuff happening around campus
 - Check the Sask Polytech social feeds.
 - What are they posting? Can we connect to it?
- Scan through paper resources
- Go out into the stacks and find a book that might make an interesting post. Scan through online images

- Search for words of interest in *ImageQuest* – in May 2016 I wanted to create a post about Spring, when I conducted a search in ImageQuest I came across pictures of lakes, so I decided to look up the Great Lakes, which made me wonder if we had a book about Great Lakes. It led to a post linking to this book: *Great Lakes Water Waters* - <http://bit.ly/1N9aj0d>
- Ask your colleagues what's going on in their work area. Perhaps you can develop a post about Interlibrary Loans, for example.
- Check out what other libraries are posting.