Tweet Like Ethel; Or, How to Impress Your Institution’s Marketing Team

Amee H. Odom 2212519
Wingate University, amee@wingate.edu

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Tweet like Ethel!

Or, How to Impress Your Institution’s Marketing Team

Amee Odom, Director of the Library
Jessica Swaringen, Reference and Instruction Librarian
Key Indicators

• 3,493 total FTE
  • 2,726 Undergraduates (FTE)
  • 768 Graduates (FTE)
  • 197 full time faculty (FTE)

• Degrees offered:
  – 33 Bachelor’s
  – 6 Master’s
  – 3 Doctoral

• Campuses
  – Wingate, Charlotte, and Hendersonville

2019-2020 Census data
“It’s A Great Day at the Ethel K.!”

Snapshot
Library Staff
• Professional Librarians
  • 5 full time
• Para-Professionals
  • 2 full time and 2 part time
  • 25 student assistants

Typical Week
• Open 85.5 hours
• Gate Count ~5,800 patrons
“The library's social media presence actually is the Gold Standard at Wingate. The posts are regular and relevant. They have story, heart, and humor. There are times when it outperforms the University's main social media pages as far as engagements are concerned. They have their voice down and it is clear their audience responds to it.”

- Nick DeLangie, Director of Marketing Analysis
Social Media Illustrations

Ethel K. Smith Library
110 Church Street, Wingate, NC
library.wingate.edu

MLK JR DAY FACILITY HOURS

FRIDAY, JANUARY 17: 7:30AM-5PM
SATURDAY, JANUARY 18: CLOSED
SUNDAY, JANUARY 19: CLOSED
MONDAY, JANUARY 20: 6PM-11PM

REGULAR HOURS RESUME ON TUESDAY, JANUARY 21: 7:30AM-11PM

Enjoy the break!

SPREAD GOOD CHEER

EKS Library Winter Break Hours for Patrons

Wednesday, December 11 - Tuesday, December 17: 8am-4pm
Wednesday, December 18: 8am-3pm (closed 11am-12:30pm)
Thursday, December 19 - Friday, December 20: 8am-4pm
Monday, December 23 - Wednesday, January 1: closed
Thursday, January 2 - Friday, January 3: 8am-4pm
Monday, January 6: 8am-4pm (closed 11am-1pm)
Tuesday, January 7: 8am-3pm
Wednesday, January 8 (classes begin): 9:30am-5pm
Social Media Illustrations

Library List
A public list by Aimee Odom

List members
Union County Pub Lib @UCPublicLibrary
Twitter of Union County Public Library, with locations in Monroe, Indian Trail, Marshallville, and Waxhaw. Have a question? Tweet us or call 704-293-8164. eUCPL

MetrolinaLibraryAssn @MLLA_library
Metrolina Library Association - affordable networking and professional development opportunities for librarians in the Carolinas.

DigitalNC @ncdigital
North Carolina Digital Heritage Center. Supported by the State Library of NC, @BILS, and @unclibrary. Tweets from Lisa Gregory and Nicholas Graham.

Library as Incubator @libraryincubator
We work to highlight artists & projects that have been "incubated" in part by library collections and spaces. Give librarians and artists a place to connect.

Nora Bird @NoraBird
Community college library researcher, LIS faculty, workplace information literacy, Rodgers SCULS Ph.D.

NC Library Assoc @nclibrary
The North Carolina Library Association was organized May 14, 1904, by a group of seven librarians who met in Greensboro.

US Copyright Office @USCopyrightOffice
The official Twitter feed of the Register of Copyrights of the United States.

DocsTeach @DocsTeach
The online tool from the US National Archives for teaching with documents. Create interactive lessons with primary sources to foster historical thinking.

LISSA at UNCG @UNGLISSA

UNCG LJS @linncg
Connect With Us

AAUP @AAUP
Advancing academic freedom & shared governance, defining professional standards, promoting economic security of academics, organizing to make our goals reality.

HuffPost Books @HuffPostBooks
Read like you mean it. Senior Editor: @zoesticksta. Editors: @maddiecu, @ClareEFallon. books@huffingtonpost.com.

steven bell @Herdedlib
stevenb - thinking and writing about academic librarianship, teaching/learning, design thinking,
Information Literacy? On Social Media?

Meet your constituents

- Analytics dictate each patron base & preferred platform(s)

Managing the Message

- Ethel’s validity in the “noise” of other posts/sources
- Ethel’s consistent branding and voice
  - interest
  - accessibility
  - credibility

Mixing fun with the pedagogy

- “Eat your broccoli and then you can have dessert.”
Did you miss the OER Table at the Wingate Holiday Party? Not to worry! It's never too late to give the gift of open!

According to the Hewlett Foundation, "Open Educational Resources (OERs) are teaching, learning and research materials in any medium – digital or otherwise – that reside in the public domain or have been released under an open license that permits no-cost access, use, adaptation and redistribution by others with no or limited restrictions." (https://hewlett.org... See More
Types of Posts

Reading day means exam pens! Pick one up for good luck on your final exams. #itsagreatdayattheethehek #goodluckonexams

Can alums get pens too?!

Want to know more about North Carolina Pirates? You can with the NC Maritime Museums! Give them a holler @NCMaritimes #FieldTripAnyone? #TLAPD

Raiding Area 51

Raiding the library of its books

Blackbeard was likely a privateer during Queen Anne’s War (a conflict primarily between France and Britain); when Blackbeard later turned to piracy, he named his flagship Queen Anne’s Revenge. #TLAPD

The famous pirate Blackbeard is sometimes given the birth name Edward Teach or Edward Thatch, but historians don’t have a consensus on what the pirate’s actual, legal name was. #TLAPD
Types of Posts

Library Resource Spotlight: InterLibrary Loan (ILL)

ILL allows you to access books and articles not included in Ethel's collection from another participating library. All you need is the item information and to fill out a form!

Library Resource Spotlight: Group Study Rooms

Group Study Rooms are a great place to work on a group assignment, prepare for an exam, or practice a presentation.

Have your WU ID ready to check out one of our five group study rooms!

Got Research?

Come by the Research Desk! We are here to help you.

Regular Hours:

Monday, Tuesday, and Thursday: 10:00 AM - 1:00 PM, 2:00 PM - 5:00 PM

Wednesday: 10:00 AM - 1:00 PM, 2:00 PM - 5:00 PM

& 6:00 PM - 8:00 PM

Sunday: 3:00 PM - 10:00 PM

Ask Ethel (or Chat Now!) is the library's chat service. When live, you can chat with a librarian in real time!

If Ask Ethel is not live, you can enter your question for the librarians to see later.
Analytics Tools: Facebook

1. Go to library’s page
2. Click on “Insights”
3. Review your page’s views, likes, engagement, and more
4. Adjust for time span -- default is last 7 days
1. Log in to Twitter

2. Go to “Analytics”

3. Review summary of the current month

4. Also review previous months’ summaries and top tweets, media tweets, mentions and followers, etc.
Analytics Tools: Instagram (Mobile Only)

1. Sign in to your Instagram
2. Go to Edit Profile
3. Click on “Switch to Professional Account”
4. After changing account type, you will see insights
5. View insights for content, activity, and audience
Thank You!

Questions?