



CEDARVILLE UNIVERSITY LIBRARY

# #InstaSuccess:

How Collaborating with a Student Assistant Can Transform  
Your Library's Social Media Presence with REAL Appeal



# About the Presenters

## KARI SIDERS

Director of Library Public Services - *current head of marketing team and supervisor of the student marketing assistant*

## KIRSTEN SETZKORN

Humanities Librarian - *former head of marketing team*

## HAILI VANDEREEMS

Cedarville University senior (Professional Writing & Information Design major) - *marketing student assistant*

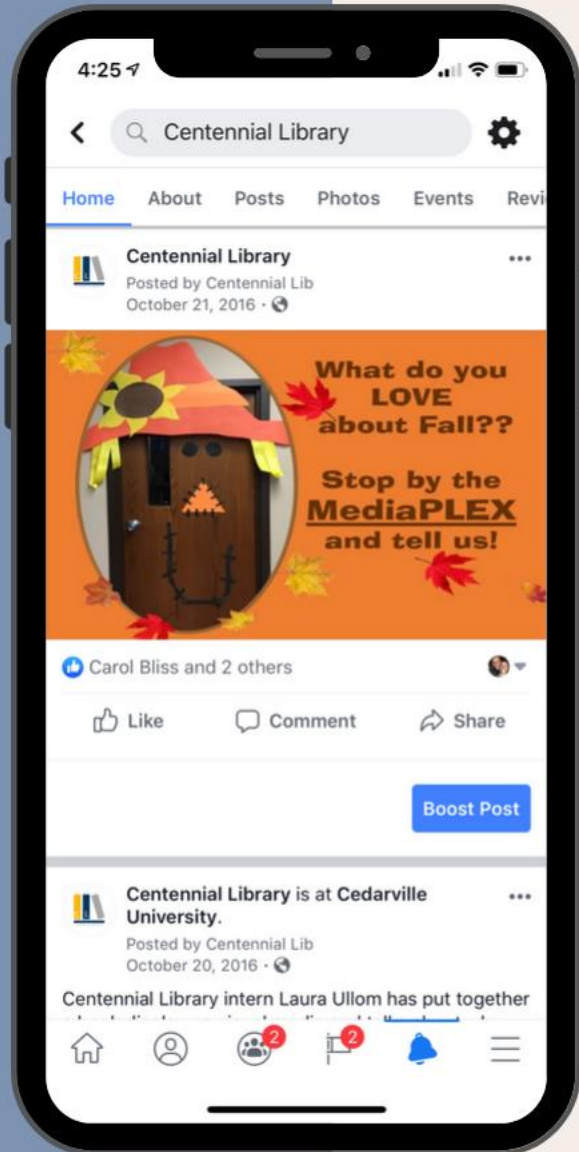


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## *About Cedarville University*

Located in southwest Ohio, Cedarville University is an accredited, Christ-centered, Baptist institution with an enrollment of 4,193 undergraduate, graduate and online students in more than 150 areas of study. Founded in 1887, Cedarville is recognized nationally for its authentic Christian community, rigorous academic programs, strong graduation and retention rates, accredited professional and health science offerings and leading student satisfaction ratings.

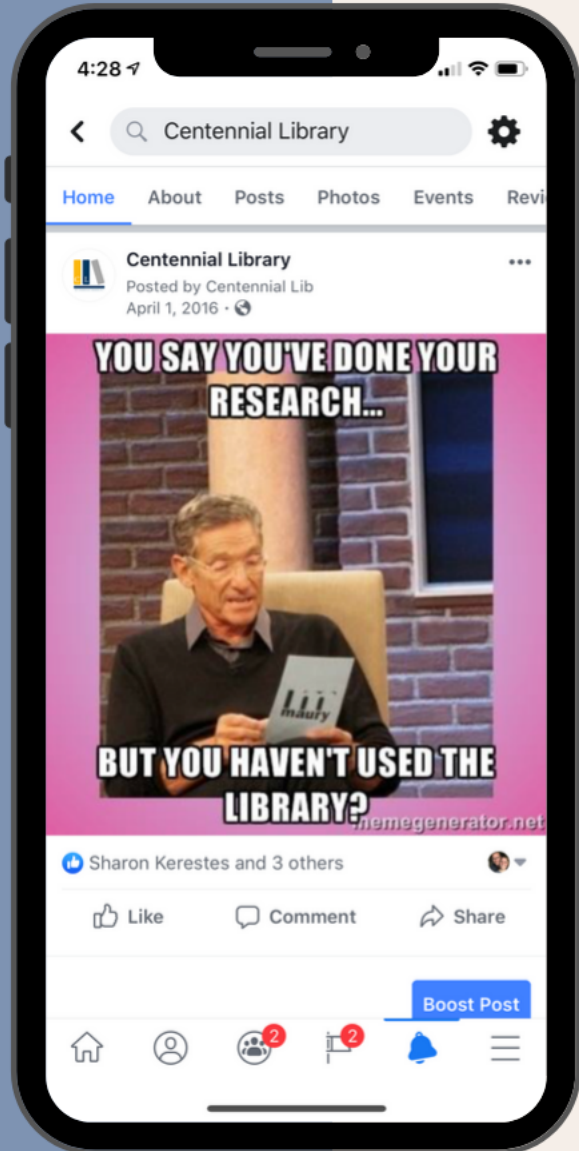
# Background



**Prior to Fall 2017, our social media was...**

- Lackluster at best
- Run primarily by one librarian
- No strategies for specific platforms
  - primary focus was Facebook, with Instagram and Twitter too

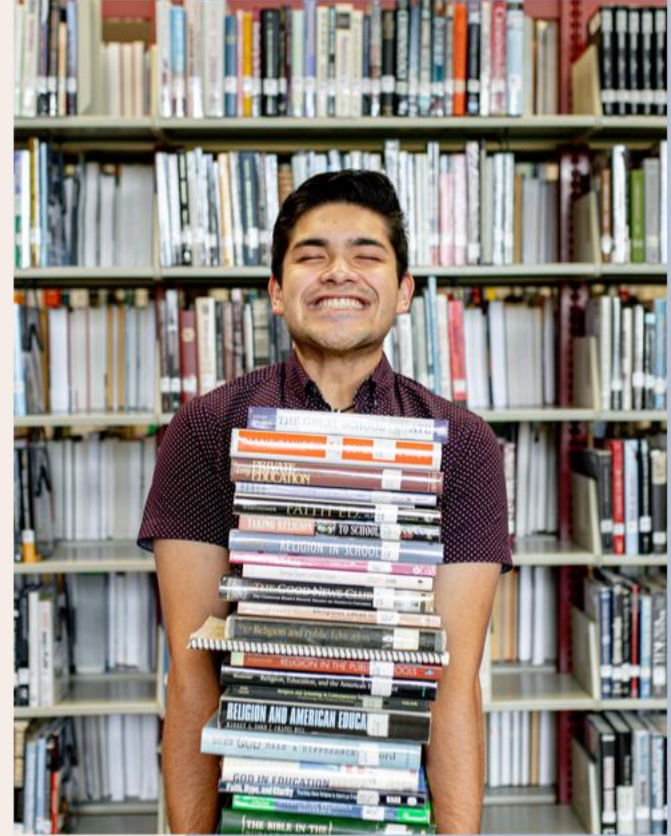
# Background



- No overarching plan for content
  - funny memes
  - library hours
  - Post were sporadic, maybe once a week
- Missing the prime demographic - college students aged 18-22

# Creation of Student Marketing Assistant Position

- Valuable student input
- Limits on volunteer basis
- Needed dedicated position
- Led to creation of position
- Social media became part of this role



