### General Social Media Stats

- **Social Media Platforms Used in Academic Libraries**
  - Facebook
  - Instagram
  - Twitter

- **Marketing Acronyms**
  - ROI (Return on investment)
  - KPI (Key Performance Indicator)
  - CPA (Cost per acquisition)
  - CTA (Call to Action)

- **Tone**
  - Professional
  - Informal
  - Fun
  - Playful

- **Social Media Glossary Terms**
  - Share
  - Retweet
  - Favorite
  - Engage

### Some Terms to Know

- **Vocabulary**
- **Definitions**
  - Hashtag: A label for discoverable posts
  - Retweet: A type of performance measurement
  - Favorite: A performance measure used to evaluate the efficiency
  - Share: A type of performance measurement

### Different Metrics (KPIs) to Track

- **Activity/Posting**
  - Post reach: The number of people who have seen your post
  - Reach: The percentage of people who have seen your post
  - Impression: The total number of times your post has been viewed

- **Audience**
  - Follower count: The total number of people who are following your account

- **Engagement**
  - Retweet: A type of performance measurement
  - Like: A performance measure used to evaluate the efficiency

- **ROI**
  - Return on investment: A type of performance measurement

### Why Tracking on Social Media is Essential During These Disruptive Times

- **Are you speaking your customers' language?**
  - All academic Libraries must have a marketing/communication plan for promoting different resources and services to various populations. Students themselves comprise one of the larger populations that we want to reach. While one of the main avenues for reaching students is through library instruction classes, we realized we needed to use multichannel marketing to meet the students "where they are." One very cost-effective and organic way to do this is through the social media channels where current students spend so much of their time.

- While many academic Libraries are creating social media accounts and posting on different platforms (see: Social Media Directory of Academic Libraries, https://sites.google.com/wpun.edu/nj-social-media-directory/), not all are formally tracking what they're posting. We already track other e-resource usage on an annual basis, so we simply added social media tracking to this process. Doing so has helped us evaluate our online presence and continually adapt our strategy based on performance.

### Larger Goals

- **Build the library's brand!**
- **Demonstrate the Library's value to our institution**
- **Align with University goals and priorities**
- **Engage more with the larger Academic Library community and greater education landscape**

### Smaller Goals

- **Increase program attendance and participation**
- **Increase library foot traffic**
- **Showcase that the library is staying current with technology**
- **Communicate our value to our students, faculty, and the greater community**
- **Engage with other University group's social media accounts to create "Partnership Potential"**

### There's No "I" in Library!

Creating social media posts can be a time-intensive process. The more staff members you have creating and managing the library's social media presence, the more diverse your brand will be, and the more students you will reach with your posts.

To help manage and organize your social media posts across multiple staff members, you can share a Social Media Calendar. Here you can record both planned and ad hoc posts, noting the use of items such as hashtags, holidays, author's birthdays, and library events.

### Contact

Linda Salvesen is currently the E-Resources/Serials Management Librarian at Caldwell University. Prior to Caldwell, she worked at an advertising agency, where she picked up various skills related to marketing. She can be reached at lsalvesen@caldwell.edu.

---

**Caldwell University Accounts**

- **Facebook**
  - Dec. 2013
  - Oct. 2014

- **Pinterest**
  - Dec. 2014
  - Aug. 2015

- **Twitter**
  - Feb. 2017

- **Instagram**
  - Feb. 2017

---

**Number of Interactions per Post Created (3 platforms)**

<table>
<thead>
<tr>
<th>Interaction Type</th>
<th>Songs/Posts/Tweets (total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live</td>
<td>1000</td>
</tr>
<tr>
<td>Twitter</td>
<td>500</td>
</tr>
<tr>
<td>Facebook</td>
<td>200</td>
</tr>
</tbody>
</table>

---

**Don’t Just Post**

OK bear with me...

Creating social media posts can be a time-intensive process. The more staff members you have creating and managing the library’s social media presence, the more diverse your brand will be, and the more students you will reach with your posts.

To help manage and organize your social media posts across multiple staff members, you can share a Social Media Calendar. Here you can record both planned and ad hoc posts, noting the use of items such as hashtags, holidays, author’s birthdays, and library events.

---

**CONTACT**

Linda Salvesen is currently the E-Resources/Serials Management Librarian at Caldwell University. Prior to Caldwell, she worked at an advertising agency, where she picked up various skills related to marketing. She can be reached at lsalvesen@caldwell.edu.

---

**Why Tracking on Social Media is Essential During These Disruptive Times**

Are you speaking your customers’ language?

All academic Libraries must have a marketing/communication plan for promoting different resources and services to various populations. Students themselves comprise one of the larger populations that we want to reach. While one of the main avenues for reaching students is through library instruction classes, we realized we needed to use multichannel marketing to meet the students “where they are.” One very cost-effective and organic way to do this is through the social media channels where current students spend so much of their time.

While many academic Libraries are creating social media accounts and posting on different platforms (see: Social Media Directory of Academic Libraries, https://sites.google.com/wpun.edu/nj-social-media-directory/), not all are formally tracking what they’re posting. We already track other e-resource usage on an annual basis, so we simply added social media tracking to this process. Doing so has helped us evaluate our online presence and continually adapt our strategy based on performance.

---

**Some Terms to Know**

- **Vocabulary & definitions collected from Merriam-Webster, https://www.merriam-webster.com, and hubspot.com**

### General Social Media Stats

- **Social Media Platforms Used in Academic Libraries**
  - Facebook
  - Instagram
  - Twitter

- **Marketing Acronyms**
  - ROI (Return on investment)
  - KPI (Key Performance Indicator)
  - CPA (Cost per acquisition)
  - CTA (Call to Action)

- **Tone**
  - Professional
  - Informal
  - Fun
  - Playful

- **Social Media Glossary Terms**
  - Share
  - Retweet
  - Favorite
  - Engage

### Larger Goals

- **Build the library’s brand!**
- **Demonstrate the Library’s value to our institution**
- **Align with University goals and priorities**
- **Engage more with the larger Academic Library community and greater education landscape**

### Smaller Goals

- **Increase program attendance and participation**
- **Increase library foot traffic**
- **Showcase that the library is staying current with technology**
- **Communicate our value to our students, faculty, and the greater community**
- **Engage with other University group’s social media accounts to create “Partnership Potential”**

### Don’t Just Post!

Creating social media posts can be a time-intensive process. The more staff members you have creating and managing the library’s social media presence, the more diverse your brand will be, and the more students you will reach with your posts.

To help manage and organize your social media posts across multiple staff members, you can share a Social Media Calendar. Here you can record both planned and ad hoc posts, noting the use of items such as hashtags, holidays, author’s birthdays, and library events.

---

**CONTACT**

Linda Salvesen is currently the E-Resources/Serials Management Librarian at Caldwell University. Prior to Caldwell, she worked at an advertising agency, where she picked up various skills related to marketing. She can be reached at lsalvesen@caldwell.edu.