

ELIZABETH UCHIMURA

@fsumusiclibrary:

Social Media
for the Understaffed
and Inexperienced

Southeast Chapter of the
Music Library Association Annual Meeting



Virtual • Oct. 14, 2021

About Me

- Worked at AML for 6 years total
- Moved up from student worker into full faculty Librarian role
- Began helping with social media around Spring 2018
- Took on coordinator role in Fall 2019 due to staff changes

MUSIC DIGITAL SERVICES AND
SPECIAL COLLECTIONS LIBRARIAN



About Us

Dean-directed and
subject specific

Serving CoM
students, faculty,
and staff

STAFF

- 7 FTE
- 15-20 student staff
- 3-5 interns/special projects staff

SPACE

- ~14,000 Square feet across 2 stories
- 2-3 events/workshops per month

COLLECTION

- ~180,000+ print
- ~55,000+ audio
- ~1500 linear feet Special Collection

COMMUNITY

- 18 degree programs
- ~690 undergraduate students
- ~350 graduate students
- ~90 full-time faculty

Our Social Media Journey

I began helping with social media in 2018 and took it on as a special project for my position.

FSU Music
Library



pre-2016

Limited social engagement, inconsistent content, no dedicated staff members

2016-2019

1-2 FTS members posting regularly with "Music Mondays," "Wednesday Wisdom," and staff profiles

2019-now

1 FTS member + 2 part-time interns posting diversified content across multiple platforms



InternFSU

PAID ON-CAMPUS OPPORTUNITIES

InternFSU

Paid internships on campus that meet the new "experiential learning" requirement of all degrees completed at FSU.

HOW IT WORKS

- Work 8 hours/week for 14 weeks/semester
- FSU pays \$5/hour, AML pays \$5/hour
- Gain experience writing resumes, cover letters, and interviewing

WHAT THEY DO FOR US

- Curate and create content for Facebook, Instagram, and YouTube
- Create and post fliers around CoM
- Assist during events (when schedules allow)

**Interns are
the best!**

**SOCIAL MEDIA OUTREACH
INTERN**



Graphics, fliers, whiteboard drawings, bulletin boards, event management



FSU Music
Library



MEDIA PRODUCTION INTERN

Training videos for staff, humorous, instructional, and informational videos for public



CONTENT WE CREATE

- Announcements (any changes or news about the library)
- Staff profiles
- Videos and pictures of the library and events
- Stories!
- Blog-type text posts (few and far between)



