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Feb 22nd, 10:15 AM - 11:30 AM

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

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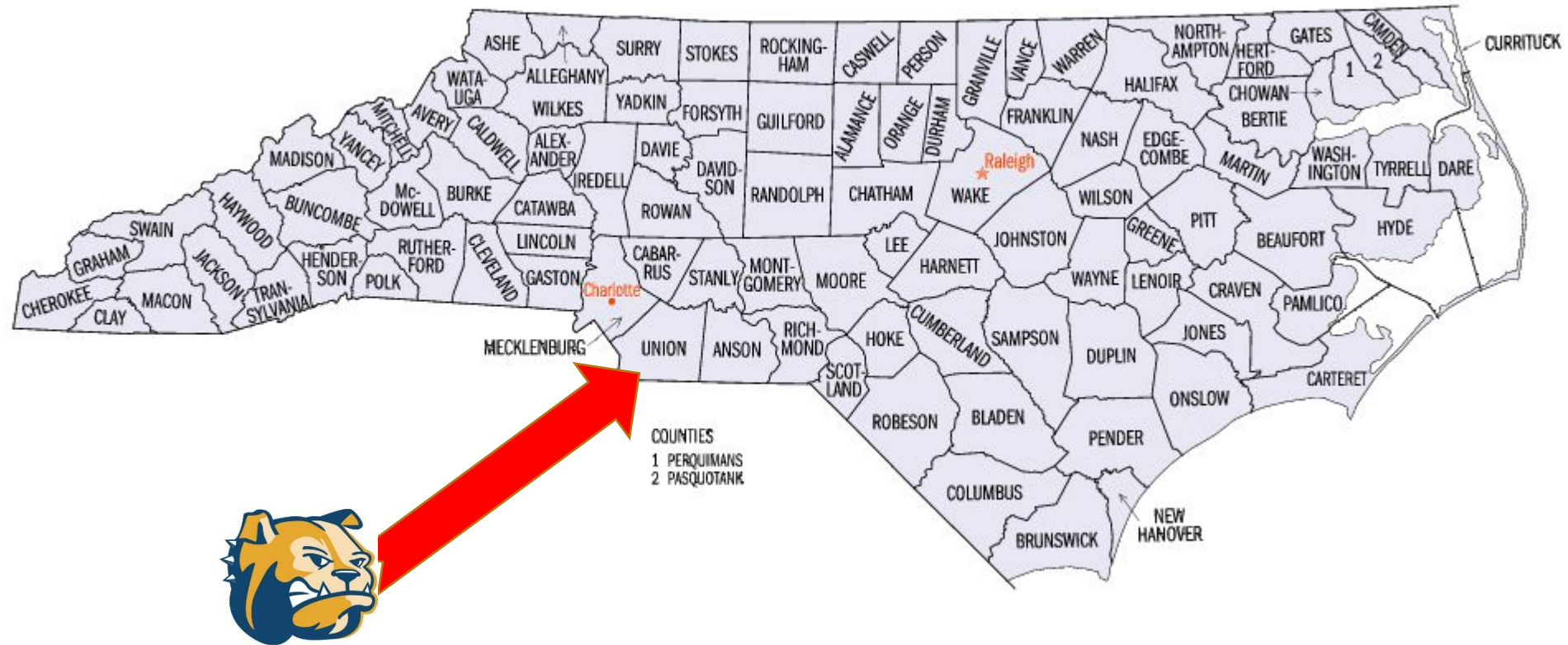
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# Tweet like Ethel!

