**Role of social networks in library and information services in India: a case study of efficiency and effectiveness**

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[Library Hi Tech News](https://www.emerald.com/insight/publication/issn/0741-9058)

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**Abstract**

**Purpose**

This study aims to examine the effective and efficiency account of social networking (SN) tools and how it affects communication with others and anticipatory awareness.

**Design/methodology/approach**

For the purpose of the study, a set of questionnaires was prepared by the authors and furnished to information professionals.

**Findings**

The findings disclose that some SN tools are gaining popularity among Library and Information Science (LIS) professionals in India. The most active professionals are aged 26-35 years; the habits of using SN are different from traditional searches for research purposes. The professionals provide opinion that SN is very effective to deliver LIS.

**Research limitations**

The present study assesses the role of SN in LIS from information professionals of Indian science and technology institutions.

**Originality/value**

SN is growing rapidly as a medium of communication between individuals to share their experiences and information regarding interests, and also helps to build ongoing relationships. In the field of LIS services, it may help to develop technology literacy and proficiency.

**Keywords**

**   Citation**

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# The Role of Social Media in Libraries

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This chapter assesses the role of social media in libraries. Looking at some literature on the topic, the chapter conducts a survey on some articles that have been written on it and then draws conclusions based on the findings of those papers. The chapter also looks at the various facets of social media, as well as the benefits and challenges faced by social media in libraries. The conclusions drawn in this chapter are as a result of the survey of articles relevant to the topic. Various solutions to overcome the challenges faced by the use of social media in libraries are suggested.

According to the Oxford Dictionary, a library can be defined as a building or room where books, periodicals, and sometimes films and recorded music are kept for the purpose of being borrowed by the public or the members of an institution, for example, a university library. The Macmillan dictionary defines a library as a place where books, documents, CDs and the like are available for people to look at or borrow.

# The role of social networks in enhancing the library profession and promoting academic library services: A comparative study of the University of Jordan and Al-Balqaa’ Applied University

[Faten Hamad](https://journals.sagepub.com/doi/abs/10.1177/0961000616656043), [Dina Tbaishat](https://journals.sagepub.com/doi/abs/10.1177/0961000616656043), [Maha Al-Fadel](https://journals.sagepub.com/doi/abs/10.1177/0961000616656043)

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## Abstract

This paper investigates how academic librarians perceive the role of social networks in enhancing the professional skills of library staff, and how they can be used to promote library services. It is based on case study design in real organizational settings, which are two academic libraries in Jordan, namely the University of Jordan library and Al-Balqaa’ Applied University library. The authors used questionnaires to collect the required data in order to investigate the perceptions of library staff in relation to social networks and how they used social networks to promote library services. The results indicate high awareness and extensive use of social networks for professional development. However, it appears that social networks were not fully exploited to promote library services. It was noted that “job title” (staff position) was the only factor that affected the results, while other factors such as gender, experience, frequency of use and age had no effect on the results. It is concluded that academic libraries in Jordan should make better use of social networks to promote library services

# Use of social media by the library

Social media can be a powerful tool for communicating and facilitating relationships with existing and potential customers, and is becoming increasingly popular with the library community. Over 70% of libraries are using social media tools, whether it be for promotional purposes, collection management, outreach, or for enhancing teaching and learning. But very little research has been carried out to identify such practices, and how institutions and individuals go about their social media activities in a library setting, or measures of how successful it is.

Taylor & Francis set out to identify current practices related to libraries and social media, for other institutions to benchmark their own practices and gain inspiration for new approaches. This white paper covers what was examined and discovered from carrying out our methodology using three focus groups of UK, US, and India based librarians. The findings are broken down into the following categories:

#### Current social media practices

This research highlights the current variation in how social media is currently being used within the library community, including details of early experiments with social media, as well as reasons to use social media and the challenges and opportunities it poses.

An overview of our surveys is given, with detail on how social media can achieve library objectives, and what channels and strategies can be applied in meeting them.

#### Social media policies & management

As social media usage increases, librarians are introducing policies to assist in the management of timing, tone and content. Here, we look at how this is being done at the institutions within our key countries in the UK, US and India.

#### Effectiveness of social media

But how effective is social media from the point of view of a library user, when it comes to the librarians attempts to engage using this method? With little evidence carried out on the subject, Taylor & Francis sought to investigate the tr

acking of social media activity by libraries, and what users they are reaching out to.