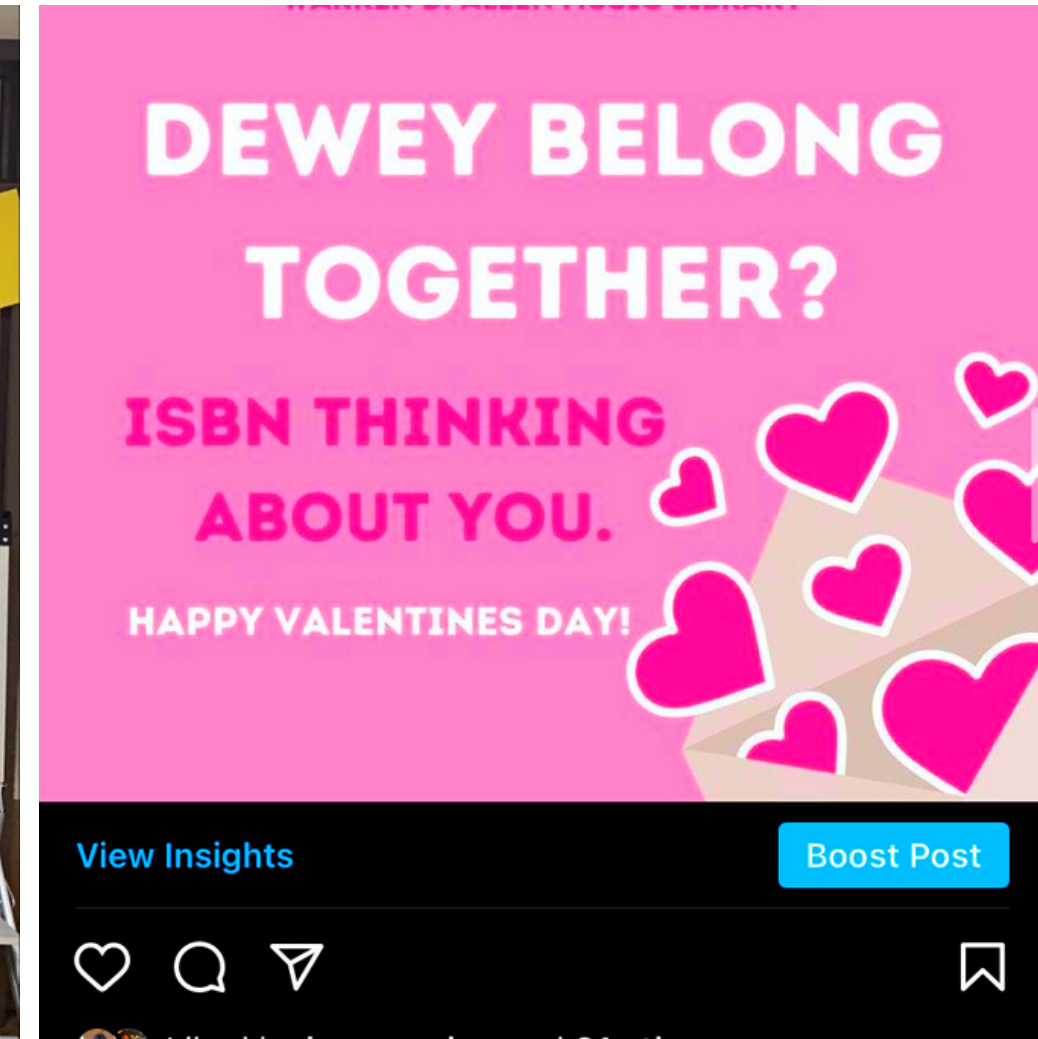
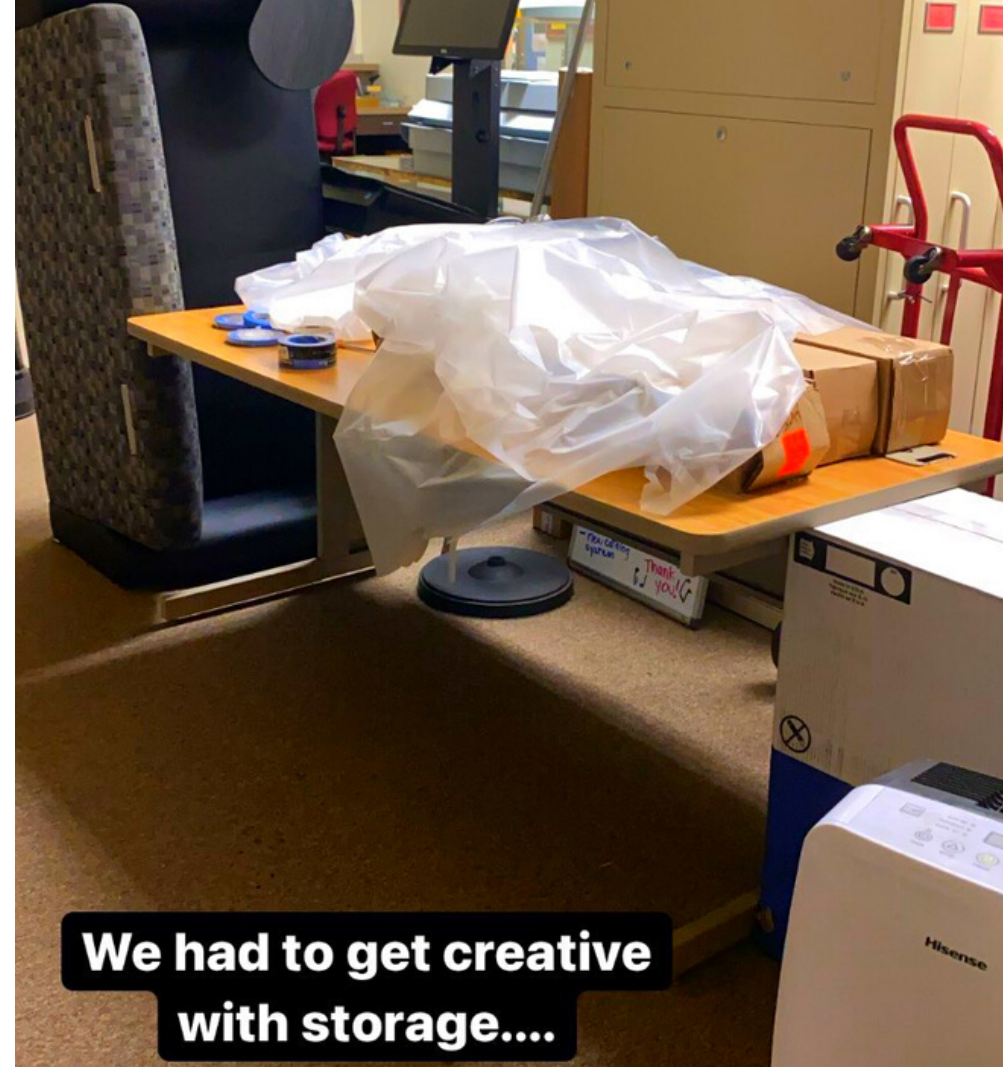
CONTENT WE SHARE