## 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.!”

W I N G A T E



## 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.”

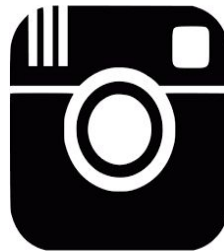
- Nick DeLangie, Director of Marketing Analysis



@ekslibrary

@Amees\_Odom

@jessicaleeswag



@ethelksmith

@ameeodom

@jessicaleeswag  
@literarycatfam



Ethel K. Smith Library, Wingate University

Amees Odom

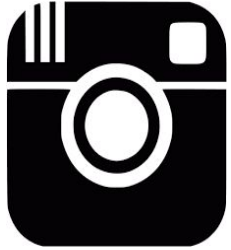
Jessica Lee

## W I N G A T E



# Social Media Illustrations

W I N G A T E



Instagram

Search

Log In

Sign Up



ekslibrary

Follow

267 posts

340 followers

110 following

Ethel K. Smith Library

110 Church Street, Wingate, NC

[library.wingate.edu](http://library.wingate.edu)

POSTS

TAGGED



# Social Media Illustrations

W I N G A T E







**EKS Library**  
1,431 Tweets



**EKS Library**  
@ekslibrary

News and updates from the Ethel K. Smith Library staff, 110 Church Street,  
[@WingateUniv](#)

 Wingate, NC 28174  [library.wingate.edu](#)  Joined June 2010

**131** Following   **442** Followers

**Tweets**

Tweets & replies

Media

Likes



**EKS Library** @ekslibrary · Jan 17

Facility hours for the MLK Jr. Holiday Weekend. #ItsAGreatDayAtTheEthelK







**You might like**



**taylor**  
@Taylor335

Follow



**Campbell University**   
@campbelledu

Follow



**Joe Reich**  
@Reich\_WingateFB

Follow

Show more

**Trends for you** 

Trending in United States

**#RIPAltoBelliFamily**

8,278 Tweets

18  
96

# Social Media Illustrations

W I N G A T E

Home Notifications Discover Me Search Twitter

### LIBRARY List

A public list by Amee Odom

Everything Library...

MEMBERS 25 SUBSCRIBERS 0

Edit Delete

Tweets

List members

List subscribers

More lists by @Amee\_Odom · View all

- MUSIC List
- ON THE ROAD AGAIN List
- PRINT List
- KEY WEST List
- SOUTHPORT List
- TV List
- PEOPLE List
- NEWS List
- WINGATE List
- LIBRARY List

#### List members

- Union County Pub Lib** @UCPublicLibrary  
Twitter of Union County Public Library, with locations in Monroe, Indian Trail, Marshville, and Waxhaw. Have a question? Tweet us or call 704-283-8184. #UCPL
- MetrolinaLibraryAssn** @MLA\_Library  
Metrolina Library Association - affordable networking and professional development opportunities for librarians in the Carolinas.
- DigitalINC** @ncdhc  
North Carolina Digital Heritage Center. Supported by the State Library of NC, @US\_IMLS, and @unclibrary. Tweets from Lisa Gregory and Nicholas Graham.
- Library as Incubator** @IArtLibraries  
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** @NorajBird  
Community college library researcher, LIS faculty, workplace information literacy, Rutgers SCILS Ph.D.,
- NC Library Assoc** @nclaonline  
The North Carolina Library Association was organized May 14, 1904, by a group of seven librarians who met in Greensboro.
- US Copyright Office** @CopyrightOffice

- US Copyright Office** @CopyrightOffice  
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** @UNCGLISSA
- UNCG LIS** @lisuncg  
Connect With Us
- AAUP** @AAUP  
Advancing academic freedom & shared governance; defining professional standards; promoting economic security of academics; organizing to make our goals reality.
- US National Archives** @USNatArchives  
The nation's record keeper. Follow us for live tweeting of events, two-way conversations, and help with questions.
- HuffPost Books** @HuffPostBooks  
Read like you mean it. Senior Editor: @zoetricksta. Editors: @maddiecrum, @ClaireFallon. books@huffingtonpost.com.
- steven bell** @blendedlib  
stevenb - thinking and writing about academic librarianship, teaching/learning, design thinking,

## Meet your constituents

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

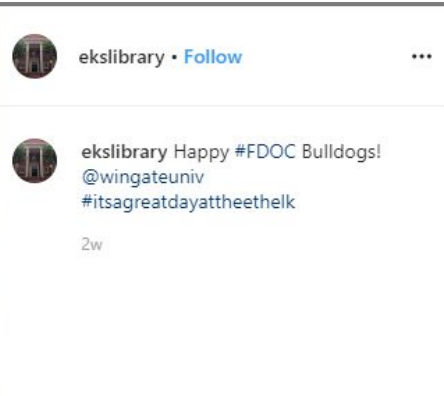
## Managing the Message

- 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.”

