INTRODUCTION

This document outlines best practice for the social media managed by the CS-MPF team to ensure consistency and quality regardless of who is posting.

It is recommended that you familiarise yourself with Newcastle University’s Brand Guidelines and Social Media Channel Guide before posting on the library’s channels.

We do not have assigned days for social media. This may seem like a ‘free for all’ however it means that there is not one distinctive voice per day but rather an overlap of styles creating the nclroblib ‘character’.
TONE OF VOICE

“The Robinson Library sassed me and comforted me. Get yourself a library that can do both.”

The nclroblib voice is engaging, authentic and trustworthy. We strive to be friendly and aim to appear as an approachable and enthusiastic source of information for all our users.

As a general rule, our tone is conversational, steering clear of jargon. We should let empathy inform our tone which can vary depending on the situation.

Humour can be used but not to the detriment of anyone. If you have to ask yourself ‘should I post this?’ then you should probably not post it. Do not be mean.
IN GENERAL

• Market the benefits of the library to people, offering something valuable.

• Brevity = Clarity.

• Post high-quality visual content.

• Remember what is posted is public. Whilst it can be deleted, it can take very little time for someone to take a screenshot.

• Catch mistakes early. If we get called out on something, acknowledge it.

• We want to be seen as speaking for the library, not for an individual. Do not attach names or initials to a post.

• Need to be logged in at least once a day to check for mentions etc.
• Spelling and grammar – we are a library after all.

• If sharing links, make sure they work.

• If you are reposting anything, check who you are reposting.

• Avoid library jargon.

• Address positive and negative feedback. If you cannot answer something, say so but endeavour to find the answer. Try to turn negatives into positives.

• Having said that, do not feed the trolls.

• If using gifs, make sure you know the context of the gif and that it is not overly branded.

• If you want to like posts from work accounts, do so from your own personal account.

• DO NOT USE ALL CAPS LOCK

• Do not share passwords.

• If you are using a public computer, remember to log out afterwards
FACEBOOK
Pictures, text based images, videos, live videos, events

The CS-MPF team manage this however it should represent all four libraries. Generally the posts are about the library, the University and the city.

• Post to Newcastle University Library page.

• Schedule posts from the ‘Publishing Tools’ – check to see if anything else is scheduled to go out at the same time.

• Remove the http:// or shorten a URL.

• Can add location if applicable as well as what you are doing / how you are feeling.

• Add videos directly to Facebook.

• Rather include a link and a picture, post a ‘Link Post’. Once the post appears, delete the URL from the box.

• Create a Facebook event for Events.
TWITTER
Pictures, text based images, videos, live videos, polls

• Content is roughly a third our content, a third likeminded tweets and a third miscellaneous.

• Tweets are monitored 08.30-20.00 Monday-Friday during term time, we aim to respond within 24 hours.

• As no one deals with a specific day, if you see a comment or question double check that it has not already been dealt with.

• Tweet important information more than once. You can always rephrase information.

• Think about whether you want to ‘retweet’ or ‘quote’ a tweet. By quoting the tweet you can add additional information.

• Hashtags and emoji can be used if they are applicable but make sure you know what they mean and do not go overboard.
• If your message is long you can create a Twitter thread which will automatically connect Tweets.

• Twitter is perhaps the most conversational however names still get capital letters, words need to be spelt correctly.

• Where possible upload videos directly to Twitter.

• Computer queries get referred to @NU_ITService, café queries to @EATNEWCASTLE

• Heating queries get referred to David Errington

• Using Query Spy on Library Help we can see what queries are popular and retweet answers to these using the following format: #LibraryHelp + Question + shortened URL answer + picture (if available)

We schedule tweets using Hootsuite.

Schedule tweets strategically not in bulk - people are aware when there is not a human behind an account.

Hootsuite invoices get emailed to Marian Lynch in the office, copy the team in so we know it has been dealt with.
INSTAGRAM
Pictures, text based images, videos, Instagram Stories

• Pictures of the library, campus, the city and sometimes beyond.

• Original content only unless reposting.

• Always ask before reposting and credit original source.

• Quality over quantity. One high quality post is likely to get more engagement than a handful of lesser quality posts.

• Remember that it is alright not to use a filter.

• Content does not need to be in a square format.

• Use the caption to pass on useful information or to tell a story.

• Do not put hashtags in the caption. Add them in a separate comment below.
• Add location.

• Links only work in bio. If you want to include one, change link and include in the caption 'Check link in our bio'.

• If posting video be mindful of the framing and whether you have, or want, sound.

• If sharing posts to Twitter, copy caption and URL of post and then add image separately. If you share directly to Twitter it only appears as a link.

• You can like and reply to specific comments.

• Add up to 10 images/videos on multiple posts.
CONTENT CREATION

• Content needs to be of as high quality as it can be. Hints about content creation can be found at libguides.ncl.ac.uk/libmarketing

• Aim for high quality images.

• When you take a photo, take it out of an ‘app’ so you can check the quality before posting. No amount of filters will make a bad photo presentable.

• If people are the subject, get permission.

• If using a photo from T: do not alter the original image, save an alternative copy.

• Check the framing and sound levels on videos.

• Text-based images are good if limited by word count. Don’t include http:// and consider the layout.

• Resize images from corners.

T:\Marketing and Communication\Promotion\Assets\Images
CONTACTS

The CS-MPF social media team
lib-rstwitter@ncl.ac.uk

All the social media teams at the library
lib-socialmedia@ncl.ac.uk