A Guide to Social Media

Libraries and Archives in Wales

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              December 2013

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Acknowledgements:

5 YEARS OF SOCIAL MEDIA

In the last 5 years social media has grown to unfathomable heights. From dorm room inventions to a multi billion dollar industry, social media has changed the way people drive political, social and economic change.

5 years ago, HootSuite was born. Thank you to the over 8 million people worldwide who have been a part of our incredible journey so far, we look forward to the history we'll make in the next 5 years.

#thanksfor5

NUMBER OF ACTIVE SOCIAL MEDIA USERS

1,730,000,000

active users worldwide.

1/4 of the World's population uses social media

NUMBER OF ACTIVE USERS PER SOCIAL NETWORK

2008
- 130M
- 115M
- 30M
- 1M

2013
- 1.2B
- 300M
- 260M
- 225M
- 150M
- 70M
- 36M
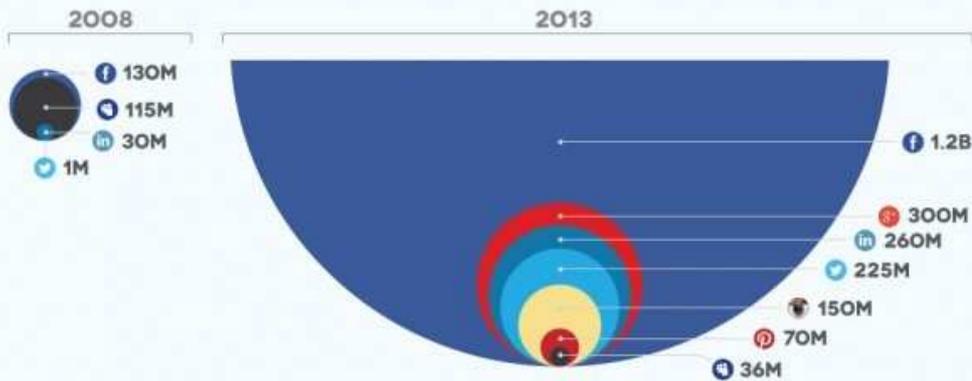
SOCIAL NETWORK VALUATIONS

$150,600,000,000

Total value of top networks

| FACEBOOK $100B | LINKEDIN $26.6B | TWITTER $24B |

IPO

$100B
$75B
$50B
$25B
$1B

2008 | 2009 | 2010 | 2011 | 2012 | 2013

3
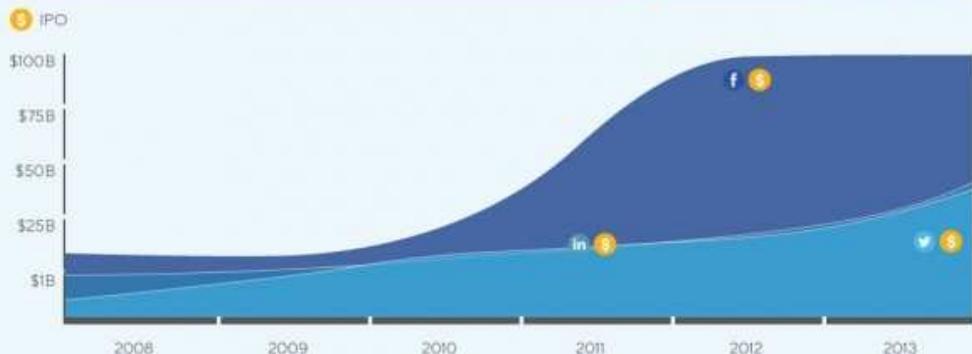
Introduction

After some initial consultation sessions with Hball Limited, the team have added to the findings of the initial consultation exercise by including examples of best practice and local information based on the continuing growth of social media as a marketing tool in this sector in Wales.

As can be seen from the above infographic the growth in social media over the last five years has been phenomenal and is set to continue to be an important tool for marketing and communication in all sectors. This is where the majority of our customers are now to be found in some format - whether via their mobile device or smartphone.

This document outlines the social media strategies being used by the Welsh Libraries and Archives marketing team, but many of these elements are transferable and can be used by staff at a local level to build and enhance their social media presence.

The ways in which Welsh Libraries and Archives will be communicating via social channels, the benefits of doing this and how to measure and evaluate the outcomes are included here.