# Types of Posts



Ethel K. Smith Library, Wingate University

Published by Jessica Lee [?] · December 9, 2019 ·

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.or...> See More



# Types of Posts



- ekslibrary • Follow ...
- ekslibrary Reading day means exam pens! Pick one up for good luck on your final exams.  
#itsagreatdayattheethelk  
#goodluckonexams  
7w
- laceybillotto I miss making the bouquet! 🌸  
7w 2 likes Reply  
View replies (1)
- kbritt5 Can alums get pens too?!



Raiding  
Area 51



Raiding  
the library  
of its books



- ekslibrary • Following ...
- ekslibrary HUGE congratulations are in order for EKS student assistant Sam Clarke for publishing his first book of poems and short stories! We are honored to now have a signed copy in our collection.  
#itsagreatdayattheethelk  
22w
- mtues This is awesome! Go Sam!  
22w 1 like Reply
- beyondtheboxwoods Wonderful!  
22w Reply
- Liked by ameeodom and 74 others

- EKS Library** @ekslibrary · Sep 19, 2019  
Want to know more about North Carolina Pirates? You can with the NC Maritime Museums! Give them a holler @NCMaritimes #FieldTripAnyone? #TLAPD  
3
- EKS Library** @ekslibrary · Sep 19, 2019  
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  
1
- EKS Library** @ekslibrary · Sep 19, 2019  
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  
1

# Types of Posts

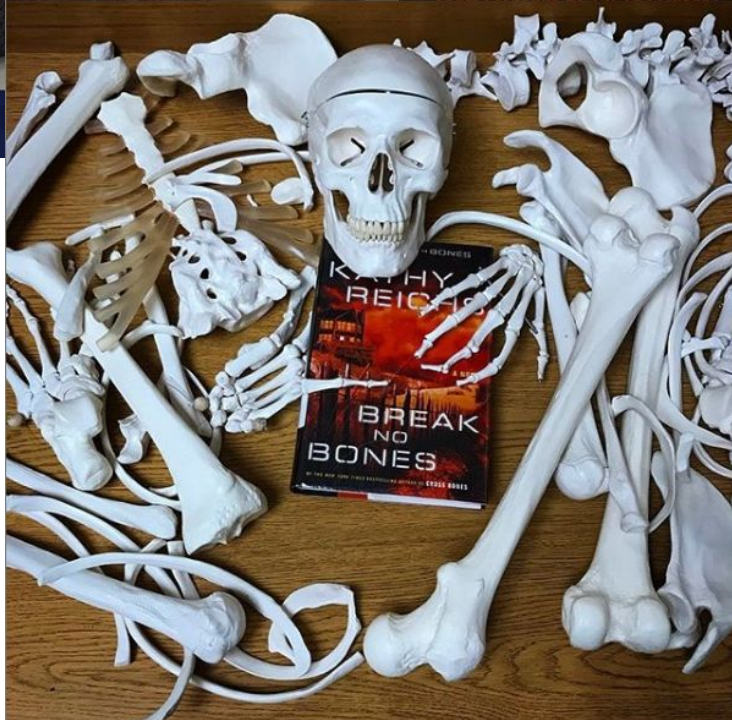
LIBRARY RESOURCE SPOTLIGHT

## 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!

#ItsAGreatDayAtTheEthelK



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!

To access the form, go to [Library Resources > Request](#)

## Library Resource Spotlight:

ASK ETHEL!

