

Many minds, one voice: creative ideas for social media

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Many minds: our social media team



One voice



Social media policy at the University of Liverpool

Social Media Guidance

Social media is an effective way of communicating with potential and current students, collaborating with colleagues and interacting with the public.

These pages contain information on how to brand a University of Liverpool affiliated social media channel and some guidance on how to get the best from using social media.

Before you begin

Please read the Social Media Compliance Policy.

Use University of Liverpool branding

Consider your style

Try and build a niche

Respect others' privacy

Be accurate, but don't try to hide your mistakes

Always be courteous, even if you don't feel like it

Don't irritate users with promotional spam

Be honest

Encourage comments, and be responsive

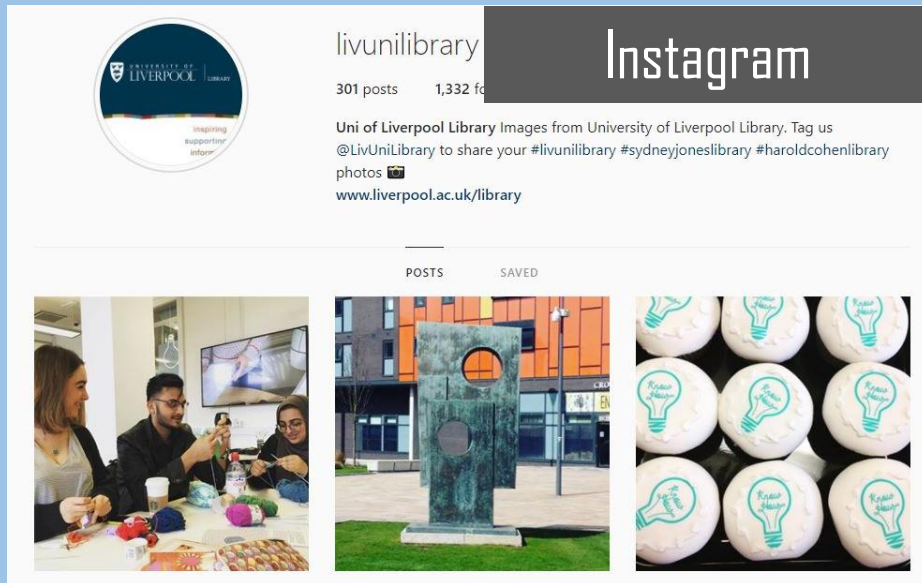
Deal with negative feedback

Monitor all comments

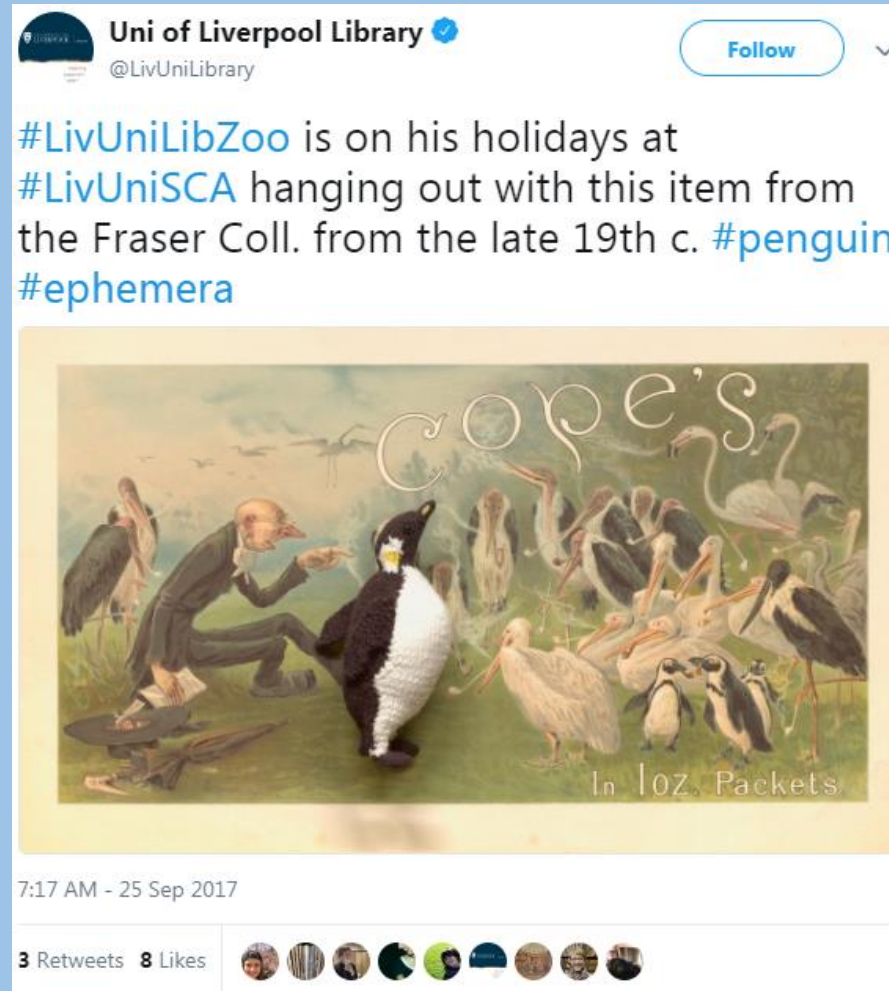


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Different platforms



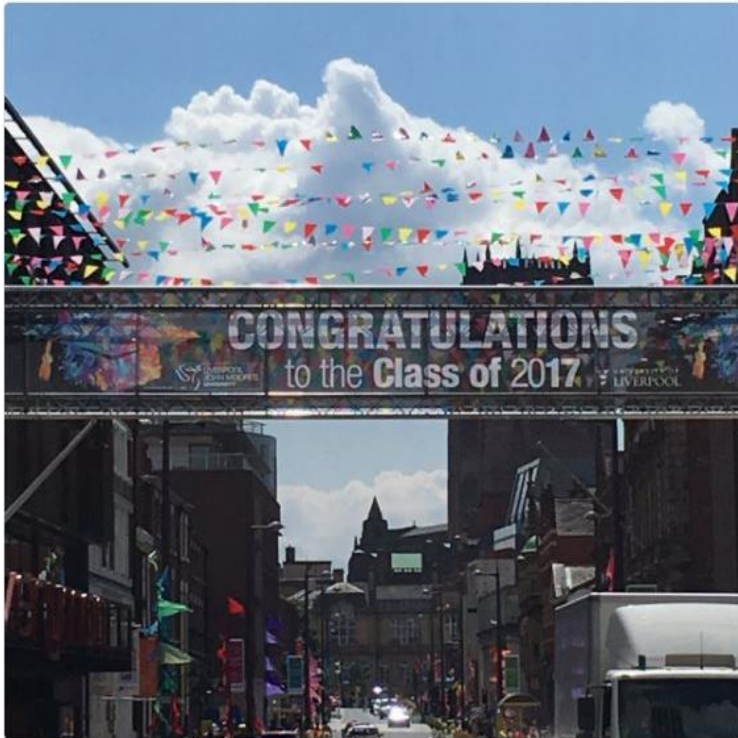
#LivUniLibZoo



Graduation week



The sun is shining & the bunting fluttering for #LivUniGrad. Happy Graduation everyone!



9:28 am - 17 Jul 2017

25 Retweets 69 Likes



Don't forget to have your graduation photo taken on the university elephant! #LivUniGrad



2:49 pm - 18 Jul 2017

5 Retweets 27 Likes



Follow

Yey! You did it School of Health Sciences graduates (with a little help from your librarian friends)! #LivGrad2016