# History

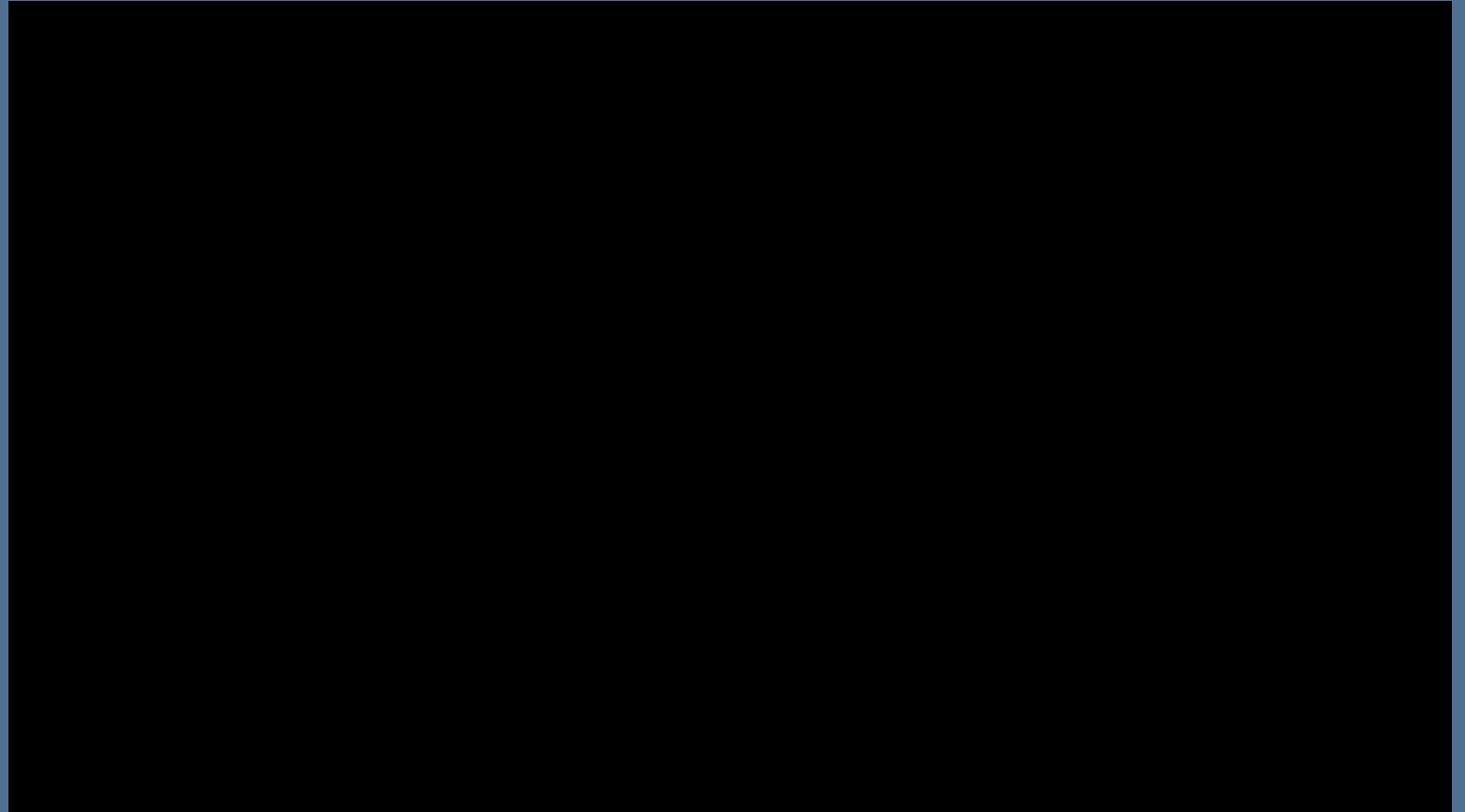


## First Student Marketing Assistant, Lauren

- Lauren's Background & Skillset
  - Event Services student assistant
  - Programming and planning events
  - Created popular events
- Social Media Strategy Research
  - Contacted other libraries
- Lauren took charge of social media
  - Identified main audience
  - Student perspective
  - Laid groundwork with a new focus on Instagram

# History

Current Student Marketing Assistant, Haili



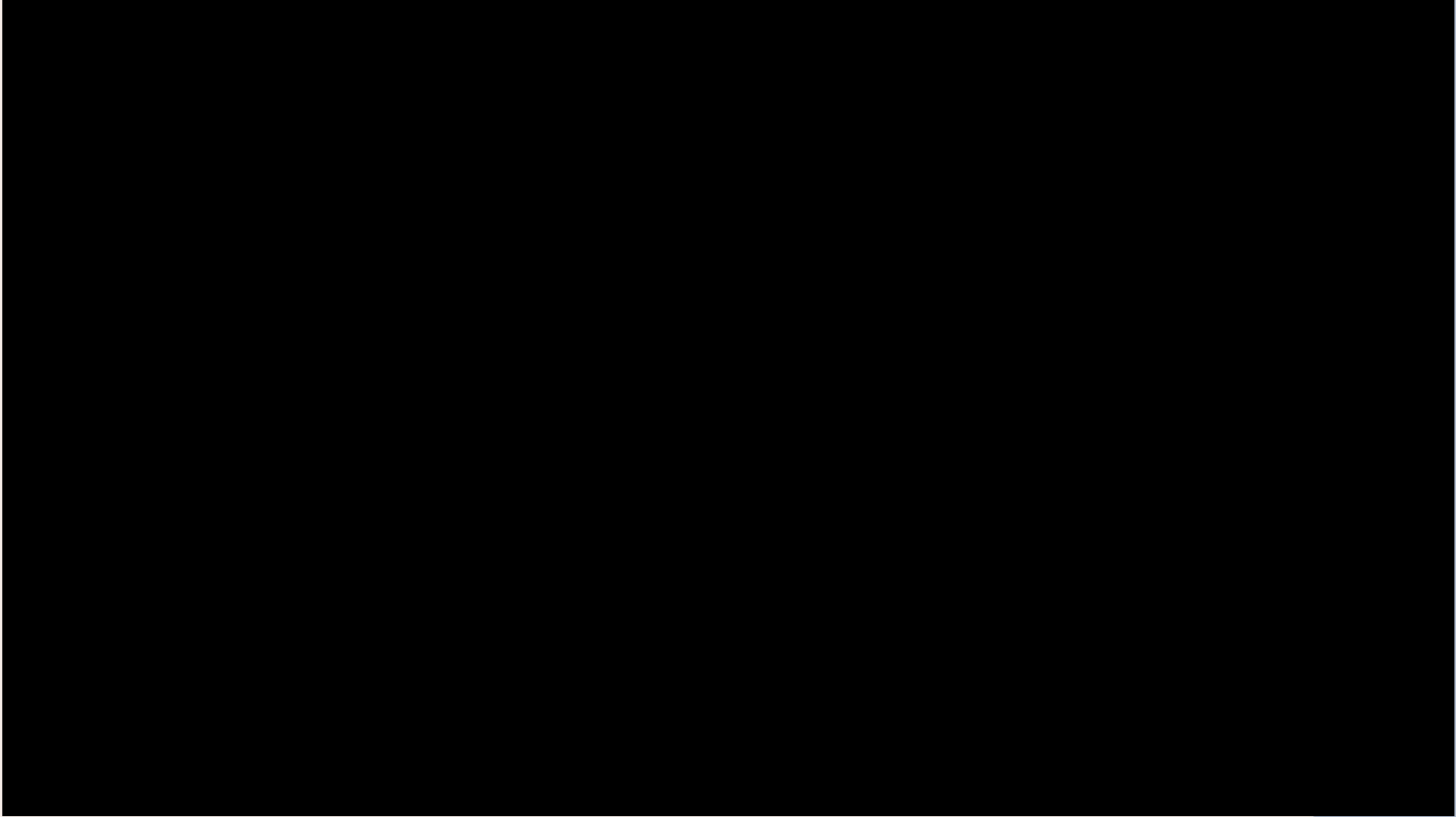


# Benefits to Library



- **Utilizing student knowledge**
  - Current design tools
  - Social media trends
- **Making peer-to-peer connections**
  - Students understand what students want
  - Insight into how students use social media
- **Economical in time and funding**
  - 5-10 hours per week completing all social media creation

# Benefits to Student



# — Future Marketing Assistants

## What to look for...

- Eye for design & photography skills
- Trustworthiness
- Highly motivated
- Prior experience running social media in formal capacity



# Social Media Strategy

## Where Do I Start?

- Focus on Instagram
- Follow other social media accounts
  - Libraries, Publishing Houses, Bookstores
- Determine who is liking, commenting, sharing your posts
- Dig into analytic data



@cedarvillelib



@penguinusa

# Social Media Strategy



## Action Steps:

- Find that student who can transform your social media!
- Update social media profiles
- Collaborate with university social media coordinator
  - Compile list of all university social media accounts
- Consult university branding guide and official social media policy