#### Promoting library social media channels

In our focus groups and interviews we explored how libraries promoted their social media channels, investigating popular practices, as well as how librarians go about promoting their accounts to users.

#### The future for social media in the library

With social media becoming more integrated into the daily role of a librarian, in this section we hear about the views of our focus groups on the future of social media as a communication tool for libraries, as well as what they are doing to adjust to it at present.

# Libraries lean on Twitter, Facebook and Instagram to reel you in

From pithy tweets to Insta Novels on Instagram, libraries around the world are using social media to entertain and reach their audiences

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"We're trying to buck that stuffy image of a library," said Richert Schnorr, director of digital media at the New York Public Library. "It's about meeting users anywhere they are and showing them this lighter, digitally savvy side."

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"People get really excited to show off their cards," Perez said. Some people, she says, show them off as a way to say, "Hey, I'm new to town."

San Francisco Public Library San Francisco Public Library San Francisco Public Library

The SFPL also uses its Twitter account as a way to keep in touch with the community. During last fall's wildfires, the library tweeted to let San Franciscans know its main downtown branch would be open past its normal 8 p.m. closing time so that people had a place to be while the air quality was compromised.

SF Public Library Twitter feed

"No one was stepping up and for a city with a large population of homeless people, it was just our way of letting people know we cared," Perez said.

**Going beyond**

Social media also lets libraries serve people who don't live locally. NYPL patrons must be residents of one of New York's five boroughs to get a library card. But with Insta Novels, Schnorr and his team can reach people anywhere in the world.

"Playing in the world outside of New York City allows us to spread our mission to a global audience," Schnorr said. "And we get to do it in a fun and creative way. That's the money right there.

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[Eighty-one percent of Americans have social media accounts](https://www.statista.com/statistics/273476/percentage-of-us-population-with-a-social-network-profile/), and that number is expected to grow each year. Nearly all brands have a social presence, and libraries are no different. Libraries are using social platforms now more than ever before.

The [New York Public Library](https://twitter.com/nypl) has 2.2 million followers on Twitter, more followers than the celebrity Kathy Griffin. Social media is playing a significant role in helping libraries stay relevant in our ever-growing digital society.

TechSoup recently teamed up with [WebJunction](http://webjunction.org/) to find out the details on how libraries are using social media. We wanted to know how often libraries are using platforms and what some of their biggest challenges are. We surveyed 311 libraries throughout the country and found out some interesting things.

In our survey, we found that 55 percent of respondents serve fewer than 25,000 patrons, so nearly half of the respondents were smaller libraries, probably mostly in rural areas. We found that libraries are using social, and they are eager to grow their channels.

**More than half (55.7 percent) of libraries spend less than 5 hours per week on social media, and 28 percent spend only 6 to 10 hours a week.**

**Libraries use Facebook more than any other social platform. Twitter is the next most popular platform, and then Instagram.**

**Forty-four percent of libraries post daily on Facebook, and 25 percent also post daily on Twitter.**

**Libraries are using social media to share events and pictures, educate people about services, highlight their collections, and support other libraries.**

**Growing followers and finding staff support are some of libraries' biggest social media challenges.**

## Learn How to Grow Your Library's Social Media Channels with Our WebJunction Webinars

The three webinars in the Social Media and Libraries Webinar Series, hosted by [WebJunction](http://www.webjunction.org/) and [TechSoup for Libraries](http://www.techsoupforlibraries.org/) in collaboration, are available for viewing. They will help you build a social media strategy, including how to select platforms that work with different types of library content to create brand awareness, increase traffic, and meet community goals. This series highlights social media best practices to keep patrons and library staff engaged, develop measurable goals, and cultivate new readers and learners in your community.

[**Getting Started with Social Media for Your Library**](https://www.techsoup.org/community/events-webinars/getting-started-with-social-media-for-your-library-2017-10-24) shows you how libraries can effectively use social media tools, even with limited staff and time. Learn how to identify the appropriate social media platforms to market library services and events, and how to integrate best social media practices in your library's marketing plan. We'll help you build a foundation for your social media strategy and provide practical ideas and tactics for immediate use in your library.

[**Social Media Analytics: What to Measure and Why**](https://www.techsoup.org/community/events-webinars/social-media-analytics-what-to-measure-and-why-2017-11-30) teaches you the best methods to measure your library's social media outcomes. During this event, you will learn how to establish measurable goals, identify key performance indicators (KPIs), and evaluate your social media results

[**Going Deeper with Social Media**](https://www.techsoup.org/community/events-webinars/going-deeper-with-socail-media-2017-12-19) talks about how to take the next steps toward amplifying your library's social media program. We discuss best practices in growing your library's social media program and managing user engagement. You'll learn tips on assessing the members of your library's audience based on their preferred platforms, and ideas for converting your in-person library community into an online community.

