

Spotlight on Social Media Marketing

Publicizing information about the growth and success of your repository is a valuable way to maintain momentum among current stakeholders and generate new buy-in from faculty, staff, students, and other potential contributors. Many librarians are already taking advantage of campus newsletters to issue press releases about items such as the number of articles [downloaded](#), or exciting [new repository content](#), and more and more frequently librarians are also using social media to make repository announcements. The accessibility of social media makes it easy for librarians to share regular progress, and equips stakeholders with tools to proactively gather updates on repository growth.

The most important consideration when contemplating social media marketing is to speak the language that your stakeholders speak: while high-level stakeholders such as deans, provosts, and directors may benefit from the way blogs and press releases have room for details and graphics, faculty, librarians, and students may benefit from the quick snapshots of Twitter.

This document offers reasons to consider some of the more popular types of social media, as well as provides examples of Digital Commons customers using these various tools.

Blogging your milestones

Blog entries, similar to the press releases mentioned above, have room to provide context for various types of announcements. Maintaining and regularly updating a blog also keeps open channels of communication between repository managers and stakeholders: with a consistent place to find announcements and a steady stream of published blog entries to look forward to, stakeholders can easily chart the progress of the repository over time.

- The team at Iowa State University maintains a [Resources and Information](#) blog dedicated to providing information about scholarly communications at Iowa State University, and updates about Digital Repository @ Iowa State University. On the blog you can read regular updates about the repository, from stories related to [recently uploaded content](#) to the most recent repository [milestone](#).
- Checking search engines for the term “Digital Commons Network” brings up a handful of examples of institutions using blogs to explain how repository content also appears in the DC Network, as in this example from [Boise State University](#).

Sharing via Facebook

Facebook can be an especially effective way engage students and alumni, people who are perhaps already Facebook fans of the library or the university as a way to get much-needed information about how to meet graduation requirements, or as a way to stay involved with the campus community after graduation. There are a number of ways to showcase repository content via Facebook. Facebook icons, along with other social media icons, can be embedded into Digital Commons sidebars to provide a simple way for users to jump over to those social media sites for repository updates and information (for an

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example, see the University at Albany's [Scholars Archive](#)). Most often embedded icons link to a library or university Facebook page where the library may also share occasional repository updates.

- Consider a Facebook page dedicated to the repository, like these for the University of Southern Mississippi's [Aquila Digital Community](#) and [DigitalCommons at Kennesaw State University](#).
- Also consider Facebook pages for journals, such as these pages for the [Journal of Purdue Undergraduate Research](#) and the University of Wollongong's [RadioDoc Review](#).

Tweeting your success

Twitter is an easy way to share quick snapshots of repository news and progress. Due to Twitter's current popularity (especially among librarians!) tweets can reach a vast and diverse audience of peers, colleagues, and stakeholders with minimal effort and within just a few seconds. Mentioning other Twitter users (with the @ symbol) sends notifications directly to those who will be most interested in your news, and hashtagging (with the # symbol) gives you the opportunity to identify related or trending topics. Twitter icons as well as feeds can be embedded into repository sidebars (as in this example in San Jose State University's SJSU [ScholarWorks repository](#)).

- Tweet repository content. Most of San Jose State University's tweets (@SJ_ScholarWorks) contain links to content within the repository. Additionally, Boston College Law Library's Twitter (@BCLawLib) has used Twitter to announce [new content](#) to their repository.
- Tweet repository milestones. As Western University's Scholarship@Western repository neared 1 million downloads administrator Jo Paterson (@Bibliojo) used Twitter to provide periodic updates on the site's total download count, using the hashtag #AlmostAMillion to track the site's [progress](#), and occasionally also using the tweets as an opportunity to promote a [specific collection](#) within the repository.
- Tweet other repository achievements: Connecticut College (@ConnCollegeIS) tweets when the institution is [highly ranked](#) in the Digital Commons Network, linking to the appropriate discipline and including relevant hashtags like #openaccess.
- Consider Twitter accounts specifically for journals or projects, such as the Twitter account for *ABO: Interactive Journal for Women in the Arts, 1640-1830*. @ABOwomeinarts promotes [content](#), links to [policies](#), and solicits [submissions](#) via Twitter.

Other social media options

With new social media platforms popping up nearly weekly, the sky is the limit with social media promotion. Remember to consider your audience and target particular formats for each group, focusing on the media that will most appeal to them.

- Many journals have affiliated WordPress or Tumblr sites, which can be venues to recruit and share articles published to the repository.
- Instagram, Flickr, and other image-based platforms can be a venue for sharing graphs and charts of repository growth, as well as images of repository content or from repository-related events
- Even Pinterest can be a place to share content from your repository: The library at Louisiana State University's Paul M. Herbert Law Center has a well-rounded Pinterest account, full of local recipes, legal history, law school entertainment, and information related to the library, as well as a Pinterest board dedicated to [Dean Herbert](#), linking to a number of Herbert's historical papers in the repository.