# Social Media Strategy

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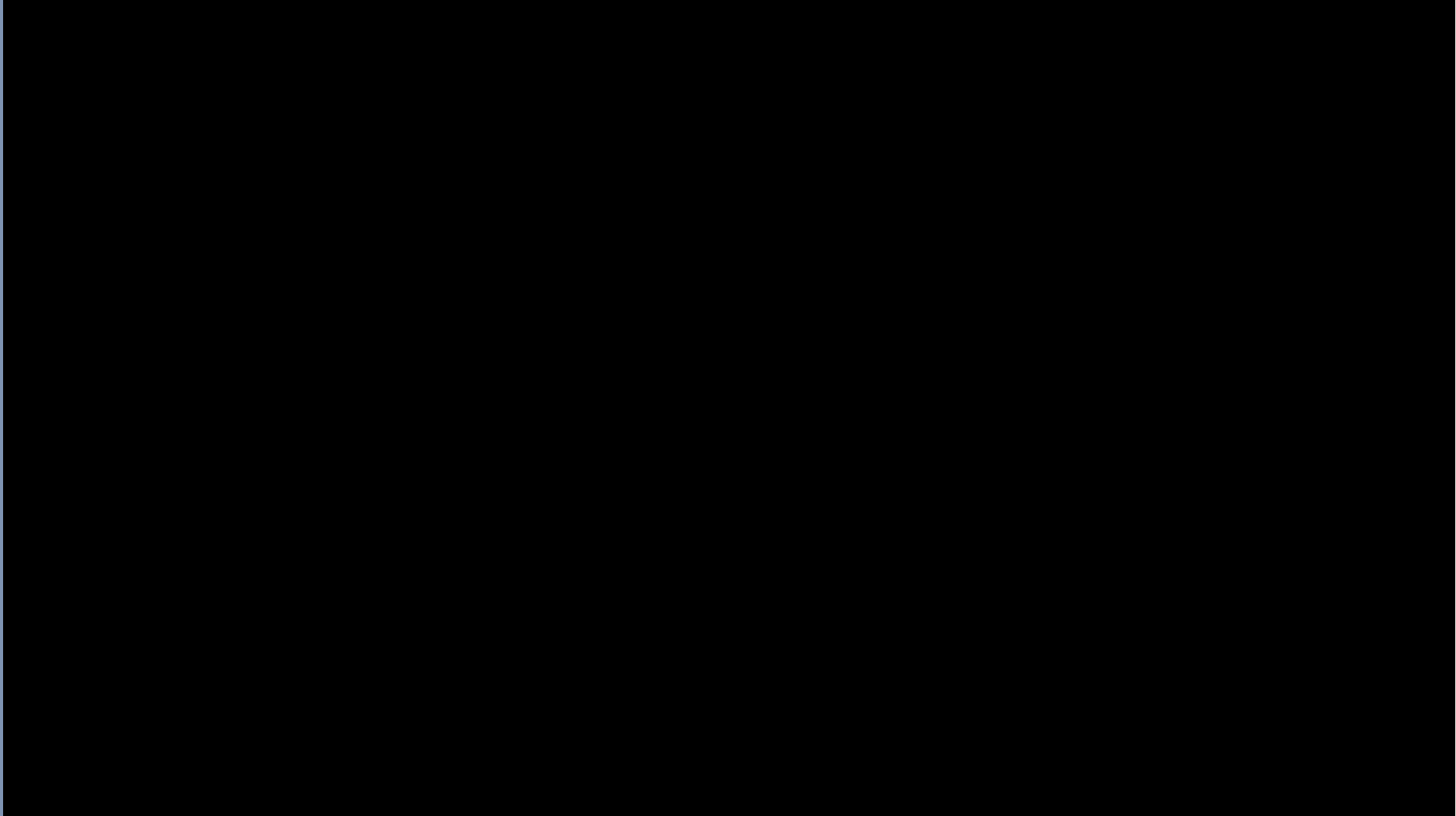


## Action Steps:

- Consider social media management tools
  - Hootsuite
  - Social media calendar
- Self-created content is the way to go!

# *Social Media Strategy*

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# Content with REAL Appeal

Relevant

Engaging

Authentic

Likeable





# Relevant



74 likes

**cedarvillelib** "Each face, each stone of the venerable monument, is a page not only of the history of the country, but of the history of science and art as well." — Victor Hugo, The Hunchback of Notre Dame #NotreDame

April 16



cedarvillelib  
Cedarville University



31 likes

**cedarvillelib** Have you seen the @world\_record\_egg that broke Kylie Jenner's record for most-liked photo on Instagram? It's no yolk, they really beat her record by a land slide! It's crazy what people can do when they work together.

Here's our version of the famous egg, which you can scramble over to the library to check out for a nice little read on this cold day. 🌍 #EggGang #LikeTheEgg

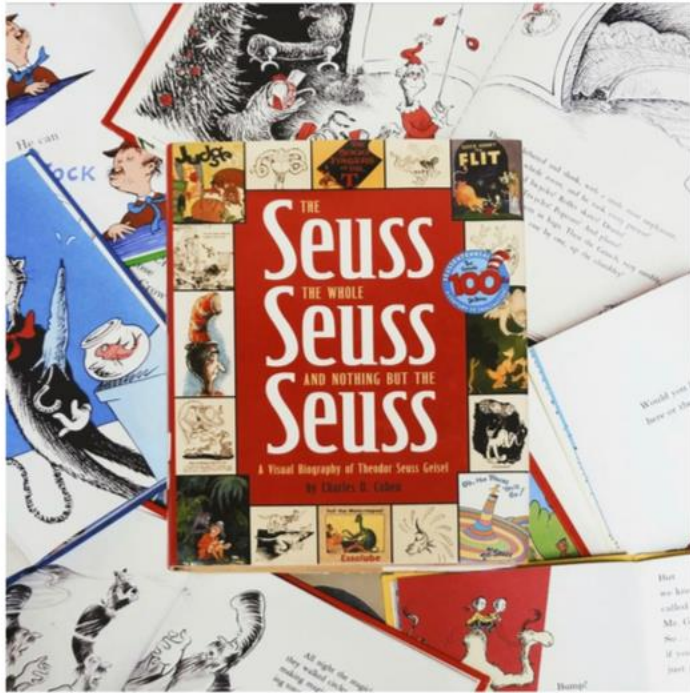
View all 4 comments

January 16

## Consider:

- Worldwide Events
- Trending Topics

# Relevant

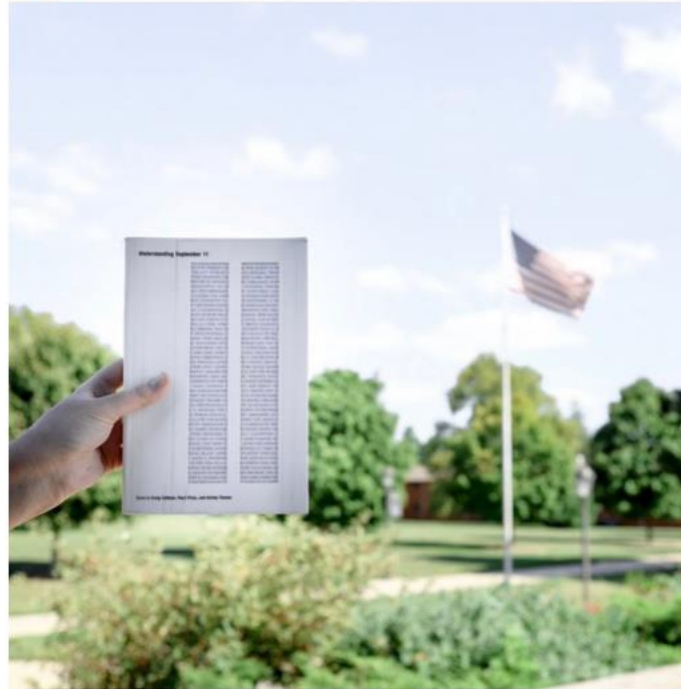


18 likes

cedarvillelib Happy birthday, Dr. Seuss! 🎂 .  
"Today is your birthday!  
Today you are you!  
There is no one alive  
that is you-er than you!"