**Social Media’s Role in Higher Education Libraries**

If you’re not already on social media, we hope we’ve made a case in our [recent blog post](http://blog.springshare.com/2017/07/26/the-importance-of-having-a-social-media-presence/) and [August SpringyNews newsletter](http://buzz.springshare.com/springynews/news-36/social-media) for you to consider hopping on the social media train.

But if not, perhaps this recent [Pew Research Report on Social Media](http://www.pewinternet.org/fact-sheet/social-media/) might change your mind. They found that 69% of Americans use social media today. And of that 69%, 86% are between the ages of 18-29.

Check out this [map by Pew Research](http://www.pewinternet.org/fact-sheet/social-media/):

Furthermore, roughly 3/4 of Facebook users and about half of Instagram users visit these sites at least once per day.

So, why is social media important for Higher Education Libraries? Well, that’s where your students, and prospective students, are.

**So, You’ve Drunk the Kool-aid…What’s Next?**

So, you’re on social media – good for you! Here are some ideas and suggestions for engaging with your social media demographic.

**The Importance of Being Authentic**

However you approach social media, imagine your posts as if you’re talking to an acquaintance. Not a close, personal friend, but someone with whom you can have a casual and informal conversation.

Social media users are accustomed, and therefore respond more strongly, to a more conversational style. Additionally, they’ll feel more connected to the Library through social interactions which feel more human and accessible than your highly-stylized library website.

**What Types of Content Should You Post?**

Like everyone in the social media universe, you probably struggle with the following social existential questions:

* What should I post today?
* Does this thing I want to post add value for our users?
* How do I post something that will go viral with our followers?

And while we can’t offer the answers to those specific questions, we do have some tips for writing successful posts.

**1. Highlight Your Community**

Nothing speaks to your social media users than talking to them about them (how meta!). Skim the newspapers, both on-campus and locally, and share posts that talk about current students, faculty, staff, or alumni.

Highlight student workers, and their contributions to the library. They’ll most likely retweet/share it, meaning their large group of followers will see it too.

Bottom-line, show your audience that your community is note-worthy and that you’re proud to share their accomplishments, which by extension, are your accomplishments as well. #PatYourselfOnTheBack

**2. Showcase Events…Even Ones Outside the Library**

It’s easy to get stuck in the mind-set that the library’s Social Media accounts are solely for the purpose of promoting library content. But, by promoting campus-wide events and content, you’re positioning your social media accounts as the go-to place for knowing what’s going on on-campus.

And, for events that occur at the library, consider creating a digital experience around a physical event…especially for people who can’t attend. Set up a Facebook, Twitter, or Instagram Live video stream of the event. Gather user-generated content and retweet them to show that you’re listening on social media. Once the event has passed, continue to showcase and advertise it. Post quotes, pictures, recap videos, and more.

**3. Show the Day-to-Day At the Library**

Is the library coffee cart running low on donuts? Post a picture inviting your users to grab the last one before they’re all gone!

Teaching a library instruction class today? Be sure to post a picture of the library classroom tagging the professor and mentioning the course name/number.

Take a quickie video of how to enter the library from a particularly confusing location or how to find Room 201 behind the strange corner next to the bathroom.

The point is that if your users can see the ‘day-to-day’ experience in the library, they’ll see how they can fit into it and how they belong there.

**4. What Can You Offer… That No One Else Can**

Librarians are often the worst at touting their own horns, but the work you all do to help and support your students, faculty, and staff is nothing short of *amazing*. So, take some time on social media to tell your users what you can offer them, that no other space or department on campus can. #BlowYourHorn

* **24Hour Library** – If you’re the only space on campus with 24hour access, be sure to let your users know…and remind them, often.
* **Citation Services** – Most freshman have no idea how to write up a works cited page. If you offer citation services, let them know. Also, don’t hesitate to tag specific classes or professors in your posts. Students may not know that they should seek out MLA citation help,  but if you tweet “Students of Prof. Smith’s ENG102 Comp. Class – come to the library for help with your paper.” they’ll know you’re talking about them.
* **Quiet/Safe Space** – Don’t underestimate the value of simply having a quiet and safe space on a loud, bustling campus. Take photos of your comfy chairs, cozy nooks, and stationed security guards so students know that this is a place to go to not only get some peace and quiet, but to feel safe as well.
* **Your Awesome Equipment** – If you’ve got 3D printers and a makerspace lab, you’re probably the only place on campus with that level of equipment. You’re like the Tony Stark on-campus, showcase it on social media too.

