

SOCIAL MEDIA

in Lappeenranta Academic Library

Arbicon - June 29, 2017

Sari Kotivirta

Social media channels

WHY?

- Easy to share information quickly
- For advertising our services
- Brings library closer to our customers, especially students
- The same information in several channels >> the information reaches larger audience
- Internal marketing: we are shown as an important part of the universities' (LUT, Saimia) activities

Social media channels



<https://www.facebook.com/AcaLibrary>
659 likes



<https://twitter.com/AcaLibrary>
288 followers



<https://www.instagram.com/academiclibrary/>
259 followers



<https://pulpfaction.wordpress.com/>
about 200-300 visitors per month

Social media content

- **Facebook & Twitter**
 - Library's quick announcements
 - Advertising our blog: new writings are posted
 - Other parties' news and information about current issues
- **Twitter**
 - Every new e-book and dissertation in our collection. Books are tweeted one by one with different hashtags
- **Instagram**
 - Pictures for example facilities, book exhibitions etc.
- **Campaigns**
 - In advertising campaigns we use all the channels simultaneously



Blog: Pulpfaction

- Approximately 3-6 blog posts per month
- Enables library to give more information/ longer writings about important issues
- Creates content for other social media channels: blog posts are shared in FB and Twitter
- Blog posts can be e.g.
 - Information and guidance, for example "Research Data Management Services for LUT"
 - Advertising other useful services, for example "Orcid ID"
 - Facilities presentation
 - Entertainment, for example "What librarian is reading during summer?"

The screenshot shows the 'pulpfaction' blog page. At the top, the logo 'pulpfaction' is displayed next to the text 'Lappeenrannan tiedekirjaston blogi' and an 'Info' link. Below the header is a large image of a library interior with bookshelves and a window. A green arrow points to the text 'Lappeenrannan tiedekirjasto' and 'Lappeenranta Academic Library'. The main heading reads 'KIRJASTON KULISSEISSA OSA 6: lisää kirjoja!'. To the right of the heading is a search bar with the text 'Haku ...'. Below the heading is a circular profile picture of the library, followed by the text 'Academic Library' and '17.3.2017'. The main text of the post discusses the library's acquisition of new books for the university and vocational school, mentioning that the collection is growing and that books are also available for use by the university's staff. Below the text is a grid of book covers under the heading 'UUTUJUEDET'. On the right side of the page, there are two sections: 'VIIMEISIMMÄT ARTIKKELIT' with a list of recent articles, and 'ARKISTOT' with a list of archive entries by month and year.

pulpfaction
Lappeenrannan tiedekirjaston blogi

Info

Lappeenrannan tiedekirjasto
Lappeenranta Academic Library

KIRJASTON KULISSEISSA OSA 6: lisää kirjoja!

Haku ...

VIIMEISIMMÄT ARTIKKELIT

- Loma ja laituri – kirjainkkoja kesäksi
- "Excellent services"
- Ihän jees
- Kirja, kirjasto, kirjaston aineisto
- Opetus ja neuvonta opintojen tukena

ARKISTOT

- kesäkuu 2017 (9)
- Touko 2017 (4)
- huhtikuu 2017 (3)
- maaliskuu 2017 (5)
- helmikuu 2017 (3)
- tammikuu 2017 (4)
- joulukuu 2016 (4)
- marraskuu 2016 (4)
- lokakuu 2016 (3)
- syyskuu 2016 (4)
- elokuu 2016 (5)
- heinäkuu 2016 (1)
- kesäkuu 2016 (4)
- Touko 2016 (6)
- huhtikuu 2016 (7)
- maaliskuu 2016 (1)

Suraa ...