March 2



104 likes

cedarvillelib "I have been asked hundreds of times why God allows tragedy and suffering. I have to confess that I do not know the answer. I have to accept, by faith, that God is sovereign, and that He is a God of love and mercy and compassion in the midst of suffering." —Billy Graham, 9/11 Message from the Washington National Cathedral

[View all 2 comments](#)

September 11

## Consider:

- Author Birthdays
- National Holidays

# Relevant



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22 likes

cedarvillelib SNOW DAYYYY ❄️🎮 How are you going to spend your snow day tomorrow? The library will still open at noon, so you're welcome to come stay warm with us. We also have lots of games, movies, and books to make your snow day more fun! 📚

January 29



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Cedarville University



24 likes

cedarvillelib Going on a Spring Break mission trip? We have this great mission trip prep kit for leaders. The library has lots of helpful resources for your spring break trip - whether it's a mission trip or a road trip. 🚗✈️📖

View all 2 comments

February 21

## Consider:

- Campus Events and Happenings

# Relevant



cedarvillelib  
Cedarville University



69 likes

**cedarvillelib** We just wanted to take a moment to say WELCOME TO COLLEGE to all the freshmen on campus. We think you're going to like it here.

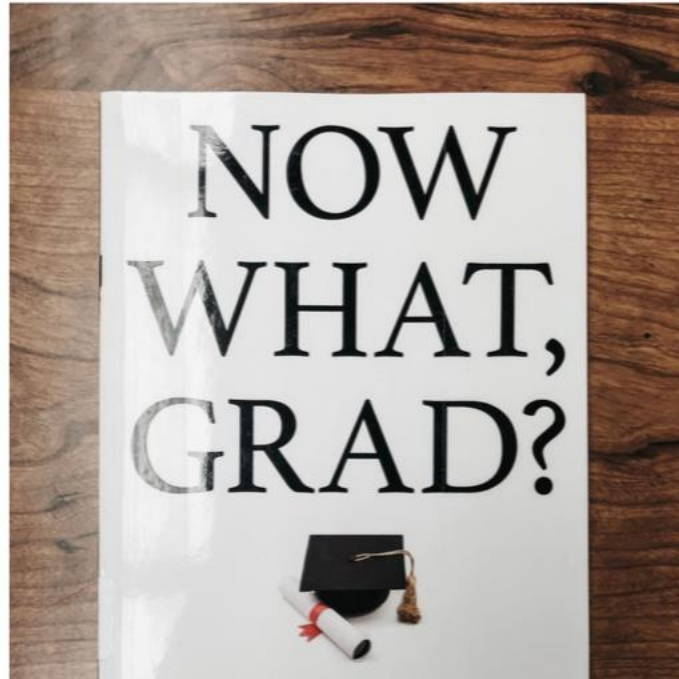
What are you most excited for about college here at @cedarville? 📌

[View all 4 comments](#)

August 20



cedarvillelib



38 likes

**cedarvillelib** Congratulations to all the new CU grads! We pray for you as you start your next adventure and answer this question a million times. 🎓🎓🎓

May 4

## Consider:

- Milestones

# Relevant

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Liked by hailivandie and 94 others

cedarvillelib  
Cedarville University



Liked by noveltea29 and 44 others

cedarvillelib We know the Bible is important, but many of us struggle with it. We're not biblical experts—but Matt Smethurst (you may recognize him from chapel today) wrote this book to prepare you to unpack all that's awaiting you in God's word. And you can find his book on our shelves! #InChapelandontheShelf

September 4

#inchapelandontheshelf



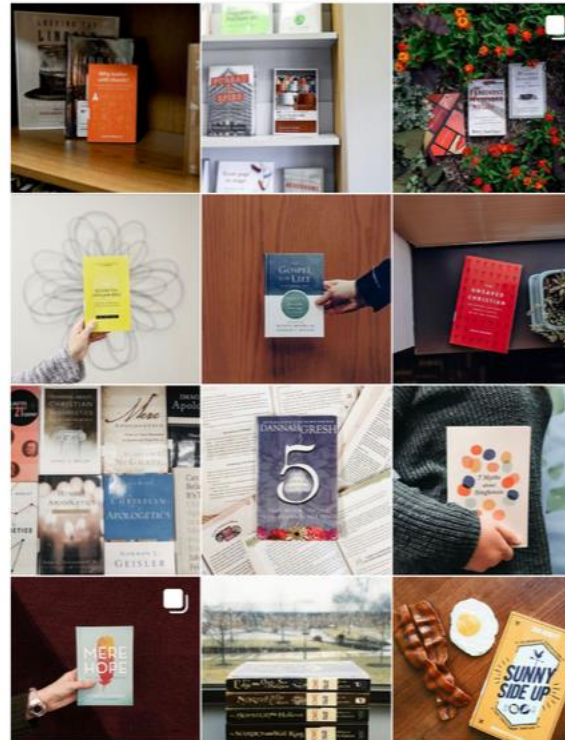
Fewer than 100 posts

Follow

See a few top posts each week

Top

Recent



## Consider:

- Recurring series relevant to your audience like #InChapelandontheShelf

# Engaging



81 likes

**cedarvillelib** We have a lot of new followers around here and we wanted to take a minute to say hi! We are so excited that you're here and we'd love for you to stick around.

So tell us: besides coffee ☕, what do you love? ❤️👉

[View all 24 comments](#)

March 14



**ehein57** Knitting!!

28w 1 like Reply



— Hide replies



**cedarvillelib** @ehein57 don't UNRAVEL, WOOL get right on KNIT and find some books to fill your NEEDleS. 😂 too much?

28w 1 like Reply



**ehein57** @cedarvillelib How long did you spend on this masterpiece?

28w 2 likes Reply



**cedarvillelib** @ehein57 about five minutes 😂 thanks for appreciating it!

28w Reply



## Consider:

- Asking fun questions

# Engaging



69 likes

cedarvillelib What's your favorite Veggie Tales' song? Today, ours is 'His Cheeseburger' in honor of #NationalCheeseburgerDay!



"'Cause you're his cheeseburger  
His yummy cheeseburger  
He'll wait for you; yeah, he'll wait for you  
Oh, you are his cheeseburger  
His tasty cheeseburger  
He'll wait for you  
Oh, he will wait for you"

View all 13 comments

September 18

hailjeanphoto My fav is his cheeseburger!  
1w 1 like Reply

cedarvillelib @hailjeanphoto 🍔🍔  
1w Reply

pylesjm It's a lip it's a lip it's a lip lip lip!  
LIIIIIP it's a lip lip lip!  
1w 1 like Reply

cedarvillelib @pylesjm another great one! 💋  
1w Reply

noveltea29 🎵 Barbara Manatee 🎵 🌊  
1w 1 like Reply

cedarvillelib @noveltea29 🎵 you are the one for me 🎵  
1w Reply

amanda\_mbe Dance of the Cucumber 🍌  
1w 1 like Reply

cedarvillelib @amanda\_mbe 🥬🍌🐭  
1w 1 like Reply

## Consider:

- Asking fun questions

# Engaging



Liked by hailivandie and 32 others

**cedarvillelib** I think we speak for everyone when we say that we are all ready for pumpkin season. Do you plan to go to a pumpkin patch or apple orchard during this fall season? 🍂 🍏

View all 4 comments



**cedarvillelib** I think we speak for everyone when we say that we are all ready for pumpkin season. Do you plan to go to a pumpkin patch or apple orchard during this fall season? 🍂 🍏

Edited · 3h



**hailivandie** Finally! Heading to a cider mill to get some cider and donuts over fall break! 🍷

2h 1 like Reply



Reply to hailivandie...



