Going Viral with IL: Integrating Information Literacy into Your Library’s Social Media

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Going Viral with IL: Integrating Information Literacy into Your Library’s Social Media

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Platforms: Where We Are & Where We Aren’t
Social Media & Our Content Needs
ACRL Framework for Information Literacy
Example: Searching as Strategic Exploration

When searching a library database or on the web, use quotation marks to get more precise results. #strategicsearching

Basic Searching Tip

"Quotation Marks" Narrows a search to an exact phrase or set of words.

VS.

"theory of relativity"

103,443 results

60,137 results
Example: Searching as Strategic Exploration
Example: Information Creation as a Process
Example: Information Creation as a Process

Limit To:

☑ Books
☑ Academic Journals
☐ Magazines
☐ News
☐ Video
Coordinating with Others

Example: Government Documents
Facebook Insights

Page likes $\uparrow 8\%$
User engagement average $\uparrow 50\%$
Reach $\uparrow 21\%$

Links and photos = more engagement from users
We had the best of intentions, but we struggled with...

- Transition, campus rebranding, increased marketing needs
- Juggling priorities and coordinating with other marketing outlets
- Last minute requests
Next Steps

• Branded content and a cohesive look
• Content used across all platforms
• Aspire to full marketing plan
• Instagram account
• More video content