

Managing Library Social Media with HootSuite: a case study

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Social Media – the Dream: Time Saver



Social Media - the Reality: Time Suck



Virginia Tech Libraries First Foray

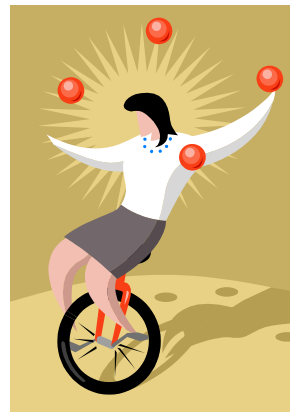
- 2007 – first Facebook account
- 2008 – first Flickr account

- The plan:
 - Webmaster would take in materials from all Reference and Instruction faculty/staff and post them promptly

- The reality:
 - RIS team didn't have time to send enough materials for regular updates
 - Webmaster had enough other work so he couldn't fill the gap

Virginia Tech, Take 2

- Spring, 2010 –
 - Revival of Facebook and Flickr accounts
 - Creation of Twitter account
- Result: one busy Outreach & Instruction Librarian



<= me

Take 2, Phase 2

- Late 2010 - creation of Social Media Working Group with goals:
 - Increase posting frequency
 - Reduce time spent on social media research and posting
 - Bolster interactivity of all social media, i.e. start conversations with users
 - Find a way for multiple library users to be responsible for all accounts without sharing passwords
 - Establish a concrete plan and method for maintaining the streams of information indefinitely

The Solution – Dashboards

The contenders



	TWEETDECK	HOOTSUITE
Purpose	To enhance Twitter use	To efficiently manage brands via social media
Website quote	Tweetdeck is an app that brings more flexibility and insight to power users. (Tweetdeck 2012)	HootSuite is a social media management system for businesses and organizations to collaboratively execute campaigns across multiple social networks from one secure, web-based dashboard. (HootSuite 2012)
Interface with	Twitter, Facebook	Facebook, Twitter, LinkedIn, Google+, Foursquare, Mixi, MySpace, WordPress, etc
Functionality	<ul style="list-style-type: none"> • Filter for important items • Schedule tweets ahead of time • Monitor and manage unlimited number of accounts • Stay current with notifications of new tweets • Displays incoming and outgoing messages in one stream 	<ul style="list-style-type: none"> • Allows users to manage multiple social profiles • Schedule messages and tweets • Track brand mentions • Analyze social media traffic • Displays incoming and outgoing traffic in easy-to-read columns in one window
2011 Plans & pricing	<ul style="list-style-type: none"> • Free 	<ul style="list-style-type: none"> • Free – 1 profile, message scheduling, 2 RSS • \$5.99/month – 1 team member, unlimited twitter accounts • \$1500/month, unlimited
2012 plans & pricing	Tweetdeck has been purchased by and absorbed into Twitter. It is still free, but very focused on Twitter, with other social media given less attention.	<ul style="list-style-type: none"> • Free – 1 profile, message scheduling, 2 RSS • PRO (\$9.99/month) – 5 profiles, message scheduling, 2 free users, 1 free enhanced analytics report, Google analytics integration, Facebook insights integration, Unlimited RSS

The Winner – Hoot Suite

The screenshot shows the HootSuite dashboard in a Mozilla Firefox browser window. The browser's address bar displays `hootsuite.com/dashboard#/tabs?id=7017676`. The dashboard is organized into three main vertical columns:

- Home Feed (Twitter):** Displays a list of tweets from the user's feed. The most recent tweet is from `frugaltraveler` at 12:31pm, mentioning a resort package. Other tweets include a comment about merengue, a writing day announcement, and a webinar promotion.
- All Updates (LinkedIn):** Shows a list of updates from the user's LinkedIn profile. Recent updates include connection notifications for `Adam Serediuk`, `Nick Loeffler`, `David Leon`, and `Nancy Willard, MPH`, as well as a profile update by `Cory Snaveley`.
- My Photos (Facebook):** Displays a series of photos from the user's Facebook profile. The photos are accompanied by text updates: "apologies a short in the alarm system kept the alarm going for about an hour, as we waited outside", "waiting for word there didn't seem to be a fire, but the alarms kept ringing", "fire at about 3 am, the alarms went off and we emptied the hotel", and "the tube stop near Olivia and Tony's house".

The interface includes a top navigation bar with a "Compose message..." field, a sidebar with navigation icons, and a bottom status bar.

Best Practices

- One, central password for all admins
- Post at least 5 times/day
- Standard message categories:
 - Resources
 - Services
 - Campus-level Announcements
 - General Interest
- Streamline process by posting in batches

Results

- Fewer interactions with readers than ideal
 - Still a notable time lag between send and respond
- Increased “likes” and “follows”
- Decrease in time spent on updating despite adding more feeds
 - Batch entry and pre-scheduling instrumental in change

So how do you do it?

Resources

- Kietzmann, J.H., Hermkens, K., McCarthy, I.P., & Silvestre, B.S. 2011. Social Media? Get Serious! Understanding the Functional Building Blocks of Social Media. *Business Horizons*, 54, 241-251.
- How To... Wrangle Your Reputation Online. 2011. *PR News*, August 1. ProQuest (2412995411).
- SocialBrite. 2012. "Top 10 Social Media Dashboard Tools." November 9, 2010. <http://www.socialbrite.org/2010/11/09/top-10-social-media-dashboard-tools/> .

Questions?

- Contact me:
 - Jennifer Nardine, jnardine@vt.edu
- Look for the chapter in the forthcoming book: *Time Organization for Librarians: Beating Budget and Staff Cuts*