One of the best ways to show the impact that social media is having is to measure the success against pre-set goals and SMART objectives. Welsh Libraries and Archives' goals include the following:

SMART Objectives 2014 – 2015

- Increase website traffic by at least 10%
- Increase e-newsletter sign ups by 100 names
- Increase Facebook followers by 50%
- Increase total social media reach by 10%
- Increase overall views on YouTube channels by 5%
- Increase comments/mentions on social media pages by 10%

Other goals 2014 - 2015

- Deeper engagement with customers through direct communication - measured in conversations/direct messages via Facebook/Twitter, etc
- Engage with potential library users and encourage library usage - measured at local level by library staff
- Influence the Influencers and spread the message as wide as possible
- Raise awareness of the different services that the library provides and promoting through targeted campaigns

Content and Management

A core part of any social media strategy is the production and management of content. A good way of identifying content is to focus on a calendar and identify content around 'events'. Examples of this include National Libraries Day and #AskArchivistsDay

Content can include:
- Videos
- Photos
- Audio recordings of talks/speeches
- Written posts
- News stories from welshlibraries.org
- Archives and Libraries general news stories from the UK and abroad, taken from different websites

Keeping track of where you find content and how often you post content is important. By using a table (see example below) you will be able to easily monitor the content you publish and produce and evaluate your most used sources. This content repository can then be used in future years to re-post information that may become relevant again.

Platform	Day	Date	Day Part	Content Category	Link/Source	Notes
Twitter	*Monday*	*29/09/2013*	*Am*	*e-books*	*Key word is FREE link to the e-books page on welshlibraries.org*	*Add photographs from stock images of e-readers*

Content must be posted regularly otherwise the social media pages will be invisible on the platforms and search engines. Content management software like Hootsuite (www.Hootsuite.com) can assist in making sure that enough posts are scheduled in and that the pages are noticed in the busy social media spaces. Hootsuite can also be used to measure and evaluate your social media presence (see page 12).

Ideas for Content and Useful Links

Pinterest (https://www.pinterest.com/) has lots of interesting photographs and posters that can be used as content on social media platforms. Using images from Pinterest on your own social media platforms is great content, but ensure that the source is clearly acknowledged and add the link to the original content when possible.
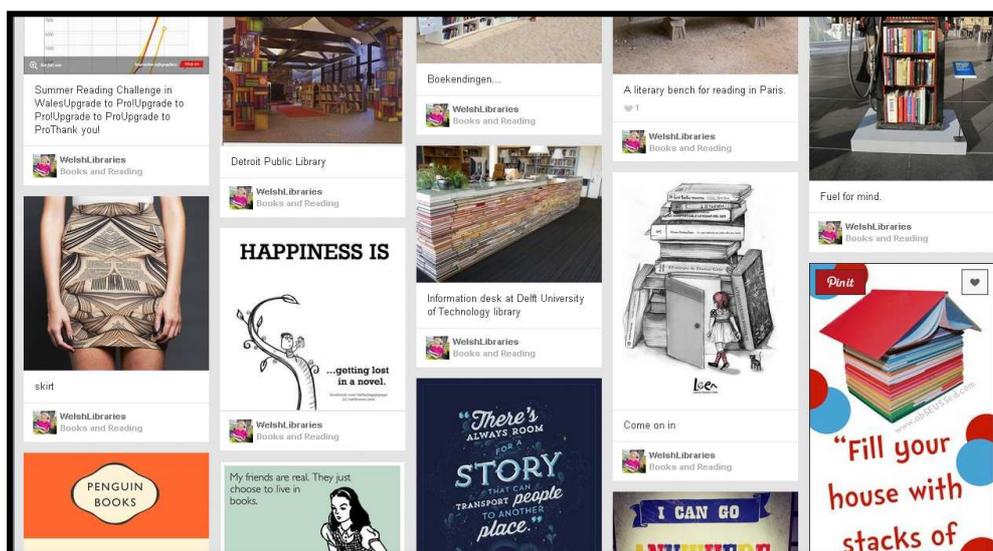
Capitalise on links with Celebrities

Whilst celebrities can often be used to bring gravitas to a campaign, the aim should be to use them for a more important aspect of their social media lives - their reach (which is made up by the number of followers they have, the number of posts they make, etc).

Celebrities on social media have very large numbers of followers. Actively identifying, targeting and engaging with **relevant** celebrities will enable Welsh Libraries and Archives to extend their reach.

Derek the Weatherman

A great example of Welsh Libraries capitalising on a celebrity link is their relationship with Derek the Weatherman. He is a powerful advocate for Welsh Libraries, has attended numerous events and been involved in lots of library campaigns.
He is a very active Twitter user with a Klout score of 66 and has 34,955 followers.