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

Chat with a Librarian

Your Name

Email Address

Fetch! >>>



chat now!

Have a Question...?

Ask Ethel

Our chat service is offline, but you can submit your question above.

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

## GOT RESEARCH?

COME BY THE RESEARCH DESK!

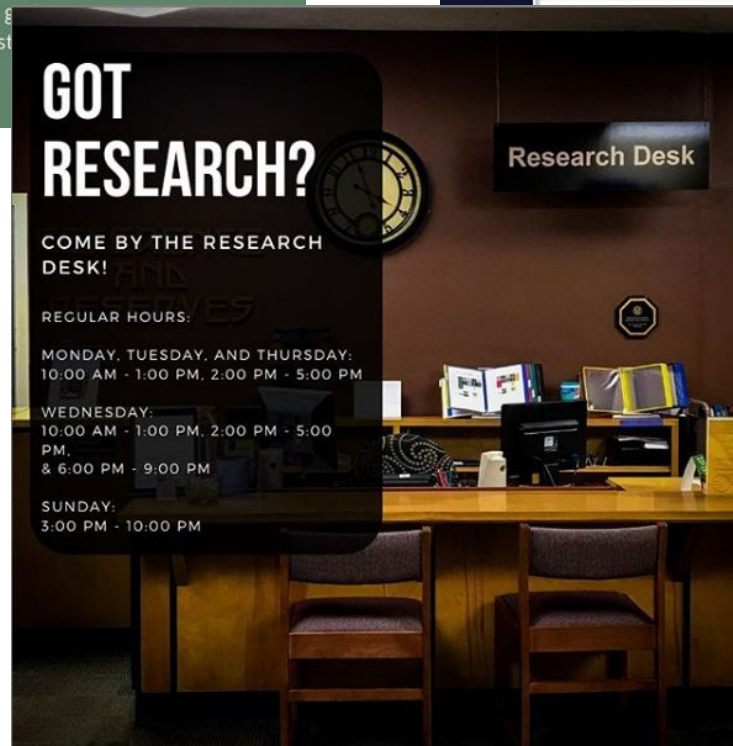
REGULAR HOURS:

