How to Market Your Library: A Toolkit of Proven Techniques
Tweeting for the Library

Welcome, Tweeters! This very brief guide sets out the processes and best practice for anyone wishing to tweet from the library Twitter account. Twitter access is limited to social media reps, so if you aren't one then you need to ask one to tweet something on your behalf. Please give them as much info as possible (including the tweet, of 280 characters or fewer!) to make this easy for them.

Social Media Reps are: X in Customer Services, Y in Collections, Z in Reference etc,

Two Really Important Things

1) Please only tweet on behalf of the library from a work computer unless you have a very good reason not to! Having the library twitter account on your phone is not a good idea for all sorts of reasons around security, and also you don't want to be accidentally tweeting from the wrong account

2) Please tweet from Tweetdeck rather than from Twitter.com itself. This is so you can see, and therefore not clash with, scheduled tweets.

General Principles

Twitter is the social media platform that is most like people chatting in a room. The tone is very much that of a conversation. The Library needs to be **friendly and approachable** on Twitter, always.

Keep in mind that 280 characters is actually plenty of space for most things, but if you do need more you can send two successive tweets. If you do this, **reply to your own original tweet** so the two are joined – rather than just sending two distinct tweets.

Another key principle is to **check what's already been tweeted before you tweet.** Check the @YourLibraryNameHere timeline – the Tweets & Replies column – to make sure no one has already tweeted what you were about to tweet, or replied to the user query you were about to reply to.

If Things Go Wrong

Sometimes things go wrong, in which case we need to act quickly. If it is something low level, like accidentally sending a tweet before you've finished typing, just delete it and write the proper one. No further action needed.

If it's a bit more serious like accidentally tweeting something you meant to go out on your personal account, from the library account, you need to delete it and immediately tweet a brief apology explaining the error. Do not assume no one saw the tweet! Even if you delete within seconds, people will have seen it, and if it's rude or inflammatory you can bet it will have been screen-grabbed by an eagle-eyed student. We don't want to make a huge deal out of mistakes, but we don't want to sweep them under the carpet, either. Apologize swiftly, and move on.

Tweeting Time-sensitive Updates (e.g., event happening now, database down)

If you need to tweet about a database being down, e-books not working, or an event happening in the foyer, you can just log in to Twitter and do that. Log back in later to check for replies, and if it's an issue that is later resolved (e.g., Dawsons e-books are now back online, finally) **reply to your own earlier tweet to tell the users the problem is fixed**.

Tweeting Promotional Material, Including Blog Posts

Tweeting less time-sensitive material is a little different. For example, promoting a new resource we've added, an exhibition, or a blog post, needs to be done in such a way that it doesn't overload our timeline with tweets.

If possible, use images in your tweets. (Instructions below.) If tweeting a blog-post, consider including a screen-shot of a key passage of the blog, by using the Snipping Tool to screengrab it (to find the Snipping Tool, click the Windows / Start button on your PC and type 'snipping' into the search box. Draw a box over the area of the screen you want to snip, then save the image). If you get engagement for your blog post in the form of Likes and retweets, it may be worth tweeting about again later. Try to vary the content and style of the tweet, whilst still providing the URL. Usually the best times of day for promotional tweets are the areas around 11am and 3pm.

Tweeting Images

It's good to use images where appropriate to pep up your tweets. Click the little camera icon when composing a tweet to locate an image on your PC (or phone). There may be an obvious image to choose to accompany a tweet–a screenshot as mentioned above, or an image from the blog post you're promoting–but if not there are plenty of images which are free-to-use, copyright-free, no-attribution required, and high-quality on sites such as www.pexels.com, www.pixabay.com, or finda.photo.

To add an image, click **Add images or video** in the tweet composition screen, and select the image from your PC.

That's about it!

Any questions, email me nedpotter@ymail.com. Good luck!