**cedarvillelib** @hailivandie hope you have the in-cider information about which cider mills to visit! 🍏

2h 1 like Reply



**laura\_bannister** Apple orchard for sure 😍

2h 1 like Reply



**cedarvillelib** @laura\_bannister we hope you have some quali-tree time! 🍏

2h 1 like Reply

## Consider:

- Asking fun questions



# Engaging



cedarvillelib

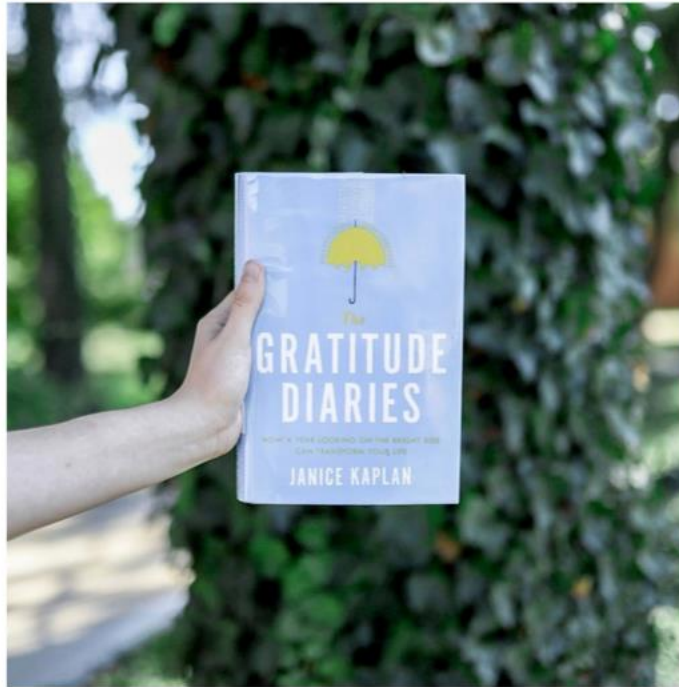


112 likes

cedarvillelib Have you heard about the discipleship groups at @cedarville? They're typically called d-groups and they are small groups that seek to create an atmosphere for spiritual growth through accountability, prayer, open discussion, and loving community. You can learn more at the involvement fair tonight at 6! Which d-group are you interested in joining?



cedarvillelib  
Cedarville University



36 likes

cedarvillelib For #WorldGratitudeDay, tell us ONE thing you're grateful for!

We're grateful for:

- @cedarville
- Books
- Fall
- Jesus - You!

What are you grateful for?

September 21

## Consider:

- Natural Backgrounds

# Engaging



20 likes

cedarvillelib Christmas is less than a week away! Where's the snow, Ohio? We hope you get to enjoy a white Christmas wherever you are! Who else wants snow for Christmas? ❄️🌲

December 19, 2018



31 likes

cedarvillelib "As long as everything goes exactly the way I want it to, I'm totally flexible."



Raise your hand if you relate to that statement! If your hand is in the air, then this might be the next book on your TBR list. It's All Under Control by @jenniferdukeslee is a book for every woman who is hanging on tight and trying to get each day right—yet finding that life often feels out of control and chaotic.

View 1 comment

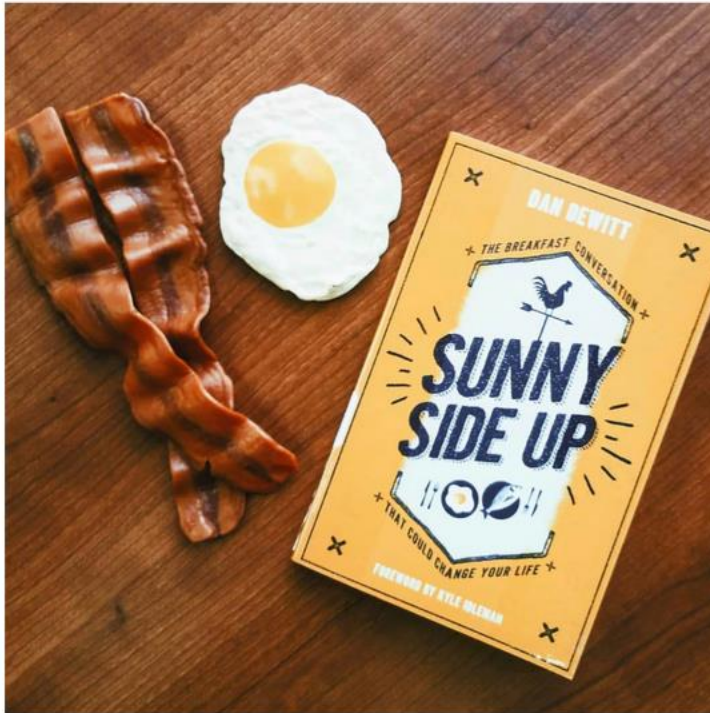
September 19

## Consider:

- Interesting backdrops

# Engaging

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Cedarville University



30 likes

cedarvillelib If you had breakfast with Jesus tomorrow, what do you think he would say to you?

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Cedarville University



29 likes

cedarvillelib Game night TONIGHT! Tag a friend you want to play a game with at the library tonight. We have games like Settlers of Catan, Ticket to Ride, Code Names, and more! So game on, @cedarville. We're ready for you.

September 20

Consider:

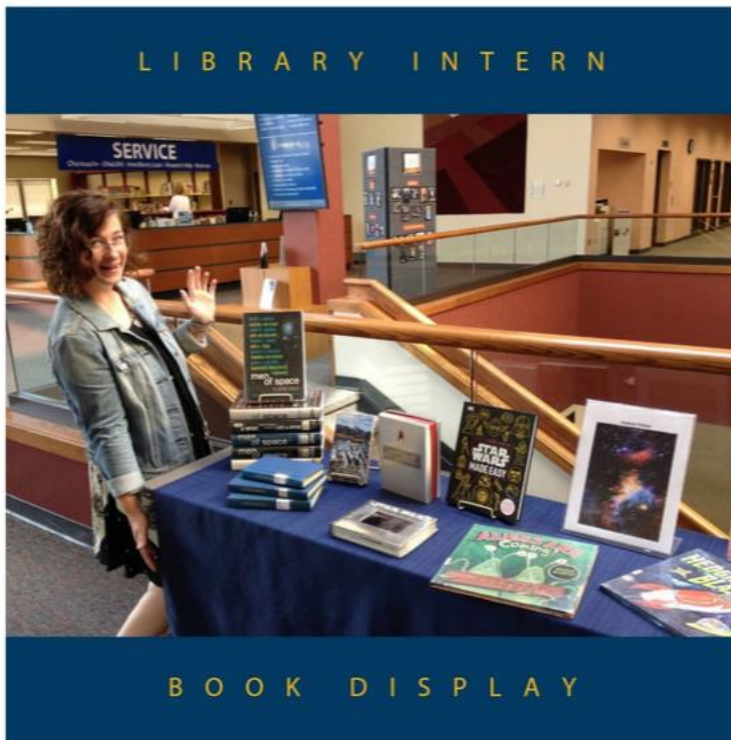
- Using Props!

# Authentic



81 likes

cedarvillelib "I love to read and help people out with their interests. So in high school, I thought: if being a teacher doesn't work out, being a librarian would be a fantastic alternative. Seeing people's faces light up when they find the book or get a question answered is the best feeling." —Regina Wright  
Circulation Desk  
Early Childhood Education  
#StudentStaffSaturday



21 likes

cedarvillelib Do you enjoy science fiction? Stop by the library and check out Tesla's sci-fi book display.

Tesla Klinger is an English major and one of our 2018 Centennial Library interns. "I chose science fiction for my book display because my parents love science fiction and spent my childhood immersing me in the love of it, as well," Tesla said. "While science fiction is fun and technologically whimsical, stories like Orson Scott Card's 'Ender's Game' still hold onto the struggles of humanity, which show that no matter how many light years one is from home, the human condition still stands."

#CUinthelibrary #CUinterns

September 7, 2018

## Consider:

- Showcasing student staff and intern

# Authentic



72 likes

**cedarvillelib** "Even the darkest night will end and the sun will rise." —Victor Hugo, Les Misérables

This includes nights spent studying or working on final projects. The night will end, the projects and finals will be finished, and the sun will rise again. You can do it, Cedarville.

[View all 2 comments](#)



**cedarvillelib** "Even the darkest night will end and the sun will rise." —Victor Hugo, Les Misérables

This includes nights spent studying or working on final projects. The night will end, the projects and finals will be finished, and the sun will rise again. You can do it, Cedarville.

22w



**hannahnichols12** needed to hear that 🧡



22w 1 like Reply



**cedarvillelib** @hannahnichols12 so glad we could help! ❤️

22w Reply



## Consider:

- Replying to comments with authenticity and encouragement

# Authentic

cedarvillelib  
Cedarville University



34 likes

cedarvillelib You made it to finals week! You're almost done. Uke can do it, @cedarville! 🎸🎵 #FinalsWeek

April 30

cedarvillelib  
Cedarville University



70 likes

cedarvillelib Come check out our books, they're just LION around! When you're done, bring the book back, because that's the CIRCLE OF LIFE.