**How Can Springshare Help You on Social Media?**

We understand the importance of social media and to that end we’ve rolled out [Social Media Management inside of the LibAnswers platform](http://blog.springshare.com/2016/07/20/libanswers-social-media-management-is-here/). This completely \*free\* with your LibAnswers v2 Platform subscription tool empowers you to do what you do best on social media.

**LibAnswers Social Media Management Tool**

Connect your library’s Twitter, Facebook, and Pinterest pages and manage all three of them from one interface. Here’s what else you can do:

* **Engage in Social Listening** – Setup Twitter Hashtags to watch and keep your finger on the conversation pulse occurring in your community.
* **Schedule Posts** – One of the most important aspects of social media is consistent posting. To that end, schedule Twitter, Facebook, and Pinterest posts into the future so your social feed is always buzzing.
* **Use Facebook Messenger Live** – Integrate your Facebook page and you’ll be able to answer Facebook Messenger live chats right from the LibChat operator console. This is a great way to provide social customer service natively inside Facebook.
* **One View for All Stats** – Never shortchange your reference stats by being able to view all your social activity from one stats interface.

LibAnswers Social Media Management Tool

# Is There A Social Media Librarian In Your Library’s Future

Academic libraries are leveraging social networks to increase opportunities to connect with students and faculty. Facebook or Twitter are the primary social media tools used for this purpose, but others are exploring how geo-location sites may play into a social strategy. It’s not clear how academic libraries are tackling these new methods of marketing and promoting services and resources. Is oversight for social media accounts and activity assigned to a single librarian? Is the same staff member who oversees marketing and PR taking on social networking? Are all library workers empowered to contribute to the effort? We know little about how social media responsibilities are handled, but it’s unlikely that any academic library has yet to create a dedicated Social Media Librarian position – although whenever I say something like this in a post before the end of the day there’s a comment along the lines of “No you’re wrong – we have a Social Media Librarian here”. With Facebook reaching its 500 millionth member and Twitter members tweeting over 50 million times per day these behemoths can’t be ignored. Corporate America certainly isn’t ignoring them.

Two trends point to a growing interest in taking social network marketing quite seriously. First, many companies that market to consumers are rushing to [create positions for social media officers](http://www.businessweek.com/magazine/content/10_30/b4188064364442.htm) – and that’s at a time when no one is even quite sure what someone in this position even does or what qualifies someone for such a position. But who’s waiting to figure all that out? Not companies like Sears, Petco, Ford, Pepsi and many others. Second, [MBA programs are adding courses in social media](http://www.businessweek.com/bschools/content/jul2010/bs20100726_143420_page_2.htm) to provide students with the skills needed to get jobs as social media officers or at least help their future employers create social media strategies. According to the article these courses “focus on thinking broadly about social media, not just Facebook and Twitter. Topics include the underlying psychological and sociological foundations of social media and the metrics and measurement tools for gauging the effectiveness of social media campaigns. Students are required to participate in social media marketing projects for big brands.”

An important point made in these articles is that someone who is merely a user of or participant in social media is not the same as someone who truly understands how to use it in a business or marketing context. Just because you tweet all day and watch lots of YouTube video doesn’t mean that you know how to turn social media into proactive tools for getting consumers excited about your organization and what it offers. For businesses social media is all about influencing purchase decisions. How does that translate to an academic library environment? One way in which academic librarians might become better at using social media to influence library use decisions is to become more adept at using the tools to get user community members to do the work for us – by sharing the word about the library with their friends. That’s what happens when your user community members share your library video with their friends – but you have to know how to get that started. Another is to pay more attention to what is happening in the world of business to learn how companies are leveraging social media. Having said that, I always like to remind my colleagues that saying we should pay attention to what corporations are doing is not a statement that libraries are businesses and should be run like one. Some good ideas emerge from the world of business, and we should pay attention when they do.

