

A white paper from Taylor & Francis

# How are libraries applying social media?

## Collection usage and discovery

"A lot of our tools are web-based then we advertise these on social media"

"YouTube is good for discoverability. It is good to engage with students with English as a foreign language as you can use subtitles"

"We did a Referencing video on YouTube- we had over 1,000 views in a very short time, and were very surprised at the number of hits"



### Case Study

**Goodreads:** Using Goodreads to highlight new books, inviting reviews from the user group and using that feedback for collection development. *"It's a useful platform for hearing from faculty and students about books they love which we don't yet have and should order, that weren't even on my radar."*

## Customer service

"Students are very social media engaged. They prefer to have communications delivered by hand, in person to each person when something goes wrong"

"At times there are so many postings and because of other commitments, we are not able to reply as fast as we ought to"



### Case Study

**Ask the Librarian:** Indian libraries have implemented an 'ask the librarian' initiative where students can live chat with a librarian who can answer their query. Librarians are networked between multiple libraries to all be available to answer student queries.

## Teaching and Learning

"I just went to Google and YouTube has all kinds of library experiences available... you just need to click it and it is available."



### Case Studies

**Instagram:** use Instagram to post pictures relating to collections. For example, a US university posted a picture of an old phrenology map related to their collection on history of psychiatry.

**Audience polling:** use audience polls to elicit responses from multiple students rather than just hearing from one individual in a physical class environment.

## Outreach

"Creating more of a community and going out there and really meeting the students and the faculty has really changed how they view the library and it's been a great experience"

"This is the biggest technology which can bring our people back to the library if they cannot come physically, at least you can reach electronically, you can reach out to them by different ways and means"



### Case Study

**Use imagery:** several US libraries described using pictures online as a way to entice users to the physical library. *"Being able to show what we're doing, whether it's adding more this summer, more outlets, or bringing in more chairs and taking pictures, and showing that we have these spaces... that's gotten really good response."*