What's the last book you checked out from a library? 📖

September 10

## Consider:

- Sharing your voice with fun captions

# Likeable



Consider:

- #Bookface

# Likeable

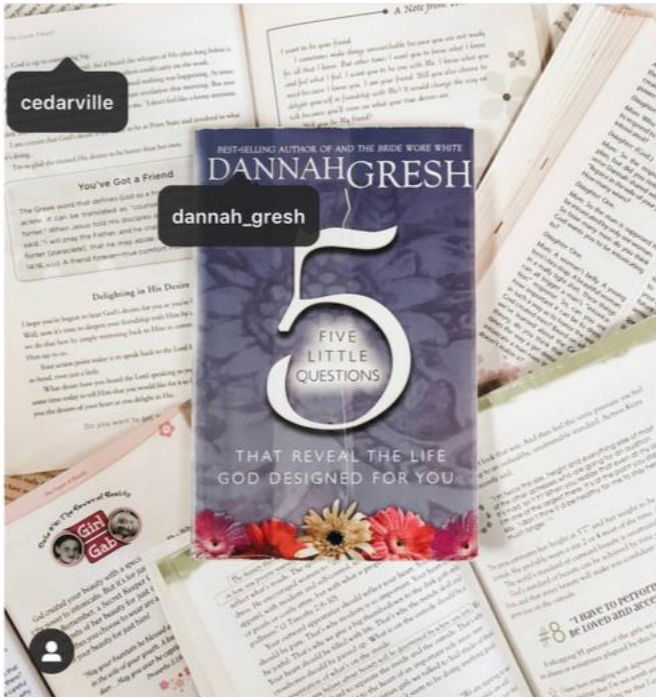


## Consider:

- #Bookface



# Likeable



38 likes

cedarvillelib Danna Gresh shared some stories from the Bible today in @cedarville chapel about men and women who, despite their sins and backstory... more

March 21

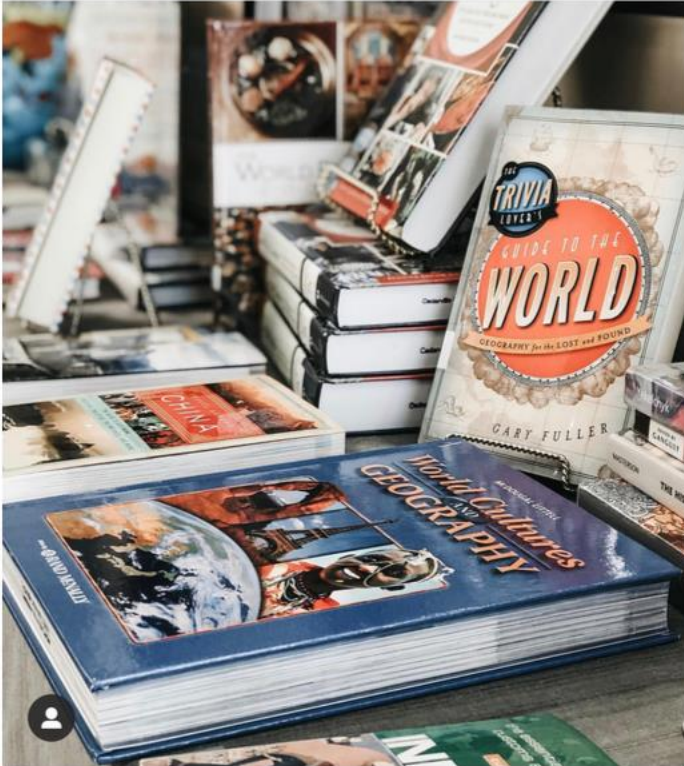


## Consider:

- Tagging others

# Likeable

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53 likes

cedarvillelib If you're going to the MISO World Fair, drop a 🌐 below!

cedarvillelib  
Cedarville University



27 likes

cedarvillelib It's time for the @cedarville Fall Career Fair! @cu\_career invites you to network with potential employers and check out all the opportunities. We hope to CU there! Today from 11-2:30pm in the field house.

View all 2 comments

cu\_career This post and pic is the literal best! Thanks for all your support! P.S. So happy to know our emails are actually opened 😊 😊!

2w 1 like Reply

cedarvillelib @cu\_career they are! We loved your graphic for the career fair!

2w 1 like Reply

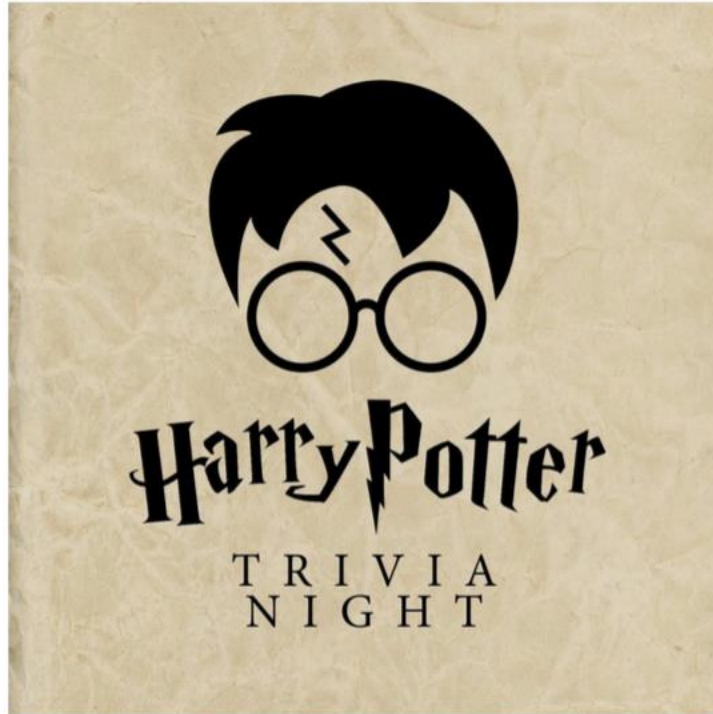
## Consider:

- Being social!  
(partnering with other campus units)

# Likeable



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Cedarville University



36 likes

cedarvillelib This Friday, you are invited to another library after hours event! Step out of Cedarville University and into the Wizarding World for a... more

April 2



cedarvillelib  
Cedarville University



40 likes

cedarvillelib Have you seen our Harry Potter book display? It's not the restricted section; we want you to check them out! Don't forget our Harry Potter trivia night tomorrow night. Grab your Potter pals and form some trivia teams with up to four people each. See you tomorrow night at 8! ⚡

April 4

## Consider:

- Being creative when promoting events; don't post the same graphic twice

# Likeable



25 likes

cedarvillelib Happy Valentine's Day! Don't worry about finding a date, because you can find one at the library. Blind Date with a Book starts today and ends at... [more](#)

February 14



32 likes

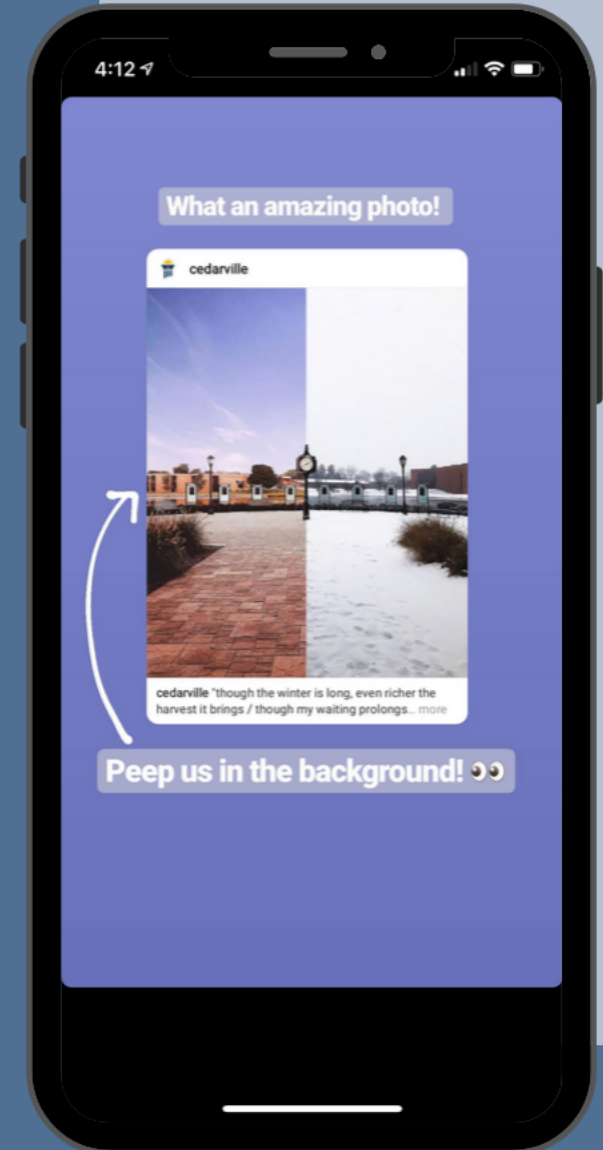
cedarvillelib Have you picked up your blind date yet? ❤️  
📖 Tell us how you feel about the reveal! 🙌

## Consider:

- Being creative when promoting events; don't post the same graphic twice

# — Insta Stories

- Utilize stories to create another level of interaction
- Allows you to:
  - Ask questions
  - Take polls
  - Promote events



Just some HP fun since our trivia night is TONIGHT!