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 - 9:00 PM

SUNDAY:  
3:00 PM - 10:00 PM

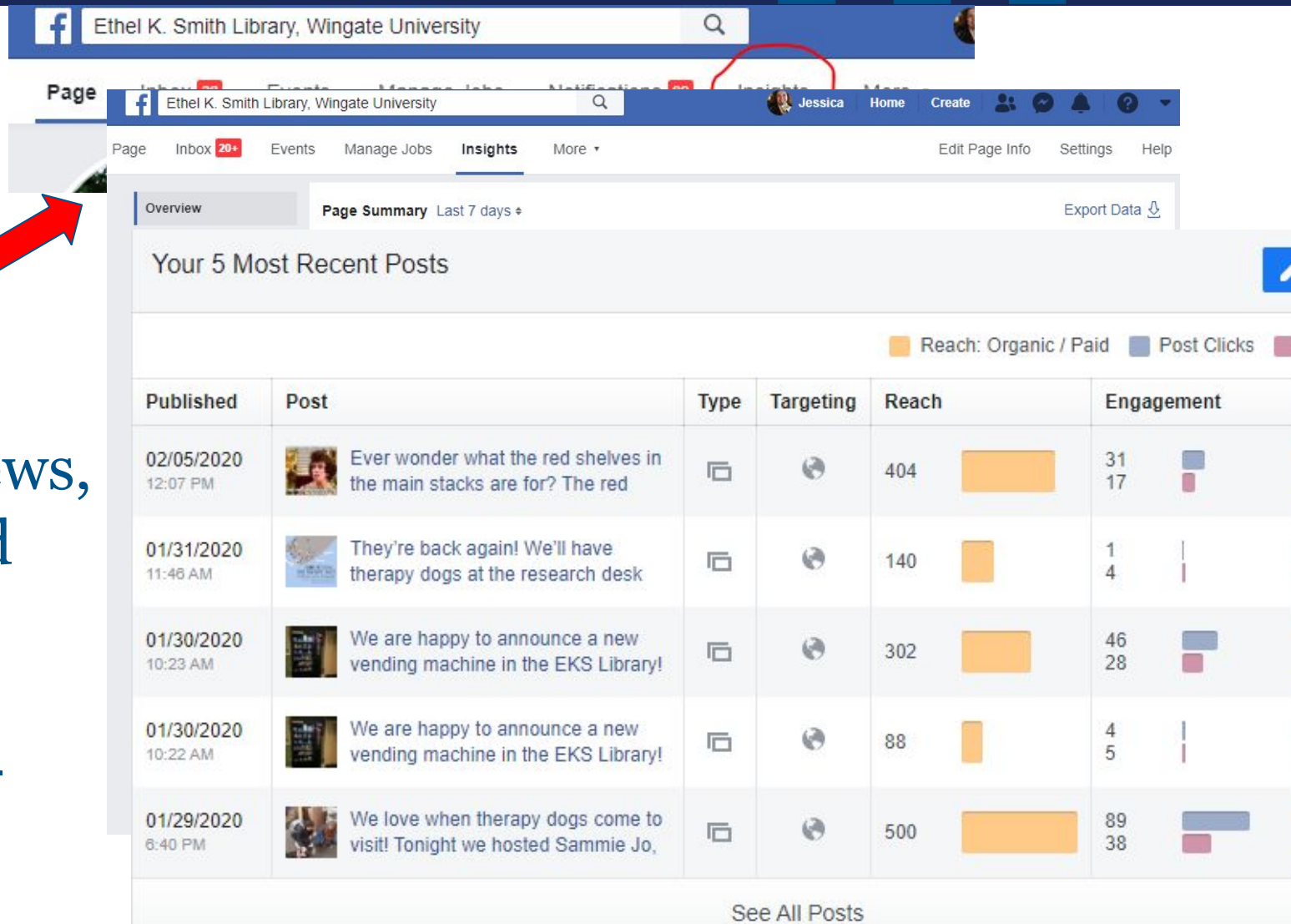
Research Desk



# Analytics Tools: Facebook

W I N G A T E

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.

Sep 2019 • 30 days

## TWEET HIGHLIGHTS

**Top Tweet** earned 8,153 impressions

Arrrr! We be in the spirit to talk like a pirate... and dress like one, too!

[#ItsAGreatDayAtTheEthelK](#)  
[@wingateuniv](#) [#TLAPD](#) [@thecapnslappy](#)  
[pic.twitter.com/diq1Bth930](#)



2 5

[View Tweet activity](#)

[View all Tweet activity](#)

**Top mention** earned 58 engagements

 **Wingate University**  
[@WingateUniv](#) · Sep 12

The first event of this series is tomorrow at 5 PM in the AV room of the [@ekslibrary](#)!

See you all there tomorrow.  
[pic.twitter.com/2arzNkoCtf](#)



1 6



1 3

[View Tweet activity](#)

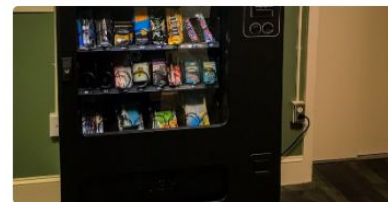
[View all Tweet activity](#)

## SEP 2019 SUMMARY

Tweets	55	Tweet impressions	26.3K
Profile visits	265	Mentions	5
New followers*	10		

\*Data for this month may not be exact due to a service outage.

a purchase. Find the new vending machine next to the elevator on the 1st floor.  
[#itsagreatdayattheethelk](#)  
[pic.twitter.com/B6wiYOCQ43](#)



8

[Get started](#)