Does librarianship, like the MBA programs, need to provide more opportunity for LIS students to gain these skills, and if so how should it happen? I still lean on the [side of not dedicating entire courses to social networking and media tools](http://acrlog.org/2008/04/01/what-is-the-value-in-an-lis-technology-course/). There are too few courses LIS students get to take, and they can learn about the mechanics of social networking tools on their own time. Perhaps what is needed is a course dedicated to library marketing and promotion. Marketing and promotion appear to be the primary reasons to use social media in the context of library operations. If that’s the case we should be educating LIS students how to leverage social networking and media tools to create more library awareness and to get the community to spread the word. That seems like a sensible way to introduce these increasingly important skills for the Social Media Librarian.

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I think this is a possible development but there is no need to provide a class in social media. Students can gain social media experience in a general technology class. Also, many of the social media networks are best learned by using them. I do agree that there needs to be courses on library marketing in general which could include social media.

Theresa, the School of Library, Archival and Information Studies (SLAIS) at the University of British Columbia (UBC) disagrees with your opinion that such a course is unnecessary. SLAIS has been running LIBR 559M – Social Media for Information Professionals – since Fall 2009. There is a section running currently – see the course wiki at <http://bit.ly/53O9O7>.

Here at Okanagan College Library, we recently hired a 2010 SLAIS grad as our Web Services Librarian. Investigation and implementation of social media are among her duties (in fact, it’s such an important component of the job that we had candidates present on the topic of social media as part of their interview) and the fact that she had taken LIBR 559M at UBC was a factor in her being interviewed and in getting the job.

I have taken on the social media role at the Harvard Medical School library in addition to my other responsibilities. While I am not the only one who has permission to post on Facebook, people funnel their information through me so that there can be organization in our posts. We don’t want to overwhelm our users with too many posts/day! I think “social media librarian” is too narrow of a position. I’ve seen libraries, such as the Harvard Law School Library, start to create Outreach and Marketing positions. While it is important to learn to use the tools online there is nothing that compares to getting face time with faculty, staff and students.

I work for the Association of Jewish Libraries as a social media consultant and I could not agree with you more. We’re all just out there trying to figure it out as we go. Thanks for your thoughts!

As a librarian and business owner who uses social media for business and who teaches people how to use it, I have began offering library mini-classes for an hour to our students on how to use social media and have found them to be quite popular. In the future we will do this even more.

I have to disagree that marketing and promotion may be the primary reason for an academic library to engage in social media, or that LIS students can learn it in their own time. There are several important concepts to consider in the participatory culture of social media that extend far beyond marketing. The potential for community engagement, for developing an active learning community through the use of social media is one good reason. Understanding the dynamics of social capital with respect to creating community is another. These are things that need to be analyzed through research and reflection, not just use. And the potential for folksonomies to add a whole user dimension to the cataloging metadata of a library is another powerful incentive to take social media seriously as a part of an LIS degree.

# Creating social media committees to increase your library's social presence

*This is the first of a three-part series on social media activities for academic libraries. The other articles in the series are* [*"Instagram: the new way to connect with students"*](https://libraryconnect.elsevier.com/articles/instagram-new-way-connect-students) *and "*[*Using Twitter to connect with faculty*](https://libraryconnect.elsevier.com/articles/using-twitter-connect-faculty)*."*

It’s summer, a time of year for academic librarians to reflect, assess and revamp. For me, it’s a time to reflect on social media, which has become an essential way that our academic library connects with students. In the past couple of years, I have experienced both successes and failures managing our social media channels. But the secret to our successes, big and small, has been our social media committee (SMC).

At our institution—a technical college serving 27,897 students across five distinct geographic locations—our social media strength is entirely driven by the SMC. It has taken several years to conceptualize and create efficient administration for this group, but the reasons for its existence has always been clear. The library’s social media voice is that of its staff. It must represent employees at various levels and from different locations. Communication with patrons should encompass a sense of camaraderie, individuality and creativity.

This team’s work allowed us to run a successful “gain likes” contest on Facebook that resulted in more than 800 student likes over five months. Over time, the longstanding members of the team have developed essential skills in programs like the graphic design tool [Canva](https://www.canva.com) and an understanding of how to promote the library’s voice and brand. Members often contribute to creative efforts outside of social media, such as email promotions and internal newsletters

Here are some tips for creating an effective SMC. They can be applied to many types of organizations that are looking to up their social media game.

