San Jose State University

From the SelectedWorks of Ngoc-Yen Tran

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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 :)

Lack of time

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

Student worker hired: Clinton
• An undergrad familiar with campus and students
• Experienced with using FB and other social media
• Photo and video editing
We did not know what to post

- Specify the scope and purpose of the Facebook page
- Get feedback from student worker about what would be interesting
- Read up on the literature to see what worked for others
- Explore popular pages to see what types of posts are getting a lot of likes and comments

We did not have many “likes”

- We only had 15 likes 😞
- We liked other campus pages
- QR code signs around the library

Email signature marketing
We did not know how often to post

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

What posts did we find worked well?
General announcements

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!

Put up current events to know

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

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

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

Share and like other page’s posts
Ask for the interaction

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

Make the posts fun & interesting!

Happy Halloween from Pearson Library — with Elif, Pearson and 5 others.

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.

TRIVIA QUESTION OF THE WEEK
Were many hard copies, books does Pearson Library ever?
This person with the correct guess will win a PRIZE from the library!
Winner will be announced on Friday 11/11/11. Good luck!
Whatever you do: Make the posts relevant!