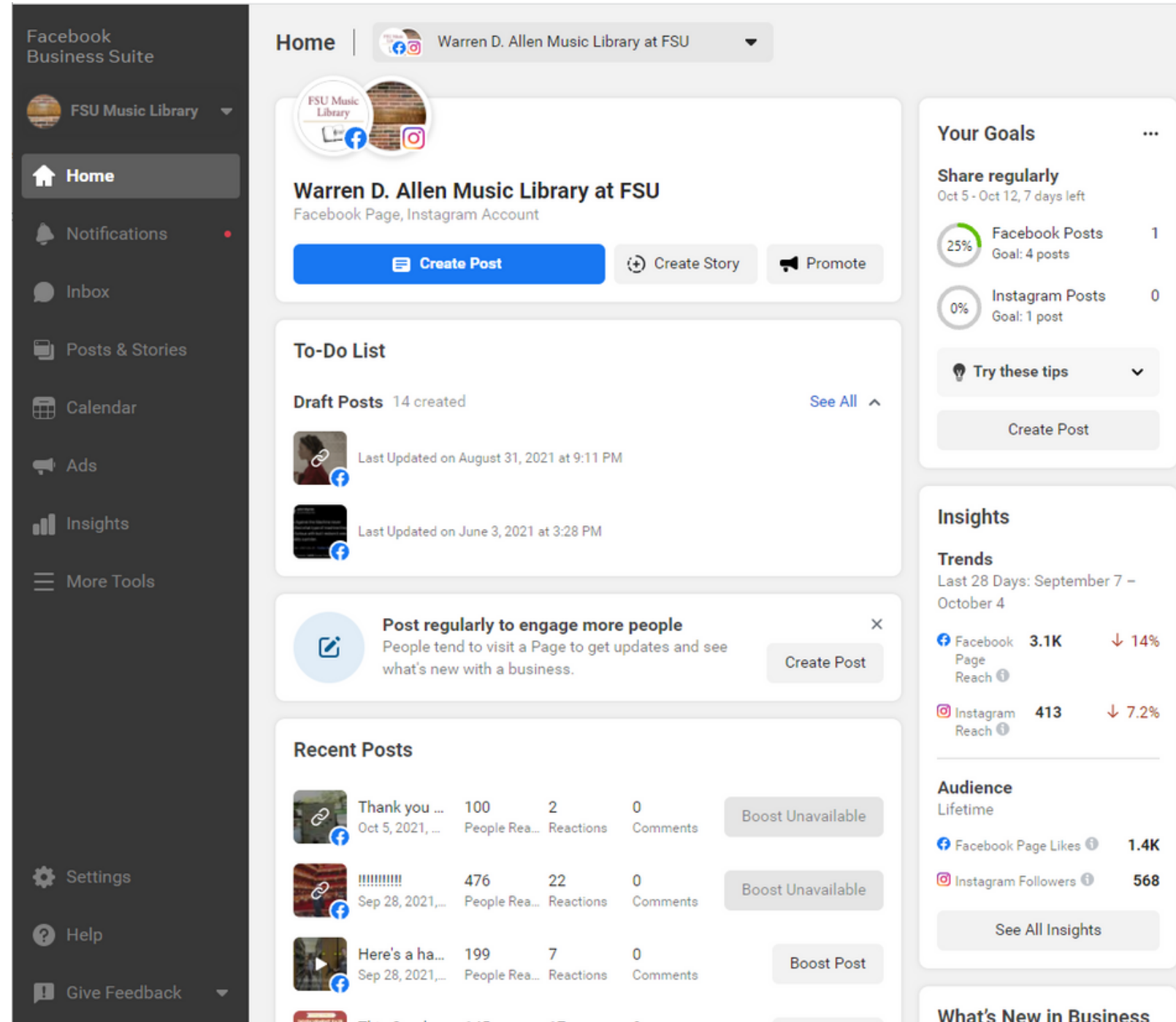
- Memes and other humorous media (lots)
- Articles (current events, history, new resources)
- Posts from other FSU entities (particularly the library and music advising)
- Reposting our own previous work

What content do we have?

