GETTING SOCIAL
in a small academic library

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WHY?

• What are your overall objectives and goals?
• How will you measure them?
• What indicators will you use to determine when something’s not working and who makes that call?

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MEASURING & ASSESSING

• Facebook Insights and Impressions
• Twitter Counter (twittercounter.com)
• PostRank Analytics (https://analytics.postrank.com/)
• Social Mention (socialmention.com)
• Google Analytics (google.com/analytics/)
Hi Elizabeth,

Here is this week’s summary for your Facebook Page:

Montana Tech Library

38 monthly active users 3 since last week
47 people like this 1 since last week
0 wall posts or comments this week 0 since last week
18 visits this week 6 since last week

• Send an update to people who like this
• Visit your Insights Page
• Promote with Facebook Ads

Learn more about how to update via mobile

Thanks,
The Facebook Team

The message was sent to eramsey@mttech.edu. If you don’t want to receive these emails from Facebook in the future or have your email address used for friend suggestions, you can unsubscribe. Facebook, Inc. P.O. Box 10605, Palo Alto, CA 94303
I see way too many wide open Facebook accounts out there, meaning ANYBODY can look at your bio, friends, photos, whatnot; here are some good tips for locking it down.

http://lifehacker.com/5813990/the-always-up-to-date-guide-to-managing-your-facebook-privacy

The Always Up-to-Date Guide to Managing Your Facebook Privacy

lifehacker.com Keeping your Facebook info private is getting harder and harder all the time—mostly because Facebook keeps trying to make it public. To help you out, we've created a comprehensive guide to keeping your Facebook locked down and in your control, and we're going to keep it updated whenever...
We are excited to announce that PostRank has been acquired by Google!

Identify your influencers
Grow your audience

Social engagement analytics from over 20 of the top social networks. Discover your influencers, grow your audience and much more!

DISCOVER YOUR INFLUENCERS

Online conversations don’t wait. To engage your audience you need to be responsive now. Activity streams show who, when and where your audience is engaging in real-time.

MEASURE YOUR PERFORMANCE

Track your off-site engagement, along with on-site metrics integration such as Google Analytics all in one dashboard. Track and understand the full view of your content.

BENCHMARK YOUR COMPETITION


TRACK ANY KIND OF ONLINE CONTENT


WHO USES POSTRANK ANALYTICS?

PostRank Analytics is a perfect tool for all publishers interested in growing their online audience. Find out who, where and how people are engaging with your content.

JOIN THE RANKS

“PR Analytics provides the missing link between social media engagement and web analytics.”

THE BENEFITS OF POSTRANK ANALYTICS?

Using PostRank Analytics you can discover your influencers, identify which social networks give you the most traction and benchmark yourself against the competition. Since 80% of the attention your content receives starts in a social network, analyzing your social reach just makes
Real-time social media search and analysis:

Search:

or select social media sources

Trends: Airline Baby Ban, randy moss, Vitamin D Study, db cooper, Blood Sugar, d.b. cooper, JFK Turtles

Social Media Alerts
Like Google Alerts but for social media.

Receive free daily email alerts of your brand, company, CEO, marketing campaign, or on a developing news story, a competitor, or the latest on a celebrity.

Create an alert

Realtime Buzz Widget

Display realtime buzz on your site or blog.

Get the widget

About - Alerts - API - Trends - Tools - Install Search Plugin - Follow us - FAQ - Advertise

social mention is a real-time search platform
Mentions about "Montana Tech Library" -movie -mom

Sort By: Date ▼ Results: Anytime ▼ Results 1 - 10 of 16 mentions.

1. **Folk, Ballad Singer Wraps Up Irish Traditional Music Series - UM**

   He will take the stage from 7:30 to 9 p.m. Thursday, April 21, at the Montana Tech Library Auditorium in Butte. His Missoula performance will take place from 7:30 to 10.

   news.umt.edu/2011/04/041911rsh.aspx

   3 months ago - on google_blog

2. **LIBRARY MYTH BUSTER**

   ... your needs as a student and developing professional. We rely on your input to be sure we know what those needs are, so feel free to stop by, e-mail or stay in touch.

   montanatechnocrat.blogspot.com/2011/04/library-myth-buster.html

   4 months ago - by The Technocrat on google_blog

3. **Newmont presents check to Montana Tech**

   Newmont’s Robbie Redekopp presents two checks to the Montana Tech foundation for the scoreboard, several engineering programs and the library.

   ...youtube.com

   www.google.com/url?q=www.youtube.com/watch?v=RgtQ_twq4E&source=video&v=c=AFQjCNE5-zuMCZtrgTjy1jMczaQJhBHg

   5 months ago - on google_video

4. **The President's Update 2/8/11**

   University of Montana President Royce Engstrom visits with VA Coordinator Justin Rapp about how the University works to assist its veteran...youtube.com

   www.google.com/url?q=www.youtube.com/watch?v=K7Aj50Oj119iJw1iNi2B95F& original=AFQjCt6Hl1p90j1vA3yt5AtJzG8Ng9F

   6 months ago - on google_video

5. **Troopers Stop Sex-Assault Suspect [AUDIO] - K2 Radio**

   "This individual was wanted by the Butte, Montana, Police Department for an assault on a female that took place at the Montana Tech library that occurred on Tuesday..." k2radio.com/troopers-stop-sex-assault-suspect-audio/

   6 months ago - by Daniel Sandoval on google_blog

6. **Suspect Arrested In Attack On Montana Tech Student | Flathead Beacon**

   Butte police identified Curry as a person of interest after a 19-year-old woman
WHAT?

• What content are you going to create or curate to gain interest?
• Where will that content come from?
• What schedule will you use?
• Who will be responsible for content creation?

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DEVELOPING CONTENT

• “Steal” content and ideas
• Create content without creating content
• Borrow some name recognition
• Get inspired
• Use students to manage social streams
RELATING TO YOUR AUDIENCE

• Pull out a statistic or text bite to draw attention
• Use an informal voice
• Ask what’s on your users’ minds
• Use social media to get feedback as well as broadcast
• Don’t treat social media as a one-person job
WHO?

• Who is going to be your target audience?
• What networks are they on?
• How will you build the network?

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FINDING YOUR AUDIENCE

• The Big Three
• Blogs
• Flickr
• Social bookmarking
• Google+
PROMOTING YOUR SOCIAL NETWORKS

- E-mail
- Signs
- Orientation
- Library Instruction
- Contests
- ???

Image: Some rights reserved by tiffa 130
RESOURCES


Brian Mathews, The Ubiquitous Librarian blog, http://theubiquitouslibrarian.typepad.com/the_ubiquitous_librarian/2011/05/using-students-to-manage-the-social-streams-or-how-to-use-social-media-to-engage-students-or-what-we.html