MASARYK UNIVERSITY

How to Attract Users: Library Marketing and Good Practice

MUST WEEK 2016

www.facebook.com/knihovnafss

Central library
Faculty of Social Studies
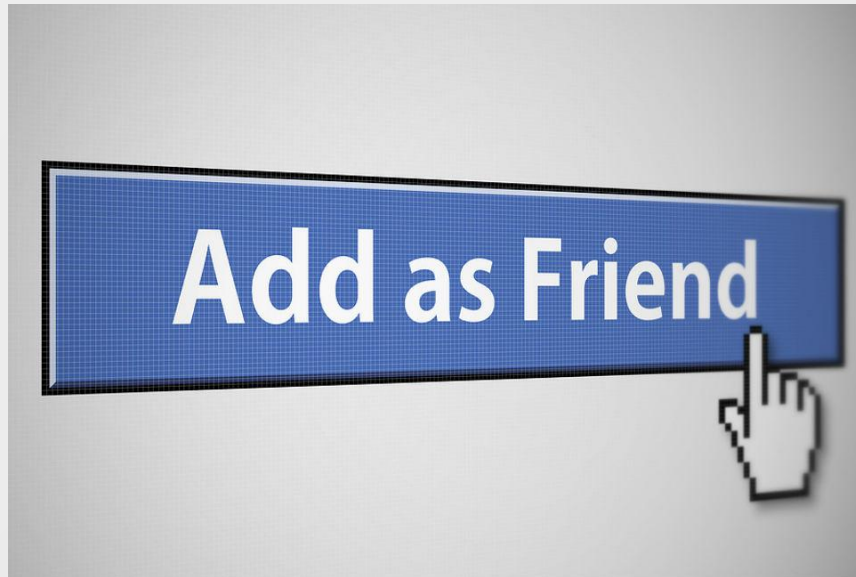Masaryk University

library

Veronika Šléglová
David Humpolík

WHAT IS OUR ROLE?

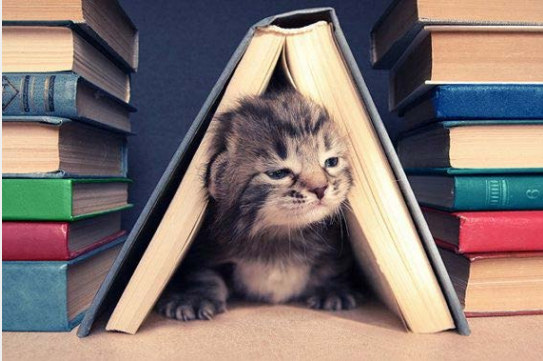**What and how we want to communicate on Facebook?**

Brand building

- Academic libraries are **not "love brands"** but trustworthy partners and friends.
- **Facebook is for relationships and friendship.**

- What **we (librarians) think is important** versus what is **really useful for fans – 80/20 rule.**

Content 80/20

First line	Second line	Nope
FUN not SPAM	Databases, e-sources	Direct marketing
Communication	Services	Web duplicate
Creating relationships	Advertising	Lecturing, correcting
Authenticity	Books	
Attention attracter	Periodics	

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Language

- We are **institution, academic voice** but we have to be **closer** to our audience (we want to be friends, remember?).
- **Reactions, discussions and comments.**
- We do not want to raise our audience.
- We want to be there for them.
- NO CAPS LOCK.
- No extreme punctuation?!?!?!

Arguing on the internet

Yeah, it's pretty much like this.