Just some HP fun since our trivia night is TONIGHT!

# Insta Stories



Just some HP fun since our trivia night is TONIGHT!

Just some HP fun since our trivia night is TONIGHT!



Which house are you?



Which house are you?



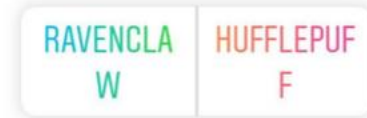
FOR THE OTHER TWO



FOR THE OTHER TWO



Which house are you?



Which house are you?



# Insta Stories

ALL DECKED OUT FOR HP TRIVIA

 Sorting Hats

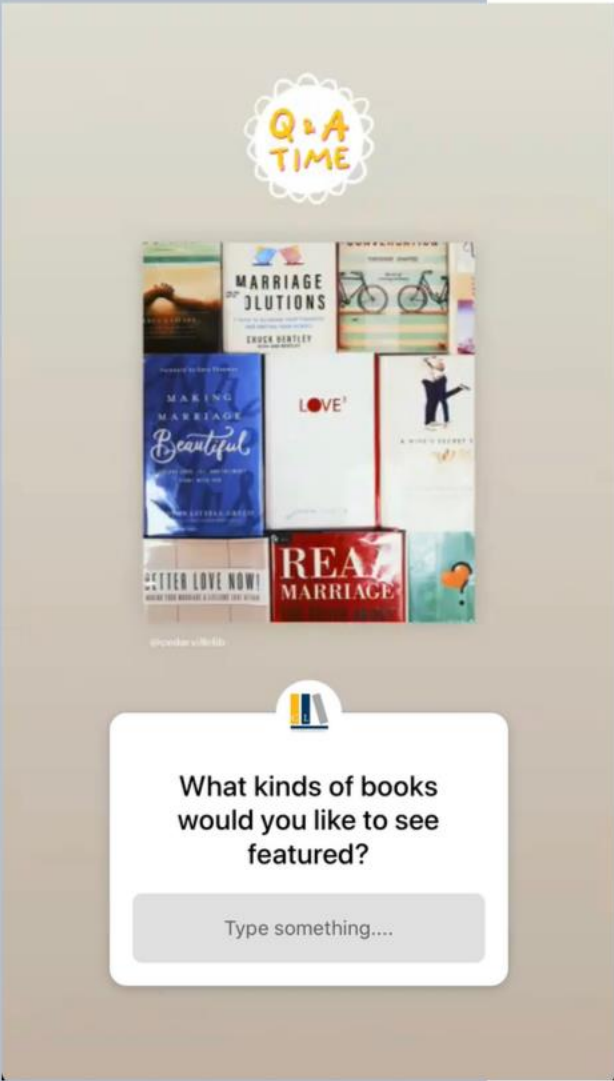


# Insta Stories





# Insta Stories



- Ask questions and make sure you respond









# Insta Stories



What should we do for our next trivia night?

Type something....

Responses

 chloe_vann98	 sarcastic.punkish.desig...
Chronicles of Narnia!	Percy Jackson
Reply >	Reply >
 amodernhobbit	 beenjammin2000
Lord of the Rings	Lord of the Rings
Reply >	Reply >
 joseph.mattackal	 abigail_lee_baker
Lord of the rings	LORD OF THE RINGS?!
Reply >	Reply >
 k_a_flint	 mommadoock
Classic Literature	DOCTOR WHO!!!!
Reply >	Reply >

- Ask questions and review answers

# Insta Stories



@cedarvillelib



Which was better, the book or the movie?

BOOK

47%

MOVIE

53%



@cedarvillelib



Which was better, the book or the movie?

BOOK

47%

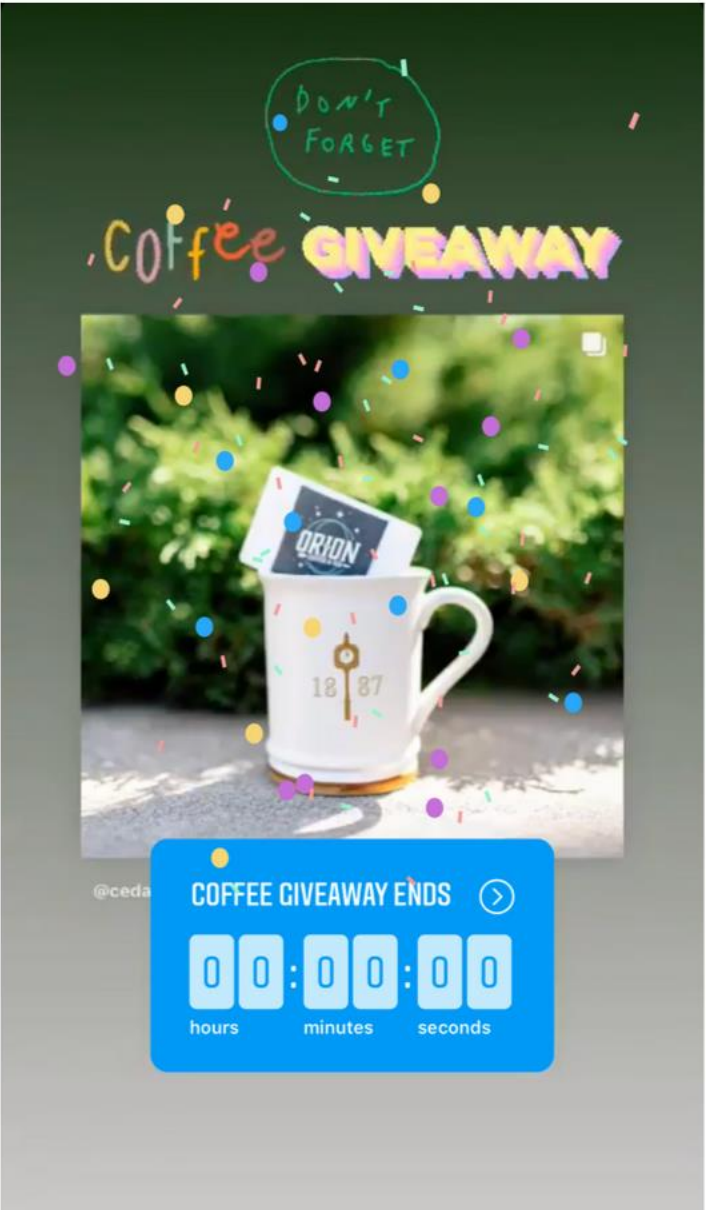
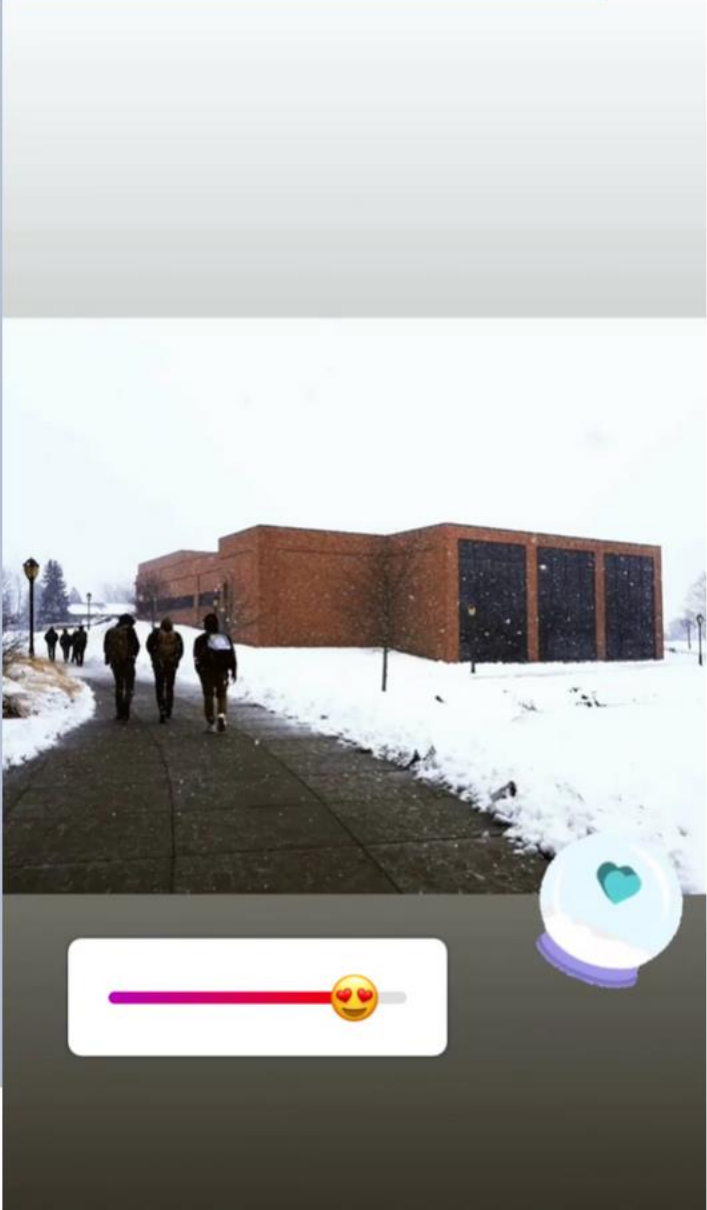
MOVIE ✓

