

San Jose State University

From the Selected Works of Ngoc-Yen Tran

April, 2012

What?! You're still managing your library's Facebook page yourself?

Ngoc-Yen Tran, *University of Oregon*



Available at: <https://works.bepress.com/yen-tran/11/>

What?! You're still spending time managing your library's Facebook page yourself?

Ngoc-Yen Tran

Undergraduate Services Librarian, University of Oregon
Manager of Collection Development, California Lutheran University



Pearson Library (CLU)

123 likes · 6 talking about this · 193 were

University

The Pearson Library (<http://www.callutheran.edu/library>) delivers and support high quality research tools for the CLU community. Come in and see us :)



123

Lack of time

Pearson Library (CLU)

Keeping an FB page updated is a lot of work. It takes a lot of time to put up a post because there may be:

- Photos that need to be taken
- Blog entries that need written
- Finding relevant bits of information to post

Like · Comment · Share

Pearson Library (CLU)

Student worker hired: Clinton

- An undergrad familiar with campus and students
- Experienced with using FB and other social media
- Photo and video editing

Like · Comment · Share

Pearson Library (CLU)



Like · Comment · Share

We did not know what to post

Pearson Library (CLU)

Specify the scope and purpose of the Facebook page



Like · Comment · Share

Pearson Library (CLU)

Read up on the literature to see what worked for others

Like · Comment · Share

Pearson Library (CLU)

Get feedback from student worker about what would be interesting

Like · Comment · Share

Pearson Library (CLU)

Explore popular pages to see what types of posts are getting a lot of likes and comments



Like · Comment · Share

We did not have many "likes"

Pearson Library (CLU)

We only had 15 likes ☹️

Like · Comment · Share

Pearson Library (CLU)

QR code signs around the library



Like · Comment · Share

Pearson Library (CLU)

We liked other campus pages

Likes

See All

CAL LU Magazine
3 friends also like this.

California Lutheran University
6 friends also like this.

Like · Comment · Share

Pearson Library (CLU)

Connect with Pearson Library:

<http://blogs.callutheran.edu/libnews/>

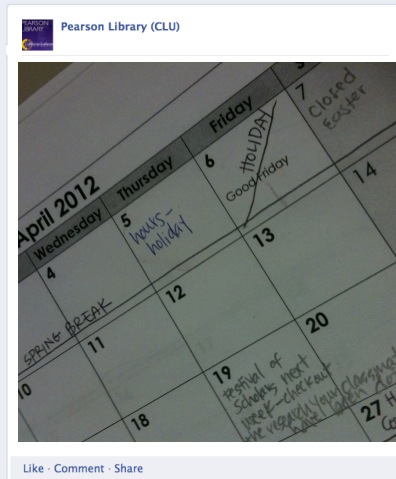
<http://twitter.com/pearsonlibrary>

<https://www.facebook.com/pearsonlibrary>

Email signature marketing

Like · Comment · Share

We did not know how often to post



Pearson Library (CLU)


We kept track of posts and made sure that we posted by printing out a calendar and:

- Putting information from the academic calendar on there (mid-term, spring break, finals, graduation, etc.)
- Wrote down when our hours changed (break, finals week, holidays)
- Made note of holidays when the library is closed or that the University celebrates
- Added events related to research or scholarship happening on campus

Like · Comment · Share


What posts did we find worked well?


General announcements


Pearson Library (CLU)
 December 2, 2011


Have a group project? Need a study room? Like to plan ahead? You can book study rooms in advance by filling out the room reservation request form available at the circulation desk or by calling 805-493-3937 during working hours. To make sure everyone has a chance to use the study rooms all reservations are limited to two hours per day, per group and/or per person. Like to plan way, way ahead? We are currently taking reservations as far in advance as May 11, 2012!

Like · Comment · Share


 Kim Lopez likes this.


 Alex McBride You can?!
 December 2, 2011 at 5:40pm · Like

Write a comment...