Likes are a trap

- It is not all about thumbs up
- Less likes can be more effective

Likes are not our goal –
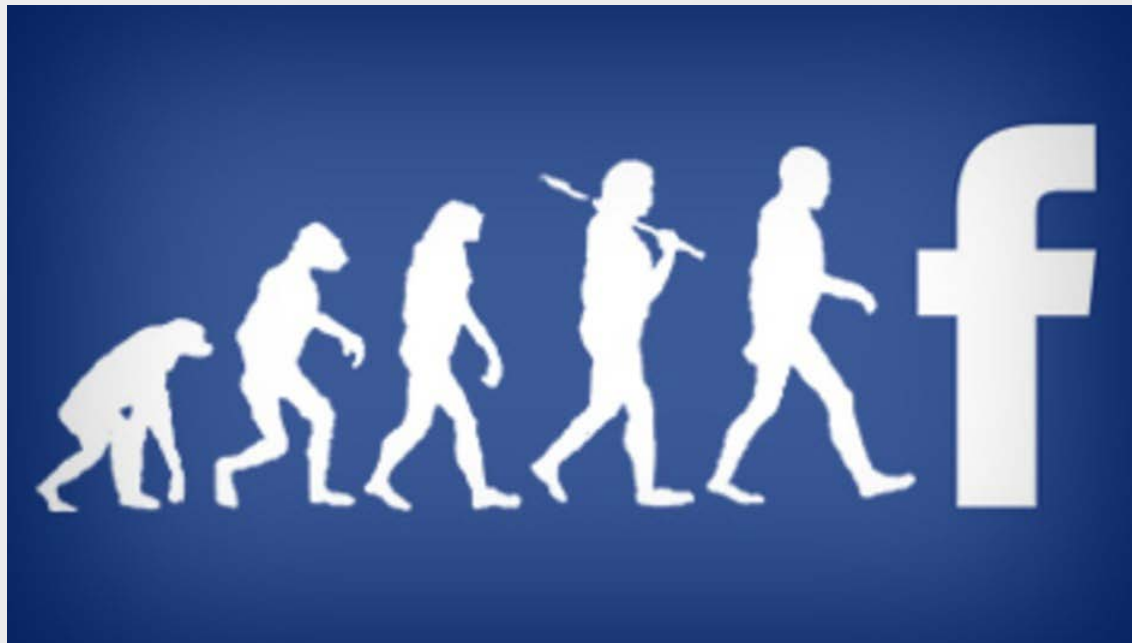**participation and satisfaction** is.

New point of view

- Pay attention to unexpected situations.
- E.g.: solar eclipse, exam time, graduation.
- We have to **know our target group**. What are their topics?
- Focus groups, user satisfaction, survey, questionnaire.

GOOD PRACTICE
Before and after

Before - why we wanted library Facebook

1. **Communication channel** not competitive and duplicate with web or e-mail information.
2. **Be part of** popular social site.
3. **"To inform, amuse and educate"** (February 2013)

Starting campaigns

"Behind the curtain"
Successful - still works

"New books in a library"
Now in our Newsletter

"Ordinary life of librarians"
Unsuccessful - privacy issues

Beginner's mistakes

Communication

Formal, boring, too polite

Content

Questionable sharing - **privacy** reasons

Librarian point of view versus usefulness for fans

80/20 rule

80% funny stuff connected to library

20% important news (e-resources, new books, etc.)

Top quality = photos/graphic - camera and graphic designer are necessary

After three years

1. Different communication style
   Informal, friendly, relationship
2. Good statistics
   Posts approximately **500 - 1.000 reach at 1516 fans**
   World median for 1.000 fans is 22%
   We are reaching aprox. 50 - 150% of our fans
3. Creating a **long-term plan** for most effective posting
4. Creating **something special**
   Second chance for books, chess table, earplugs, etc.
   Sharing that news/photos/links on FB
5. Better **photos**, our own **graphic designer**

WHAT REALLY WORKS AND WHY?
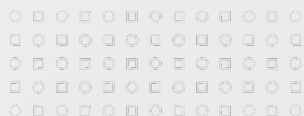
BEING A FACE

TO INFORM IN FUNNY WAYS

Book bazaar

Lost-and-found

Summer break

DO SOMETHING MORE
details make a big picture

FOCUS ON THE UNEXPECTED

Goats near our library
150 likes, 11.500 reach

Just chilling
120 likes, 12.800 reach

Admin's personality

1. **Active user** of FB
2. The more active, the better
3. Have to be connected **24/7** (**smartphone**)
4. **Soft skills** - copywriting, photography, graphic design, marketing
5. **Know your audience** and like them (at the best - be one of them)
6. Open-minded, open personality, **innovative**, **creative**, **authentic** and **personal** - close to the audience. **No fear to be "a face".**
7. **Have a partner** - somebody to consult, brainstorm, etc.
8. **Follow the flow** - new trends, technologies, development
9. **Wide topic range** - not just librarianship

TIPS 'n' TRICKS

1. **Know your FB** and **like it**.
2. What do you want to achieve? **Targets, long term plan**.
3. **Be prepared and plan** - prepare the page, campaigns, photos correctly and in time.
4. **Investment to FB ads at the beginning** - it can help you to get relevant attention really fast and easy.
5. **Inspiration from the best** (search good practice), **cooperate (MU admin group)** with university, faculties, libraries and institutions on FB.
6. **Fun not spam** - what is important for users.
7. Build a brand but **build a relationship** too.
8. Be **ready to share** - pay attention for unexpected.
9. Use **anything that can attract** (photos, videos, kittens, people, yourself)
………..AND……...

Search for, love and **cherish your feedback**.

Appreciate your critics. Do not argue.

Pat on the back never moves you forward.

Positive feedback never gives you as much as negative.

And last….let us take a selfie😉

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