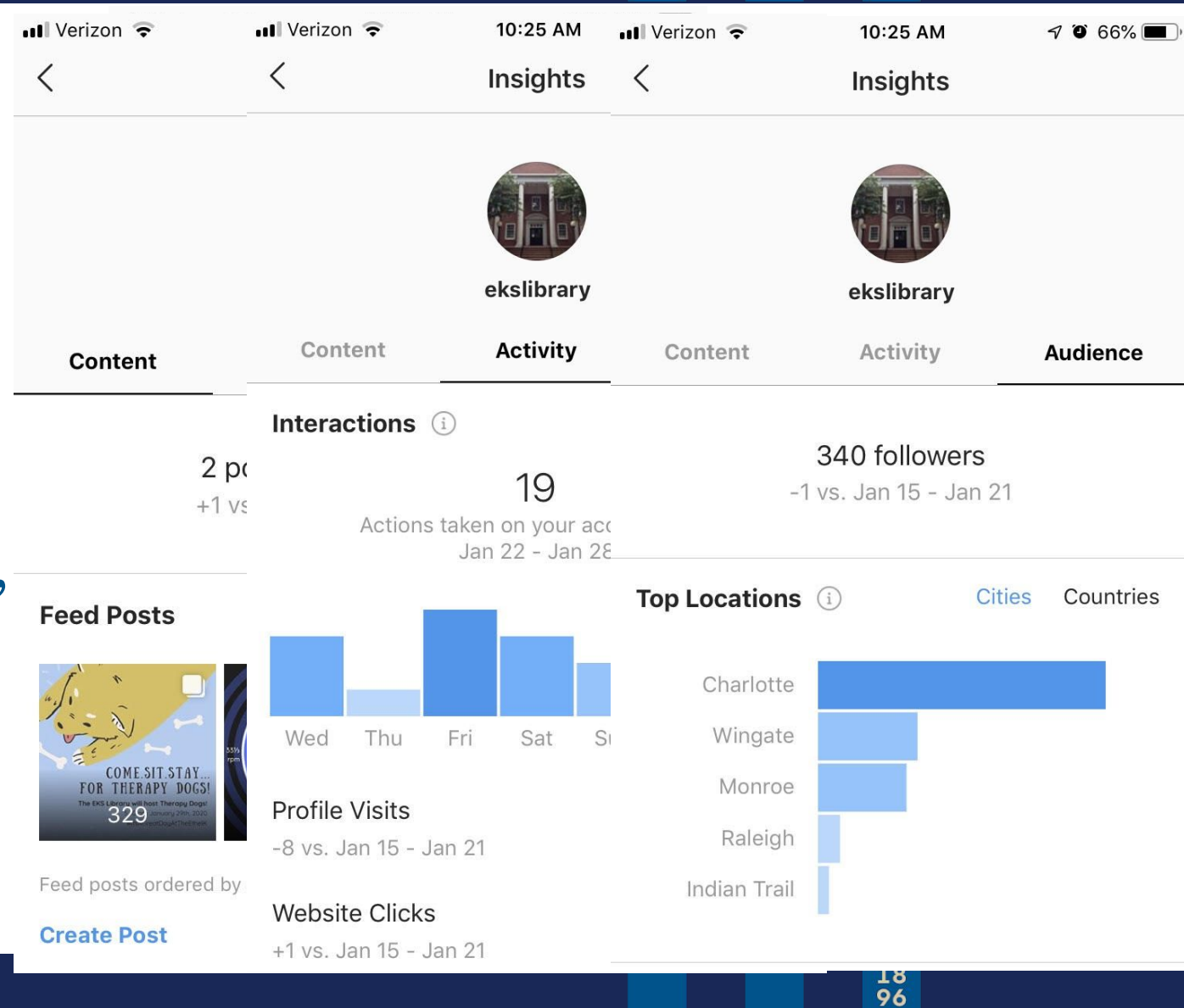
## FEB 2020 SUMMARY

Tweet impressions	1,972	Profile visits	9
New followers	-1		

# Analytics Tools: Instagram (Mobile Only)

W I N G A T E

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?

