

Your social media tasklist



Everything you need to supercharge your social media, step by step.

	CRAWL	WALK	RUN
DAILY	Monitor Check for any messages in your inbox, posts to your profile or comments on your posts and reply. Prompt response rates will build trust and promote your social profiles as a reliable and accessible forum for your researchers to ask questions.		
	Post Don't wait! Anything time sensitive – event details, current issues or hot topic related should be posted on the day you know about it.		
WEEKLY	Schedule With the help of management tools such as Tweetdeck, you can schedule your daily posts ahead of time. Do this once at the beginning of the week and you won't need to write daily updates, but your researchers will see updates every day.		
		Monitor Once you've identified who the influencers are in your social network, monitor their activity and listen to their conversations to stay up to speed with hot topics in your field. Look for relevant hashtags such as #libchat or search by topic.	
			Research Follow-up on a topic you are interested in that you have seen posts on. Read blogs, news articles and visit websites. Increase your knowledge of the topics you know your researchers are interested in will make you more relevant.
			Network Join in conversations that are happening within your network. By being active in your community, you can raise your profile and that of your institution.
MONTHLY		Schedule Using a content calendar, plan in your posts for the month. You can theme these around events or themes that you know are important in the lives of the researchers you talk to.	
			Share Get in touch with other departments at your institution or peers at other libraries, or just other relevant interested people and let them know when you will be posting content that you know will be of interest to their network. This will increase the reach of your posts and help you expand your network.
			Host Why not try hosting a twitter chat? Find a topic that is hot amongst your community, find a time when most people will be able to take part and arrange an online discussion around on that topic.
MEASUREMENT GOALS	Engage Count and record the number of likes, retweets, shares and comments you get on your posts. This will give you a basic idea of your level of engagement.	Reach Aim to increase the number of followers you have. Increased activity and joining in conversations will help you achieve this.	Influence Engaging with the wider community (not limited to your institution or researchers), starting conversations and hosting chats will raise your profile and elevate you to 'influencer' status.