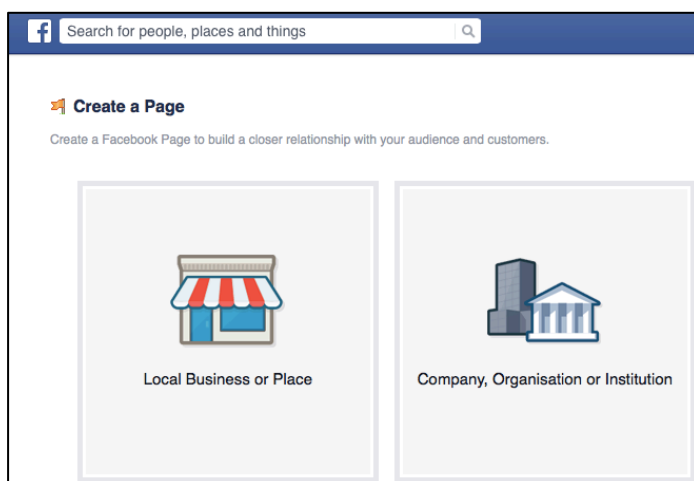


Facebook tips for libraries

Facebook can be an effective way for libraries to reach their user community. This document lists points to consider when setting up a Facebook page for the first time and gives general advice about writing Facebook posts, illustrated with sample posts from other libraries.

Getting started

- Setting up a Facebook page is quick and easy, and Facebook will guide you through the process. See for example this 'How to set up a Facebook page' article: <https://www.facebook.com/business/learn/set-up-facebook-page>.
- Make sure your library's Facebook page is an open 'page' and not a 'person' who needs to be befriended, or a 'closed group' that users need to request permission to join.
- If a library's Facebook page is an 'institution page', it is more visible. Anyone can visit the page, and any Facebook user who 'likes' the page, will see your posts and updates in their news feed. You can read more information about different kinds of Facebook pages here: <http://on.fb.me/1NJcAx1>.



- Promote your Facebook page and encourage your library users to 'like' your page. You can do this by -
 - Including a link to your Facebook page on the university library website,

- so that visitors to the website know that you have a Facebook page, can visit it, and have the opportunity to like your page.
- Including a link to your Facebook page in library information leaflets and training materials where the people you want to reach – students, faculty – will see it.
 - Putting the link on posters and cards that you can distribute in the library or in other places on campus. For some poster templates, click the link titled *Poster template to promote a library's Facebook page*, under **Supporting Materials** on our Resource Page: <http://eifl.net/resources/facebook-tips-libraries>).
 - In conversations, and during meetings and presentations, tell people about your Facebook page. Encourage university staff and students to like the page.
 - Invite others to like your page, to post on your page and to share your posts with their networks.
- You can **personalize the URL to your library's Facebook page** – read more information about how to personalize your URL on this page: <http://on.fb.me/1EIZO5E>. If the URL is simple, it is easier for people to remember, and easier for you to include in your marketing materials,

Managing your communications on Facebook

- Draft guidelines for communicating through Facebook. Make sure the guidelines are in alignment with the university's overall strategy and policy, and follow the same rules. Your guidelines should answer the following questions:
 - Who is the main audience that you want to reach?
 - What information do you want to share?
 - What should you NOT use the page for – for example, information about librarians' personal lives not related to their work; information / images that are not relevant to the library's programme; random photos used without permission.
 - What language(s) should posts be in?
 - How often should you post? A general rule is that you should limit posts to about five to 10 per week – or your audience may become bored and stop reading your posts.
 - Who may post? Nominate the person, or people, who you believe should be posting regularly about the library's programme. If you appoint more than one person, it is best if one person takes overall responsibility, and manages others in the team.
 - Monitor your page to see if people are using it to receive information, and if they are liking and sharing your information. Make sure you answer any comments or queries.

General tips about posting updates

- Post daily if possible, but avoid doing lots of posts within a few minutes – as this could irritate your friends. If you are posting more than one a day, do one in the morning and one in the afternoon.
- Vary your content - posts can include all types of information about the library, for example availability of new resources, information about events, invitations to faculty or student induction sessions.
- Keep your posts as short as possible, but make sure you include all of the most important information, even if it means your post is quite long. Facebook does not limit the number of words you can include in an update.
- Include links to information that can be found in other places. For example, if you have published story about a training workshop on the library website, your Facebook post could say:

All science students and staff are welcome to attend a library e-resources training workshop: Date: February 20. Time: 16:00. Place: P.D. Moodie Library, Room 114. The workshop introduces five new online databases. Click here to read more: (include the link to the story on the library website).

