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Use Analytics to Put Your Social Media on Cruise Control

Adele Larson

Portland State University, adlarson@pdx.edu

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Use Analytics

to put your social media
on cruise control

Adele Larson

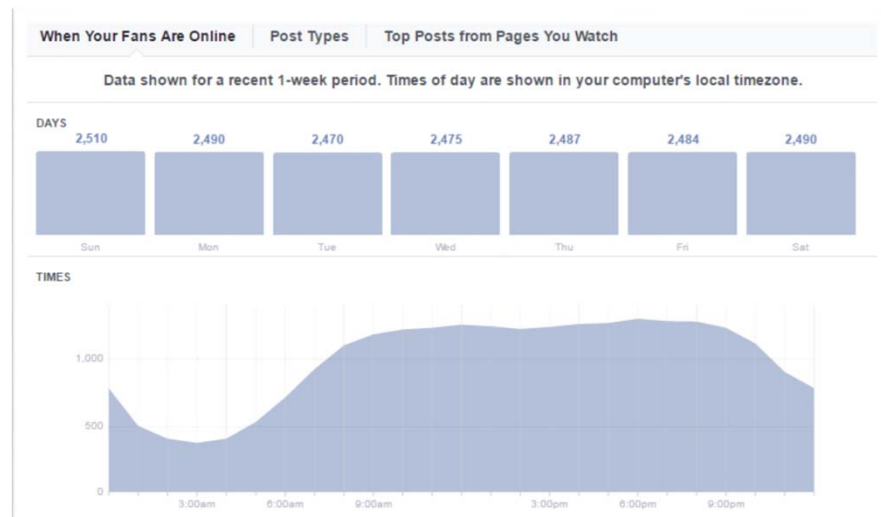
What's your top time

Twitter



- Peaks at lunch from 11am-3pm
- Slows after class/work
- Tapers off at night

Facebook



- Steady all day from 9am-9pm
- Tapers off at 10pm

Schedule in advance

- Leverage holidays
- Schedule all posts in advance (even serendipitous posts)
- Perfect tone and content with your extra time – it's not an "edit" until it's live

Top Tweet earned 13.5K impressions

Happy **#N7Day!** Read about Commander Shepard and the Mass Effect universe at PSU Library thanks to **@DarkHorseComics**
stats.lib.pdx.edu/p/a719ae1888
pic.twitter.com/7yzFgCKtPs



8 retweets 40 likes

[View Tweet activity](#) [View all Tweet activity](#)

Tweets				Impressions	Engagements	Engagement rate
PSU Library @PSULibrary · 4h				93	5	5.4%
Our practice presentation rooms let you record and review your next presentation to improve your public speaking bit.ly/2jtFhEb pic.twitter.com/MfjbZAcISM						
View Tweet activity						
PSU Library @PSULibrary · 22h				242	5	2.1%
Need a study break? @SOMPDx has a series of open rehearsals, master classes, and concerts coming up - many of which are free. twitter.com/SOMPDx/status/...						
View Tweet activity						
PSU Library @PSULibrary · Jan 23				271	15	5.5%
Check out a book and celebrate #NationalReadingDay - we're here for you until midnight tonight! pic.twitter.com/QfwQduHvqI						
View Tweet activity						
PSU Library @PSULibrary · Jan 23				344	29	8.4%
The "Never Built" exhibit now in the PSU Library uncovers Portland State projects that were planned, but never built bit.ly/2k9sNlc pic.twitter.com/W4J7fwWQ4						
View Tweet activity						

Format matters

Have an [image](#) and a [link](#) (don't link w/o an image)

[Retweet or repost](#) on-brand or campus-wide messages

[Respond!](#) Be there for your audience

Scheduling posts is easy (and free)

My personal best practice is to schedule 1-2 weeks ahead

Have your text, links, images, and planned date & time [ready](#)

[Don't post too much](#) on the same day (unless it's a special event)

Use:

Schedule posts from your [desktop computer](#)

[TweetDeck.twitter.com](https://tweetdeck.twitter.com) for Twitter

[Facebook.com](https://facebook.com) for Facebook

There are other scheduling apps, but these are free.

Maintenance

Free social media means [a little more work](#):

- If you need to [promote a big event](#), post about it more than once, spread throughout the week.
- Don't get stuck in a rut or you will only reach the same exact people. [Use all of your peak time](#).
- Experiment on your peak times periodically [to check your analytics](#).



Wait... snow days?

Review your scheduled posts.

