

Social Media Recommendations

The Rare Books & Manuscripts Library's social media goal is to engage faculty, potential/current donors and students to build awareness of the resources the collection provides, the expertise of its faculty members and its impact on students, faculty and researchers. Based on the identified **audiences**, the established **goals**, the nature of the platform and user familiarity, we recommend RBML begin to build their social presence on Twitter. Twitter will allow RBML to reach a larger portion of their target demographics and is the best place to start building a comprehensive approach to social media for the collection.

Why Twitter?

- Although several peer institutions have Instagram accounts, far more Rare Book and Manuscript Libraries are present and active on Twitter.
- Twitter presents the highest likelihood of reaching all three identified target audiences.
 - Key audiences identified by the Rare Books & Manuscripts Library include Faculty, Donors/Potential Donors and Students.
 - According to The Leveraged Ph.D., “the most popular platform for academics is Twitter.” Faculty, peer organizations and individuals interested in scholarly topics are more likely to engage on Twitter.
 - Demographics reporting from Sprout Social shows that Twitter has the second highest concentration of users with a bachelor's degree or higher, just behind LinkedIn. Hootsuite's studies have also demonstrated that Twitter users are on average more educated than the general public.
 - Although Instagram has a higher percentage of 18-24 year-olds, 44% of 18-24 year-olds use Twitter, making it possible to also reach students on the platform.
- Research into the hashtags included on the RBML Instagram application shows a low number of posts associated with these hashtags. While some popular hashtags can have tens of millions of posts associated with them (e.g. #throwbackthursday with more than 51 million posts), most of the hashtags identified in the RBML Instagram application had less than 5k total posts.
 - These numbers indicate that Rare Books content is not currently a popular interest on Instagram (although it could be in the future!)
- Twitter presents an opportunity to tag other relevant accounts that do not have an Instagram presence, including other Rare Book and Manuscript Libraries, professional organizations, other units at Ohio State and more to increase engagement and awareness.
- Twitter is still a highly visual medium; best practice states that photos should be included with posts whenever possible.
- Both RBML curators are already active and highly proficient Twitter users on their personal accounts; there is clear familiarity with the platform.

Social Media Recommendations

Goals, Measurements and Actions for Twitter

Goals for an RBML Twitter account would include:

Generating awareness of the breadth of
RBML's holdings

Sharing calls to action for event attendance
and/or donations

Establishing social relationships with peer institutions

Demonstrating impact by sharing stories of student
and researcher success

Key performance indicators of success would include

Number of likes

Number of retweets

Number of link clicks

Engagement rates

Number of mentions by other users

In order to reach these goals and generate
significant KPIs for the account, it is important for
RBML to keep a consistent posting schedule. At
minimum, a Twitter account should have 3 tweets
per week, with a goal to reach the recommended
amount of 1 - 2 tweets per day.

RBML's Twitter account will be evaluated 6 months
from creation to ensure the account managers
have the time and resources to post regularly
and to benchmark KPIs. If regular posting is not
occurring, the Marketing and Communications and
RBML teams will discuss plans to either get back
on track or to sunset the account. If the account
is determined to be successful, opportunities will
arise to apply for additional social media accounts
on other platforms.

Next Steps

The next steps to take in order to
implement the new social media plan
for RBML are as follows:

- 1 Sunset existing Facebook account
 - Explore the current Facebook page for
content that could be recycled for Twitter.
Be sure to save any posts that should be
transferred to the Twitter account.
 - Remove existing links to the Facebook
account from RBML materials, including the
library.osu.edu website, if these links exist.
 - Delete the Facebook account.
- 2 Delete existing Instagram account.
- 3 Apply for Twitter account through
University Marketing
 - Anna can work with the University
Marketing social media team to ensure
that the application is processed in a
timely fashion.
- 4 Begin generating content
 - While waiting for account approval, begin
generating content and planning a social
media calendar to ensure a consistent
posting schedule for the critical first
several weeks. Anna is happy to assist with
preliminary calendar creation.
- 5 With approval from University Marketing,
create account and start posting
- 6 Regularly examine analytics data and adjust
strategy as necessary