- Repeat important messages – for example, dates of training workshops; any changes in library opening hours; availability of new resources. Friends sometimes miss posts, new people are becoming friends all the time, and there's no harm in reminding people what great services the library offers!
- Include a call to action in your posts - what do you want your friends and followers to do after they see your post? For example your post could say: *'Please share this post if you like our library.'*
- Photos are a great way of attracting interest and ensuring your Facebook page is lively and colourful. But only post good photos, not photos that are out of focus. In your post, you can say what is happening in the photo. For example: *In the picture, students attending our induction workshop on February 20.*
- Look at other university library Facebook pages for ideas – here are a few examples:
 - <https://www.facebook.com/OULibrary>
 - <https://www.facebook.com/BristolUniLib>
 - <https://www.facebook.com/uofglibrary>
 - <https://www.facebook.com/ADAUniversityLibrary?fref=ts>
 - <https://www.facebook.com/MuhasLibraryServices?fref=ts>
 - <https://www.facebook.com/pages/University-of-Nairobi-Library/265755873442721?fref=ts>

Posts about the library

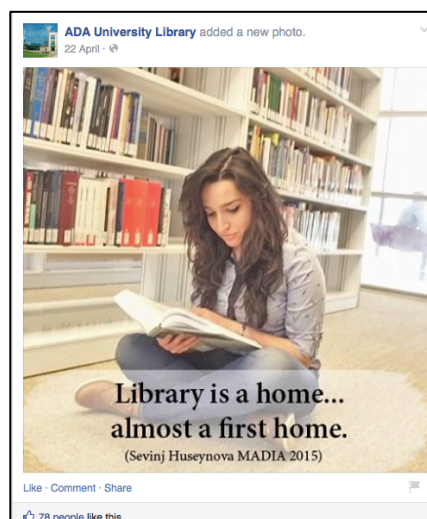
- Posts can include information about the number of computers available, WiFi, the library's opening hours, work being carried out, certain rooms being closed, information about booking rooms, or any events being held at the library.
- 'Did you know' type posts can work well. 'Did you know that X library has X computers?'
- Sample posts:
 - Posts about opening hours/library services:



- Posts about changes in the layout or rooms of the library:



- Posts to promote the library:



- You could also post questions or questionnaires:



Posts about the collection

- These posts can include information about new books added to the collection, content available, including e-resources, and how to access them. Always include a link to the resources you are promoting.
- For important resources like discovery services, consider scheduling a post each week to remind users that it's available.
- Only post information about resources that are available in the library - otherwise readers will be confused and/or disappointed.
- Prepare posts for individual e-resources and rotate them. You could introduce an 'e-resource of the day' feature.

Here are some sample posts:

- 'Did you know that X library now provides access to over 10,000 full text journals and more than 130,000 full text e-books? Use our Discovery Service [\[insert link\]](#) to start exploring.'
- '[Name of resource] is available to students at [\[name of institution\]](#) at [\[link to resource\]](#). It includes [\[give content overview\]](#).'
- 'Attention faculty and students in [\[subject\]](#)! Journals and e-books in [\[subject\]](#) from [\[name of publisher\]](#) at available at [\[name of institution\]](#). Go to [\[insert link\]](#) to start researching!'

To see some more examples, click the link entitled *Sample posts to promote licensed e-resources*, under **Supporting Materials** on our Resource page: <http://www.eifl.net/resources/facebook-tips-libraries>.

Sample posts about collections

ADA University Library added 6 new photos to the album: Selected New Arrivals of June.
4 hrs · 🌐

Selected new arrived books are available in our New Books Display Case. Don't hesitate to check them out.

ADA University Library
13 April · 🌐

Check out new publication by the Center of Economic and Social Development.
<http://cesd.az/new/?p=9343>

Will Azerbaijani National Currency be re-depreciated in 2015? : Center for Economic and Social...
The future of the Azerbaijani national currency is the hot topic in the existing agenda. Although Central...

CESD.AZ

Like · Comment · Share

University of Bristol Library
19 June at 15:53 · 🌐

EBooks may suffer some downtime on Sun 21st between 2:30-3:30, due to essential works. Apologies for any inconvenience.

Like · Comment · Share

University of Bristol Library
19 June at 11:50 · 🌐

Want to use the library's online resources away from the Uni during the vac? Off-campus access advice:
[http://www.bristol.ac.uk/libr.../resources/eresources/access/...](http://www.bristol.ac.uk/libr.../resources/eresources/access/)

Bristol University | Library | Accessing external electronic library...

A growing number of electronic resources will allow you to login using your University of Bristol username and password. Many of these resources...

WWW.BRISTOL.AC.UK

Like · Comment · Share

Yangon University of Economics Library
19 May · 🌐

SAGE research methods is available in the lib. at
www.srmo.sagepub.com

University of Yangon Library
17 June at 05:15 · 🌐

Attention faculty and students in Science! IOPscience is available at University of Yangon Library. Go to <http://www.iopscience.iop.org/journals> to access the full text of 45 high impact journals covering Physics, Chemistry, Mathematics and Engineering.