A person's *Klout score* is a number between 1 and 100 that represents their social media influence. The more influential they are, the higher their Klout score. Klout scores are displayed in Twitter profile overviews on Hootsuite so it is fairly easy to see how influential that person is. For more information visit www.klout.com

Dr Rhys Jones and Nigel Owens

When celebrities attend events or lend their support to campaigns, it is essential that they support the social media element and spread the word about the event/campaign. Tweeting @ celebrities it is a good way to reach them and gain their support as well as taking advantage of their potential 'reach'. When celebrities re-tweet posts you access can be gained to a whole new audience and potential new users of the library service.

Grow your Own!

Welsh Libraries and Welsh Archives have a great deal of expertise within the organisations on a whole host of topics. 'Growing your own celebrities' involves identifying a core group of people from the organisation who are experts in their subject and come across well on camera and/or in the written word.

These experts can then be built into a programme of content for the coming months with guest blog posts on the website or social media channels, for example:

January	*February*
Blog Post – person 1	Blog Post – person 3
Video Post – person 2	Video Post - person 4

Key Dates

Create a calendar of key dates – these are dates around which you can create stories and content to promote libraries or archives as well as tagging onto publicity on a wider scale. The Welsh Libraries and Archives Audience Development and Marketing Team produce a calendar of key dates each year which can be used for this purpose.

This calendar is made available to view/download from the staff toolkits:

 www.welshlibraries.org/stafftoolkit

http://archiveswales.org.uk/staff-toolkit/archives-staff-toolkit/

Dates include National Poetry Day, National Libraries Day, International Archives Day - commemorative dates as well as quirky dates such as National Doodle Day or National Talk like a Pirate Day.

National campaigns gain lots of coverage for example, National Libraries Day. It is important to join these conversations to enable your voice to be heard by a wider audience.

A good example is the 'Explore Your Archive' national campaign. It shows the reach that can be achieved with a national campaign and using a specific hashtag.

Using hashtags enables marketers to track how often it is used and who uses it. An easy way of doing this is by using websites such as http://www.tweet-tag.com, however, hashtags can be easily monitored in real time by searching for them in Twitter itself. The hashtag that was used for the 'Explore Your Archive' campaign was #explorearchives this was used nationwide and can be seen in the example below:

This example also shows how pages on social media can be branded to fit with particular campaigns. For all Welsh Libraries and Archives campaigns Twitter and Facebook avatars and artwork are produced to enable each social media page to be branded to coincide with the campaign and reinforce the key messages. See the Facebook page example below:
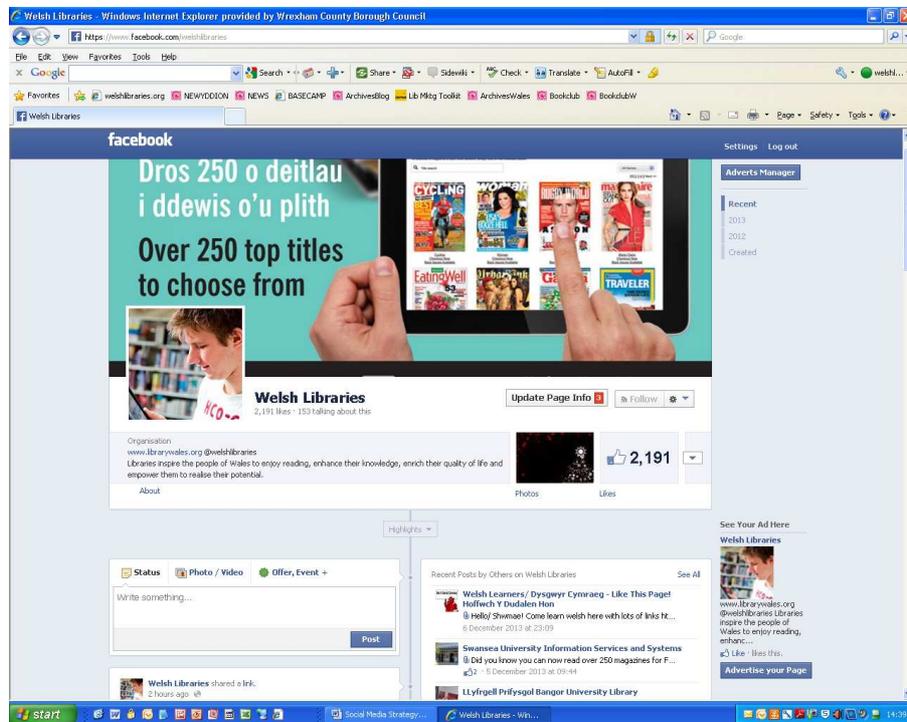
Another way of branding your profile during a campaign is by using a twitter twibbon. More information on how to set up and design your own twibbon can be found here http://twibbon.com/discover