**1. Harness and share your library’s voice**

Although all SMCs will have technical functions, their main focus is developing and sharing an organization’s voice. Ensure membership represents your library’s workforce. Our committee consists of six members, including four from technical service departments (reference, interlibrary loans, marketing and branch management) and the marketing and user experience librarians. There is at least one member from each campus library location. The library’s voice is defined in our social media guidelines:

Most team members joined voluntarily. That said, throughout the lifetime of the SMC, some members have been “volun-told” to join in an effort to fill locational gaps. If you need to recruit employees into membership, try to give them less intimidating roles that don’t include administrative duties. Include them in conversations and use their ideas. Over time they may want to start creating content and administering platforms, but don’t force it.

**2. The user or target audience informs all things**

Not all platforms are worth your time. Don’t try to be all things to all people or to have a presence on every social media platform. Assess your audience, in formal or informal ways, and choose your platforms accordingly.

I often use an informal assessment strategy. When I have face-to-face interaction with students, I simply ask them what platforms they prefer. This usually occurs when I am facilitating library orientations at the beginning of fall and winter terms. My method is simple: I ask them, “By show of hands, who uses Facebook? Instagram?” Over time I’ve seen fewer hands for the former and more for the latter, and lately I’ve received many an odd glance that I would even suggest a student does not use Instagram daily.

The SMC also takes advantage of more formal feedback channels, by submitting questions to our Library Advisory Council and to the library’s biannual institutional survey.

What have we learned? Since 2013, when we started collecting feedback, our students have been and remain heavy Facebook users, and Instagram is edging in swiftly. Therefore, these are our platforms of focus for reaching out to students.

**3. Meet regularly**

This is essential. Regular meetings ensure a forum for discussion, brainstorming and (oftentimes) grievances. We meet monthly via videoconference to prepare for the following month. When we meet in January, posts for that month have already been planned and scheduled, so we are discussing February’s content and post assignments. Here is our standing agenda:

* Successes and loose ends from the previous month
* Post ideas for the following month
* Post assignments
* Additional miscellaneous items

We also meet once each spring to discuss successes and failures from the past year and our plans for moving forward.

**4. Be flexible**

Have conversations and listen to your members. Allow them to try new things. The key strength of the committee is that it harnesses the creativity of each member, so if a team member has an idea for a new post, let them try it, as long it doesn’t contradict your library’s mission. Don’t micromanage. Nothing kills creativity like rigidity.

**5. Use analytics**

We use Hootsuite to pre-schedule posts, work collaboratively and pull analytics reports.

It’s crucial to pull analytics from all platforms to assess the previous year’s performance. Discuss what worked and what didn’t. Make sure the team is included in decisions.

**Final thoughts**

Social media is not a one-person job.  There was a time when I attempted to run our library’s social media alone. I found it stressful and couldn’t make an impact. The reason we have experienced our various successes (for instance, a gain of more than 1,000 student likes on Facebook since 2016) is largely because of this team.

**Additional Information:**

Social Media Committees

* Verishagen & Nann: *Social Media Committees: Sharing Your Library’s Voice*

Assessing your patrons

* Sich & Polger, 2019, *How to Assess Student Social Media Preferences: A Comparison at Two Academic Institutions.*

Social Scheduling Software

* Paul & Holt – *Using Scheduling Apps to Streamline a Social Media Workflow).*

Platform selection

* Swan - *The Right Social Media Platform for Your Library).*

Facebook Gain Likes Contest

* Verishagen & Liang: *Buying Likes: How Our Library Jumped from 200 to 1000 (student) Likes in 8 Months*

Library Connect is pleased to offer our readers an exclusive look at one of the chapters from the author's edited book, [*Social Media: The Academic Library Perspective*](https://www.sciencedirect.com/book/9780081024096/social-media). Use the link below to download a complimentary PDF of Chapter 2, Social Media Committees: Sharing the Library’s Voice. This chapter gives a more in-depth look at social media committees and provides examples from two universities on what it took to develop, operate, and sustain these committees.

*Social Media: The Academic Library Perspective* provides a step-by-step guide on social media as written by somebody who has already done the work. Made up of case studies written by authors at various institutions who provide different perspectives on their institution’s use of social media, the book highlights successes and failures, while also focusing on tips for social media management in the academic library that anybody in the community can interpret and adapt. Social media platforms are dealt with systematically, making this an essential guide for librarians who want to use social media to the benefit of their library.

**Key Features**

* Includes a step-by-step guide on the use of social media for academic libraries
* Presents practical experience leveraged in the form of case studies
* Provides quick, concise, and systematic recommendations for the use of social media
* Written by academic librarians for academic librarian