Many minds, one voice: creative ideas for social media

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Many minds: our social media team
One voice
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
First in an occasional series of photos, wool & skill permitted. Camels and computer science, who knew? #LivUniLibZoo

#LivUniLibZoo is on his holidays at #LivUniSCA hanging out with this item from the Fraser Coll. from the late 19th c. #penguin #ephemera

The animals have racked their woolly brains to join in #NationalPoetryDay #LivUniLibZoo
Graduation week

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

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

Yey! You did it School of Health Sciences graduates (with a little help from your librarian friends)! #LivGrad2016
Winning tickets
Be in unexpected places

EatSleepReviseRepeat (also take breaks)

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 livunilibary - 14 songs, 49 min
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
#shelfwich

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