Advertising

Facebook advertising www.Facebook.com/ads can be used to support campaigns and events and the amount that you want to spend on the adverts can be pre-set so that you will only ever spend that much money and nothing more. This sort of advertising can be used in short sharp bursts to increase page 'likes' as well as promote certain library/archive offers or collections.

Below are some statistics from some of the Facebook advertising campaigns conducted by Welsh Libraries during the last 12 months:

Message	Advert Details	Total Cost	Number of increased likes	% Increase	Total Likes after campaign
Get Libraries	5 days	50	181	169%	288
Free e-books	7 days	350	388	126%	696
National Libraries Day	5 days	250	468	154%	1188
Kobo comp	5 days	50	138	11%	1357
e-books promo	5 days	50	125	9%	1482
SRC	5 days	250.25	248	17%	1731
Banned Books	7 days	70	153	8.70%	1902
Zinio	7 days	£70	137	6.60%	2047

Target Audiences

As the Welsh Libraries and Archives audiences are so broad, it is sometimes best to split the audience into product sectors and not age/demographic sectors.

Highlighting the offerings of the library in relevant social spaces like Facebook and Twitter can be extremely beneficial. An example of this is the promotion of e-books through targeted advertising on Facebook. Welsh Libraries targeted people who are interested in technology and the evaluation of this advertising can be seen here:

Topic	Duration of campaign	Total Cost	Increase in likes %	Targeted	Target audience
Free e-books	7 days	350	126%	People living in Wales and interested in technology	18,500

Within seven days Welsh Libraries' likes increased by 126%. Also, during this time the issues of library e-books in Wales increased by 17% on the previous month.

More campaigns of this type are planned for the future to build on the successes of targeted and time specific campaigns.

Blogs

Setting up a blog can take as little as 5 minutes. People all over the world are blogging about news, current affairs, their opinions, beliefs and experiences. This is already being used successfully in both the libraries and archives sectors.

For example, Swansea University Information Services and Systems and Denbighshire Archives both have active blogs with regular interesting content and many followers.

Blogs can be easily monitored and can be as short or long as you wish. There are a few different blogging platforms that you can choose from, the most popular of these are: Wordpress, Blogger, MSN spaces and TypePad. The benefits of blogging are that it is cheap or free to run, simple to set up and monitor and if you use one of the blogging platforms above your blog posts can be indexed automatically into search engines such as Google.

Denbighshire Archives Blog   *Swansea University ISS Blog*
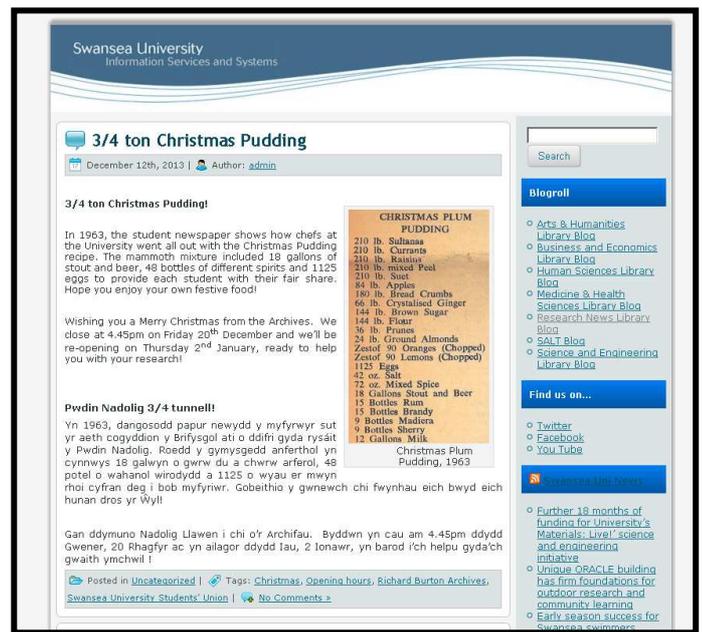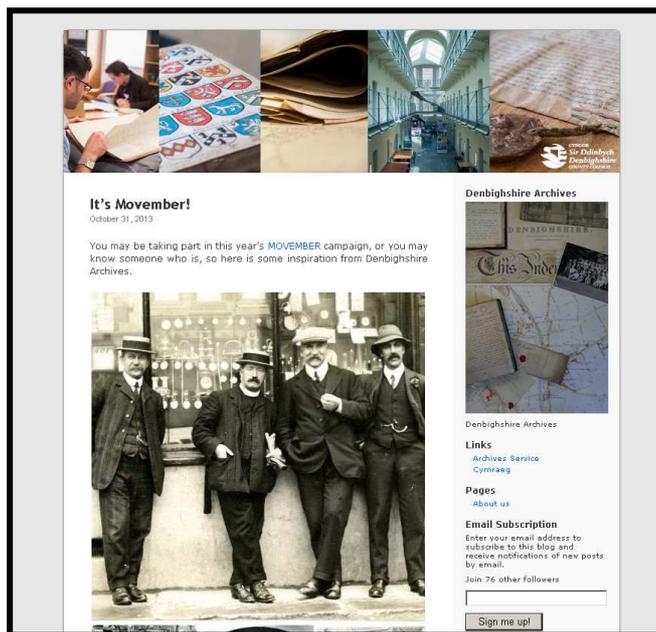
Measurement and Evaluation

