University of North Florida

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Tweet With Them, Not at Them: Social Media Listening as a Form of Student Engagement

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INTRODUCTION

Social media and networking tools such as Twitter, Facebook, and Instagram are often used by groups to communicate information to their constituents.

For the past two years, the Thomas G. Carpenter Library has used its social media accounts not only to communicate, but also to listen. By monitoring keywords and hashtags, the Library has kept tabs on what has been said about our services, resources, spaces, staff, and more. The act of listening has also allowed us to begin fun and engaging conversations with our students and members of the university community.

BY THE NUMBERS

The Library's follower counts on Twitter have almost doubled in the last year. Due to social listening practices, our number of interactions and quality of engagements have also increased.

SOCIAL LISTENING: WHY AND HOW

Why talk, when you can listen? Social listening allows the Library to tap into our main target audience: UNF students. By listening to what our users are saying on social media, we can answer the following questions without the use of surveys or other traditional methods of assessment:

- What do they think about us?
- What are they saying to their peers about us?
- What do they want from us?
- If they could change anything, what would it be?

Social media management tools like TweetDeck, Hootsuite, and Iconosquare allow you to monitor numerous accounts, timelines, keywords, hashtags, and more. Twitter and Instagram are the easiest to search and follow, because most accounts are public and hashtags are a must.

UNF Hashtags to follow:
- #universityofnorthflorida
- #SWOOPLife
- #loveUNF
- #UNFOspreys

HOW WE LISTEN

HOW WE RESPOND