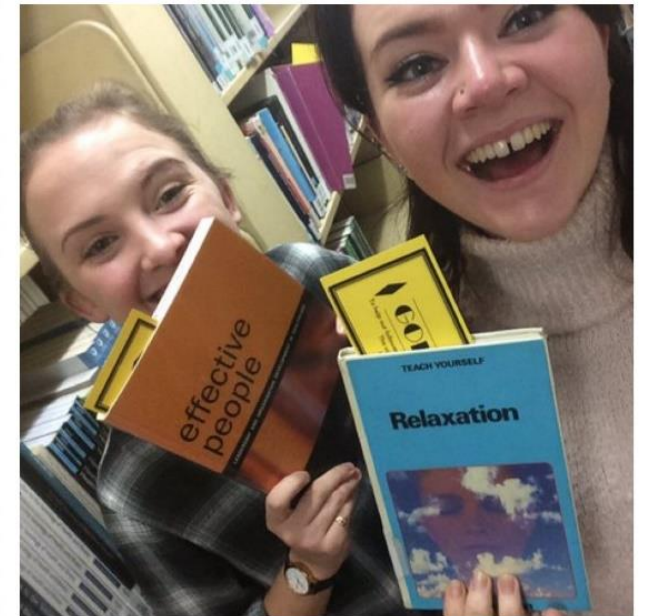


6:33 AM - 18 Jul 2016

2 Retweets 7 Likes



Winning tickets





PLAYLIST

Now That's What I Call Knitwear

Songs about knitwear, songs that seem like they might be about knitwear, or songs about people that are known for wearing knitwear, because there aren't many of the first two.

Created by [livunilibrary](#) • 14 songs, 49 min

[PLAY](#)[...](#)

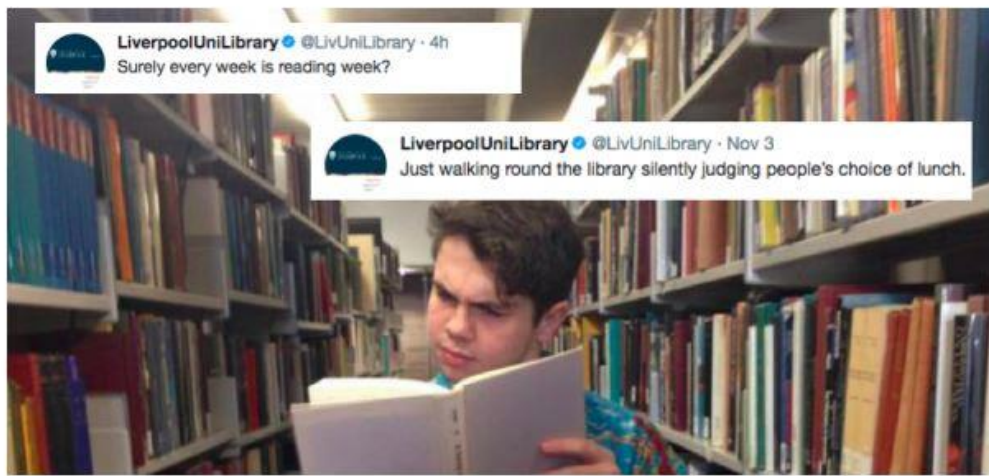


52 SONGS

PLAY ON SPOTIFY

Our top tips

- Having a large, disparate group helps to generate ideas
- Meetings should be little and often
- Target your content to suit the platform
- Don't be afraid to experiment
- When something works – stick with it and develop it further
- If you want people to engage, have a conversation don't just broadcast



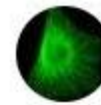
A collection of the best tweets from the infamous Liverpool library account

@LivUniLibrary we love u



We are all still blessed with sacred tweets from the mysterious @LivUniLibrary twitter account, and the iconic tweets are never in short supply. They bring us comedy gold when we're down, righteously spicy sass, breaking news, and strange thoughts that could only be from the mind of a genius.

What our students say



Dave Mason

@dn_mason

Follow

.@LivUniLibrary truly is one of the most entertaining twitter accounts on @LivUni campus



Emma Walker

@EmmaWalkerr3

Follow

@LivUniLibrary do the funniest tweets I've ever seen. Love my uni and whoever writes their tweets so, so much 🙌😭



David Davies

@davidpdavies

Follow

Replying to @LivUniLibrary

Whoever it is that runs this Twitter account - you are amazing and I love you! 😂



Τροηψ in a Spacetime

@rankhowl

Follow

Replying to @LivUniLibrary @LivUni

If there is a ranking for University Library Twitter Account, then @LivUniLibrary should be definitely No.1 🏆

#shelfwich



Uni of Liverpool Library

@LivUniLibrary

Please don't shelve sandwiches. If you need help differentiating between books & food ask a member of staff [#experts](#)



5:03 PM - 15 Dec 2014

2,449 Retweets 1,777 Likes



Find out more

Making social media work: finding a library voice in
Insights volume 30 (3) pages 51–61

DOI: <http://doi.org/10.1629/uksg.374>