Be there for **unexpected events/closure**:

- Highlight **online resources**
- Share helpful **outside information**
(traffic, other closures, other resources)
- Take down **events that are (or may be) cancelled**

Top mention earned 22 engagements



The Vanguard











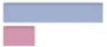





















@psuvanguard · Jan 13

.@PSULibrary @Portland_State
@WarnerPacific per a tweet from
@ORCompact this event has been
cancelled

1

[View Tweet](#)

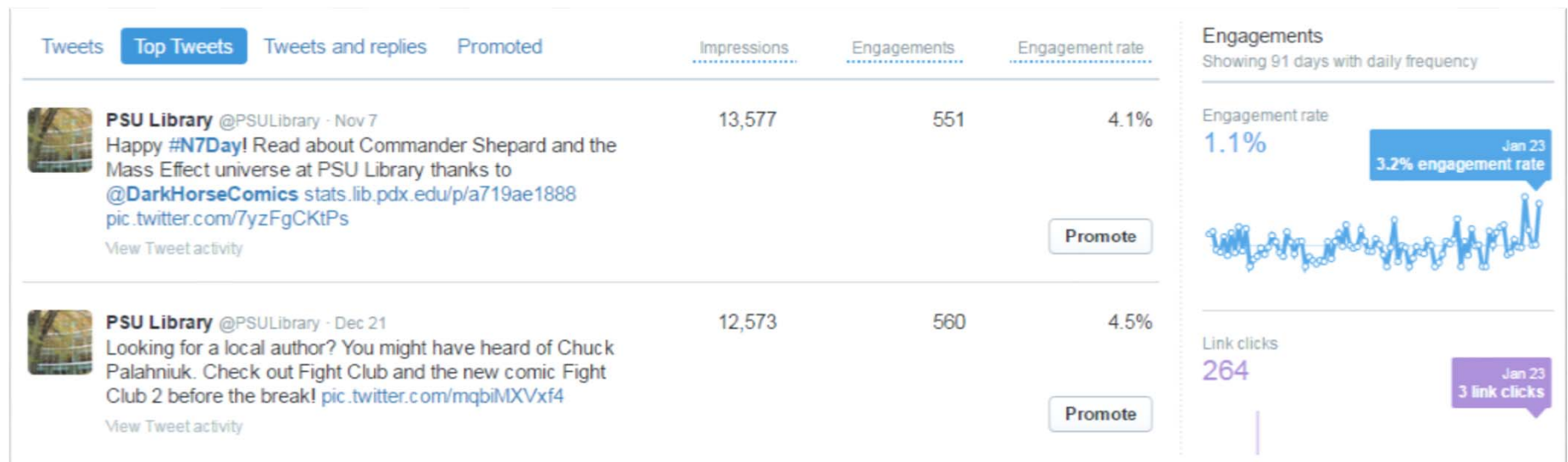
There is an audience for academic library posts

	Published	Post	Type	Targeting	Reach	Engagement	Promote
<div>  PSU Library @PSULibrary · Nov 26 24/7 Library starts next Monday at 7:30 a.m. and runs through December 8th at midnight. Study all day and all night at the Library pic.twitter.com/TAGuCTecms View Tweet activity </div>	01/13/2017 5:35 pm	 Subject, Course and How-to Guides by PSU Librarians will help			2.3K 	16 2 	Boost Post
	12/16/2016 11:06 am	 The PSU Library is open for business today after a late start, and			2.3K 	29 9 	Boost Post
	12/02/2016 5:05 pm	 Our Librarians are here to help you as you wrap up your Fall fin			2.1K 	12 7 	Boost Post
	12/05/2016 5:12 pm	 PSU students, join us tomorrow for a study break. Let us know w			2.1K 	5 7 	Boost Post
	11/28/2016 4:26 pm	 The PSU Library is open 24/7 starting today! Come in and get re			2.1K 	21 9 	Boost Post
	01/18/2017 9:45 am	 The PSU Library is open! Learn about research resources, get r			2K 	4 1 	Boost Post
<div>  PSU Library @PSULibrary · Jan 9 Welcome back, students! Check our guide to find out how PSU Library can help you with your classes: library.pdx.edu/welcome-back-p... pic.twitter.com/iDTD8K48IG View Tweet activity </div>			5,476	175	3.2%		Promote

No memes needed

What's your **goal**? Ours is a **positive, academic tone for all** library patrons.

Want to be interesting? Focus on what makes you **unique**.



Results

- Compare your analytics to similar periods (compare finals week to finals week, etc.)
- What did you gain or lose?
- Where do you want to improve?

(last term we grew followers and views – this term let's increase engagement!)

Questions?

Adele Larson

Interim Outreach Librarian

adlarson@pdx.edu