TELL YOUR STORY

Bring your library's personality into your online presence. Show what you do behind the scenes and don't be afraid to have some fun with it





Be consistent

- Simple and consistent is better than nothing at all
- Schedule ahead of time as much as possible

LIBRARY



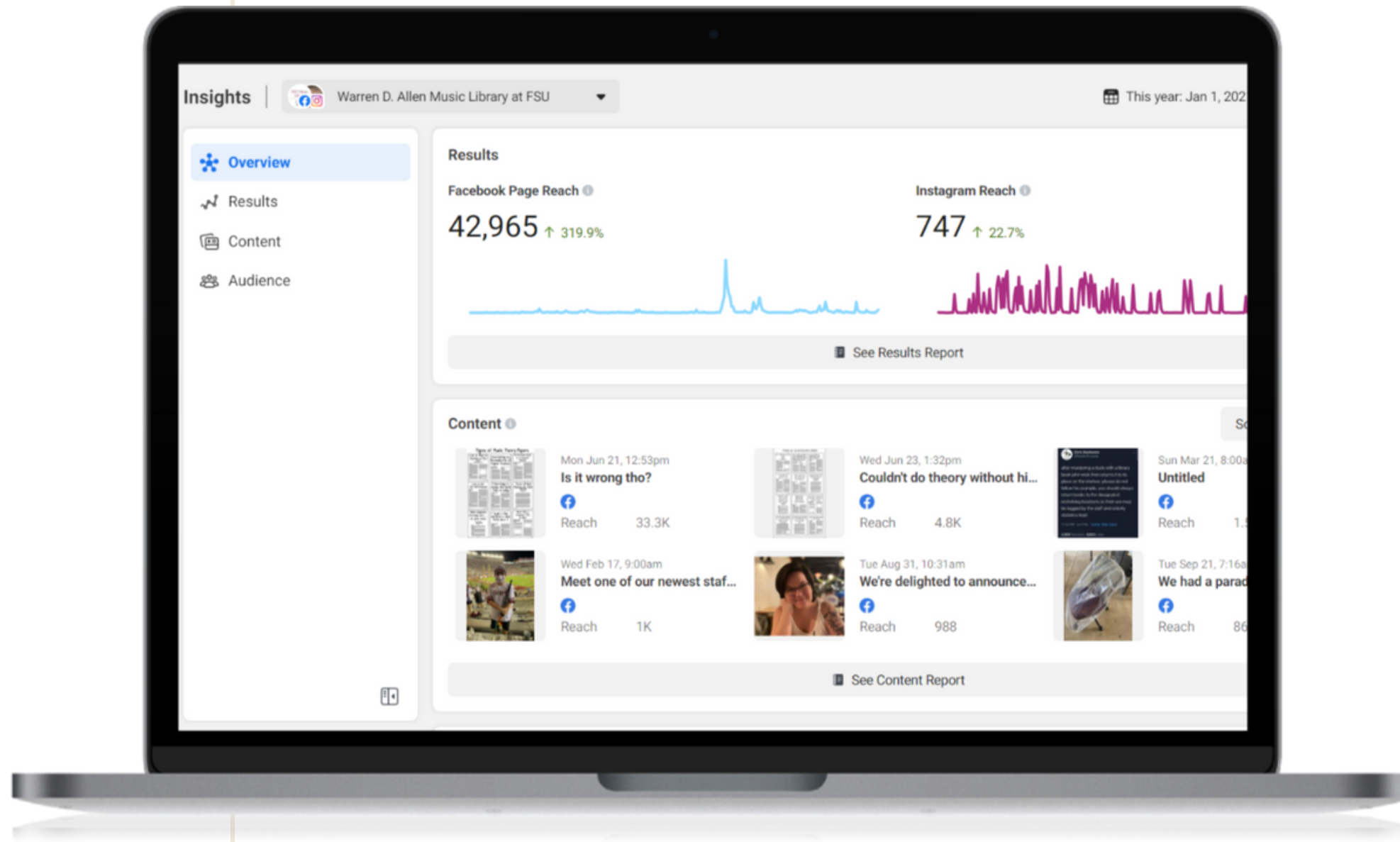
FSU
Libraries

Follow aspirationally and share

- Follow other music libraries and libraries in general
- Follow accounts whose socials you'd like to emulate
- Use that share button!

Stay on top of your statistics!

- Take a look at the insights that the apps provide free
 - And EXPORT that information regularly
- Compile and compare
 - Hone your content toward what's working



<https://tinyurl.com/ybmbu64c>

FSU Libraries'

Online Resources:

The temporary access you need to get through a pandemic.

Be flexible

- Be open to trial-and-error
- Cater to each platform
- Give yourself grace

INTERNS (OR SIMILAR)

Could a current employee take on a special project?
Are there opportunities for students to get internship credits for their degree?

CANVA

Create graphics for any platform for free with appealing templates.
Upgrade to create a Brand Kit
(free or \$120/year)

CAMTASIA

Screen recorder and powerful, but intuitive video editor
(\$250 one-time)

FSU Music Library



LIBRARY ACCOUNTS I LIKE

@fsumusiclibrary
@libraryofcongress
@IUMusicLibrary
@nypl

OTHER ACCOUNTS I LIKE

@novelneighbor
@bookshelftville
@tallycatcafe
@eshaver.bookseller

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