Different tools can be used to monitor and evaluate the effectiveness of social media platforms. Some examples are:

Tweet Reach – This is a free website which allows you to enter a word, phrase, @username or hashtag and it will calculate how many people/accounts that message has reached.

Pages App – This is a free app to manage your Facebook pages (particularly useful if you have more than one page e.g. Welsh language and English language separate pages. This app also gives you some limited insights data regarding reach of posts.

Facebook Insights – This free application is built into your Facebook page on the admin section. It is a great tool to assist in evaluation and reports. The Insights give you data such as engagement with posts, reach, most popular posts and page likes.

Hootsuite – This can be a great tool to manage the time spent on social media. One person can use this tool and be able to schedule a month's worth of posts at a time. It is a free tool, but the paid for 'Pro' version of Hootsuite allows the bulk uploading of posts from a spreadsheet.

Hootsuite is a great tool to measure and evaluate the effectiveness of social media activities. Hootsuite can provide basic reports to evaluate social media performance. Hootsuite Pro (paid for edition) can provide more in depth reports and graphs which can be produced each month or at particularly busy times when campaigns are being run.

Consistent Voice

It is important to have a consistent voice for your social media presence. If you have multiple people posting it may be a good idea to think about putting the name of that person after the post, or put something along the lines of posting today will be ???? from ???? library/archive.

However, it is not always practical to use more than one person for this role; the audience will build a rapport with the page and will be more likely to respond if they have clear consistent messages.

Time commitment

A normal working day should be broken up by core periods of social media activity combined with an 'always on' approach as and when available with three distinct periods of activity:

- Morning first thing
- Lunch time
- End of day

15 minutes of core activity dealing with requests, questions or items which appear in our filtered lists on Hootsuite and are applicable to our areas of expertise.

Cross-channel to ensure a wide distribution of content to Facebook, Twitter, etc.

From a time perspective it is important to monitor how long is being spent on social media and if it is producing the required results.

Holidays and leave need to be considered and there needs to be appropriate measures in place to deal with enquiries, questions or comments that may occur when the social media person is not available.

Always-On

Using Hootsuite filters to constantly monitor the streams of content – using a separate computer or tablet device.

Ideally, answering immediately any questions which can be done so in short sharp bursts.

Evenings and weekends are peak times for social media activity and the person/s responsible for handling the social media content may find themselves posting, responding and re-posting when they aren't 'in work' so consideration needs to be given to this to ensure that staff are not feeling obliged to undertaken these additional hours of work and that they are managed sensitively.