Pearson Library (CLU)
 January 17


We are currently experiencing a problem with our double-sided printer. If you are printing from the library's computer lab, it might take a few minutes for the job to print. We have addressed the problem and it should be fixed soon.


Like · Comment · Share


Pearson Library (CLU)
 February 7

Because of the graduate program the library will be on the final exam schedule this week. The library will be open on Monday-Friday 8:15am-12:45pm & Saturday/Sunday 10:15am-12:45pm.


Like · Comment · Share


 1


Pearson Library (CLU)
 January 1

The Pearson Library staff would like to wish all our patrons a happy new year. Best wishes for 2012!

Like · Comment · Share

 1


Pearson Library (CLU)
 February 17

The library is closed this Monday (2/20) in honor of President's Day. Enjoy the day!

Like · Comment · Share

Put up current events to know


Pearson Library (CLU) shared a link
 February 29

Only a few more hours to protect your previous browsing history.



How to delete your Google Browsing History before new policy
www.digitaljournal.com

With just a week to go before Google changes to its new privacy policy that allows it to gather, store and use personal information,

Like · Comment · Share

 2 people like this.

Write a comment...


Pearson Library (CLU) shared a link.
 October 6, 2010

Using links that end with ".ly" - such as bit.ly or ow.ly? If so, you might want to consider changing them! Here's why:
<http://tinyurl.com/2fkdsce>



Libya takes hard line on domains
tinyurl.com

An adult-friendly url shortener has been seized by the Libyan domain register, threatening other Libyan-based web addresses.

Like · Comment · Share

Post pictures

Pearson Library (CLU) added 14 photos to the album Library Displays.
February 10



Like · Comment · Share



Pearson Library (CLU)
March 1

Meet The Author: Nina Revoyr (11 photos)
February 27, 2012 — at Cal Lutheran University.



Like · Comment · Share

2 people like this.

Write a comment...

Share and like other page's posts

Likes
October 2011



CLU Music Department
CLU Music

Pearson Library (CLU) shared CLU Graduate School of Education's status.
October 26, 2011

Congratulations to Professor Diana Stephens! She and a co-author published the book *Culturally Proficient Collaborations: Use and Misuse of School Counselors* (Corwin Press, July 2011).

Like · Comment · Share



Pearson Library (CLU) shared California Lutheran University's photo.
March 7

Need help with your own research projects? The library staff and resources can help.

Kirsten Larson (2013, Biology), Jacklyn Whitehead (2013, Bioengineering), & Dr. Michael Shaw (Physics) arriving at the Materials Challenges in Alternative Renewable Energy (MCARE) International Symposium.



Like · Comment · Share

Ask for the interaction


Pearson Library (CLU)
 August 26, 2011

Did you see us tabling at the international student seminar? Click "like" if you did.



Unlike · Comment · Share

2


Pearson Library (CLU)
 February 16

DID YOU KNOW???
 That the library used to be located where the Centrum is today?
 From 1962 until 1984, in 1985 the Pearson Library and Preus-Brandt Forum were completed and has been the home of the library ever since.

Like · Comment · Share

2 people like this.


Allison Coltin Was it the same building?
 February 23 at 1:01pm · Like

Write a comment...



Pearson Library (CLU)
 November 8, 2011

TRIVIA QUESTION OF THE WEEK!
 How many hard copy books does Pearson Library own?
 The person with the closest guess will win a PRIZE from the library!
 Winner will be announced on Friday 11/11/11 Good Luck!


Like · Comment · Share

5

Make the posts fun & interesting!



Pearson Library (CLU)
 October 31, 2011

Happy Halloween from Pearson Library — with Eli F. Petersen and 5 others.




Unlike · Comment · Share


You and 4 others like this.


Jennifer Faue Petersen She looks so mean and grumpy, not like the real nice librarians at Pearson Library!
 October 31, 2011 at 2:59pm · Unlike · 1

Write a comment...


Pearson Library (CLU)
 November 4, 2011

Did you forget a water bottle in the library? Claim your lost and found item at the circulation desk.



Like · Comment · Share

Whatever you do:
Make the posts relevant!

About