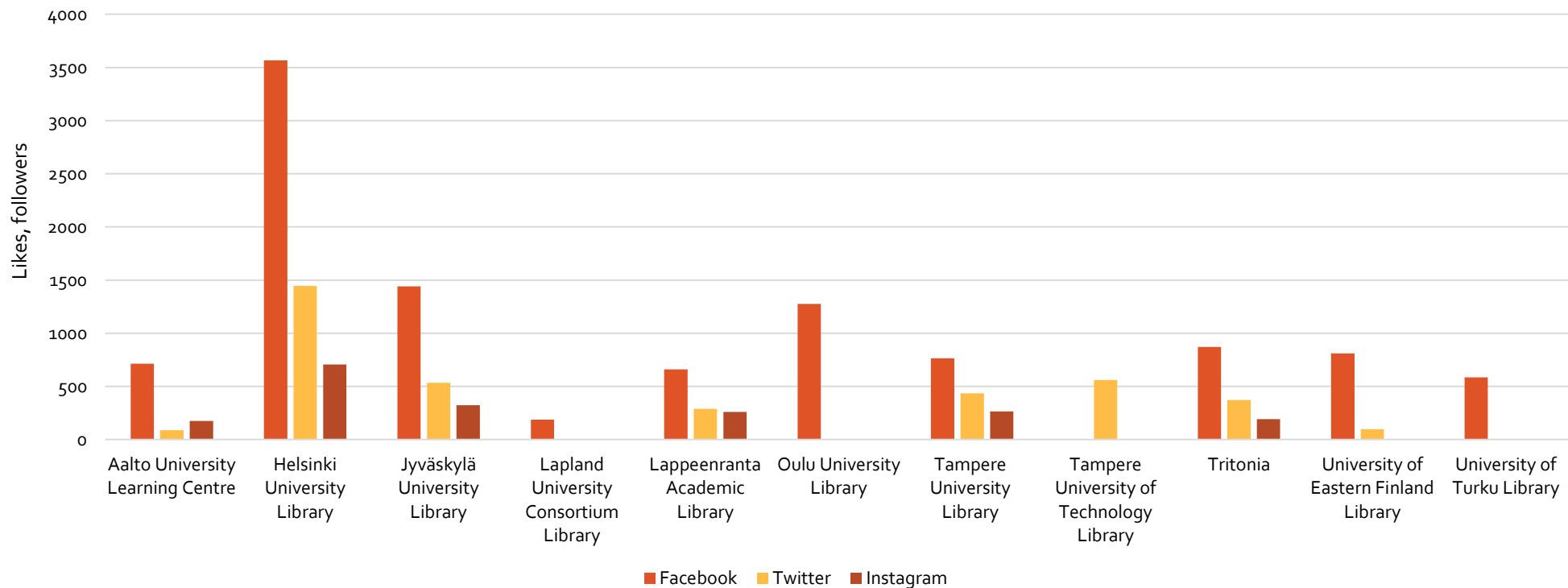
Social media & other libraries

- University and joint libraries social media accounts in different channels

	Facebook	Twitter	Instagram	Youtube	Blog
Aalto University Learning Centre	▪	▪	▪		
Helsinki University Library	▪	▪	▪	▪	▪
Jyväskylä University Library	▪	▪	▪		▪
Lapland University Consortium Library	▪				
Lappeenranta Academic Library	▪	▪	▪		▪
Oulu University Library	▪				
Tampere University Library	▪	▪	▪		▪
Tampere University of Technology Library		▪			
Tritonia	▪	▪	▪	▪	
University of Eastern Finland Library	▪	▪		▪	▪
University of Turku Library	▪				▪

Social media & other libraries

- The amount of likes and followers of university and joint libraries on FB, Twitter and Instagram



Advertising social media channels

- Web-pages: library's web page, LUT students' Uni-portal, LUT & Saimia intranet
- Bookmarks, flyers and posters in the library and different events
- Info screen in the library's service floor
- Advertising for students during information skills training lesson



An aerial photograph of a university campus. The campus features several large, multi-story brick buildings with some blue accents, arranged in a cluster. There are several parking lots with cars, and a road runs through the center. The campus is surrounded by dense green trees. To the left, there is a large body of water with a marina and a dock. The sky is clear and blue. A large orange rectangular box is overlaid on the bottom right of the image, containing the text "Thank you." in white.

Thank you.