Appendix

Useful links

- http://thewikiman.org/blog/
- http://www.slideshare.net/Philbradley/why-librarians-must-use-social-media

Key Influencers for Welsh Libraries

- Ian Anstice – Creator of Public Library News (1283 followers, Klout: 55)
- John Griffiths – Minister for Culture and Sport (1144 followers, Klout: 51)
- Voices for the Library (5626 followers, Klout: 47)
- Welsh Books Council (354 follower, Klout: 37)
- DfES Wales (4142 followers, Klout:52)
- Tom Palmer (1480 followers, Klout: 39)
- Phil Bradley (8505 followers, Klout:63)
- Book Riot (44,422 followers, Klout: 81)
- Rob Green – CILIP reporter (535 followers, Klout:29)
- Paul Rowland - Head of web at Wales Online (1454 followers, Klout:51)
- Derek Brockway (35,638 followers, Klout: 66)
- Dr Rhys Jones (2089 followers, Klout:53)
- Cathryn Marcus – Director Communities 2.0 (202 followers, Klout: 29)
- Shirley Burnham (809 followers, Klout:43)
- Carwyn Jones – First Minister (10,639 followers, Klout:61)
- Colin Jackson (26,318 followers, Klout:58)
- Geraint Thomas (130,046 followers, Klout:81)
- Book Brunch (2942 followers, Klout: 49)
- National Library of Wales (5602 followers, Klout:54)
- Tom Sheldrick – ITV Wales journalist (542 followers, Klout: 39)
- The Guardian (1,760,681 followers, Klout: 99)
- We Love this Book (17,920 followers, Klout 58)
- Huff Post Books (119,263 followers, Klout:81)
- Welsh Government (27,748 followers, Klout:62)
- Cerys Matthews (42,243 followers, Klout:64)
- Dan Snow (63, 874 followers, Klout: 68)
- The Bookseller (83,214, Klout: 67)
- Guardian Books (610,494 followers, Klout: 82)
- Love Reading (24,884 followers, Klout: 65)
- Telegraph Books (89,751 followers, Klout: 66)
- Huw Thomas – BBC Wales reporter (4110 followers, Klout: 56)
- The Reader Org (6906 followers, Klout: 59)
- Colin Wright, author. (10,789 followers, Klout: 71)
- BBC Wales (41,523 followers, Klout: 79)
- Alyson Tyler, Libraries Development Programme Manager at CyMAL (630 followers, Klout 45)

Key Influencers for Llyfrgelloedd Cymru

- Llyfrgell Abertawe (71 followers, Klout; 37)
- John Griffiths, Minister for Culture and Sport (1144 followers, Klout:51)
- Bethan M Hughes (142 followers, Klout: 36)
- Powys Libraries (225 followers, Klout: 35)
- Gomer (1436 followers, Klout: 46)
- Llyfrgell / Library, Gwynedd (534 followers, Klout: 38)
- Dr Rhys Jones (2089 followers, Klout:53)
- Carms Libraries (1181 followers, Klout:47)
- Shirley Burnham (809 followers, Klout:43)
- Carwyn Jones (10,639 followers, Klout:61)
- Llywodraeth Cymru (2408 followers, Klout: 50)
- Alyson Tyler, Libraries Development Programme Manager at CyMAL (630 followers, Klout 45)

Key Influencers fro Archifau Cymru

- Archif Gorll Mor (24 followers, Klout 17)
- West Glamorgan Archives (458 followers, Klout: 41)
- St Fagans Archive (750 followers, Klout:41)
- Glamorgan Archives (1,333 followers, Klout: 48)
- Royal Commission (3648 followers, Klout: 48)
- Alyson Tyler, Libraries Development Programme Manager at CyMAL (630 followers, Klout 45)

Key Influencers for Archives Wales

- BALH – British Association for Local History (164 followers, Klout: 20)
- John Griffiths (1144 followers, Klout:51)
- WGAS Schools feed West Glamorgan Archive service for Schools (36 followers, Klout: 25)
- Women's Archive Wales (125 followers, Klout: 26)
- West Glamorgan Archives (458 followers, Klout: 41)
- Federation Committee Welsh Museums Federation (397 followers, Klout: 42)
- IWM: WW1 Centenary (7389 followers, Klout: 60)
- Glamorgan Archives (1,333 followers, Klout: 48)
- Marie Owens (539 followers, Klout: 42)
- National Library Wales (5602 followers, Klout: 54)
- Huw Thomas – BBC Wales news reporter (4110 followers, Klout: 56)
- Dan Snow (63, 874 followers, Klout: 68)
- Alyson Tyler, Libraries Development Programme Manager at CyMAL (630 followers, Klout 45)
- National Archives UK (32,424 followers, Klout: 65)

- Paul Rowland - Head of web at Wales Online (1454 followers, Klout:51)
- Carwyn Jones – First Minister (10,639 followers, Klout:61)
- Tom Sheldrick – ITV Wales journalist (542 followers, Klout: 39)
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