53%

The movie won our poll yesterday!

- Take a poll

# Insta Stories



- Use sliders and countdowns

# Insta Stories

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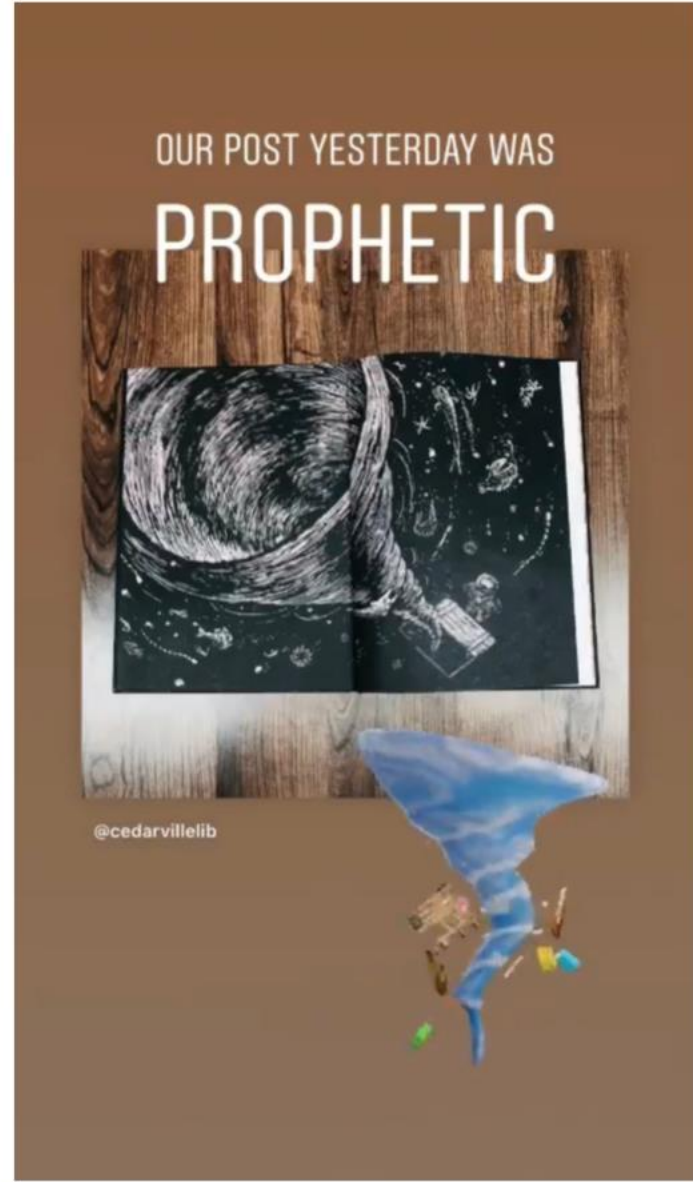


Liked by kari\_siders and 58 others

cedarvillelib Tornado season in Ohio starts in April. As scary as that might be, at least we have some cool books like this one that make a scary thing look so beautiful. 🌪️ Are you one of those people who hides in the basement when there's a hint of a tornado or do you run outside to watch?

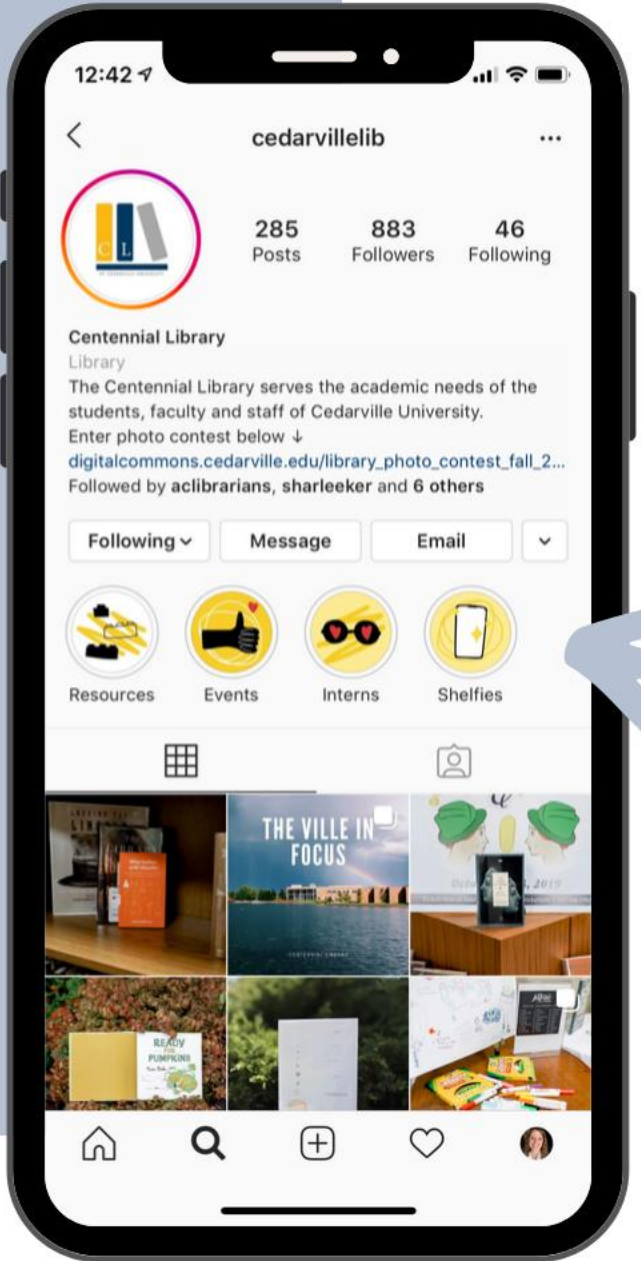
View all 4 comments

kari\_siders I'll be running outside to watch! 🌪️ 😊 ❤️



- Refer to past posts without posting again

# Insta Stories



- Save your stories using Instagram Highlights

# Instagram Contest



- Partnership with local coffee shop
- Donated gift card and coffee mug - \$0 investment
- Details
  - One week to enter - follow library and coffee shop on Instagram, like post, tag friend in comments to enter
  - Unlimited entries
- Selected winner with random number generator

# Takeaways for the Day

- Focus efforts on Instagram
- Entrust a student to run your social media
- Create your own content
- Use recurring series and trending hashtags
- Ask engaging questions and be responsive





# Contact Info



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## Follow Us!



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Centennial Library



@CedarvilleLib