



# UNT MUSIC LIBRARY SOCIAL MEDIA AND ME

(MUSIC LIBRARY A TO Z SOCIAL MEDIA CAMPAIGN)



# HELLO!

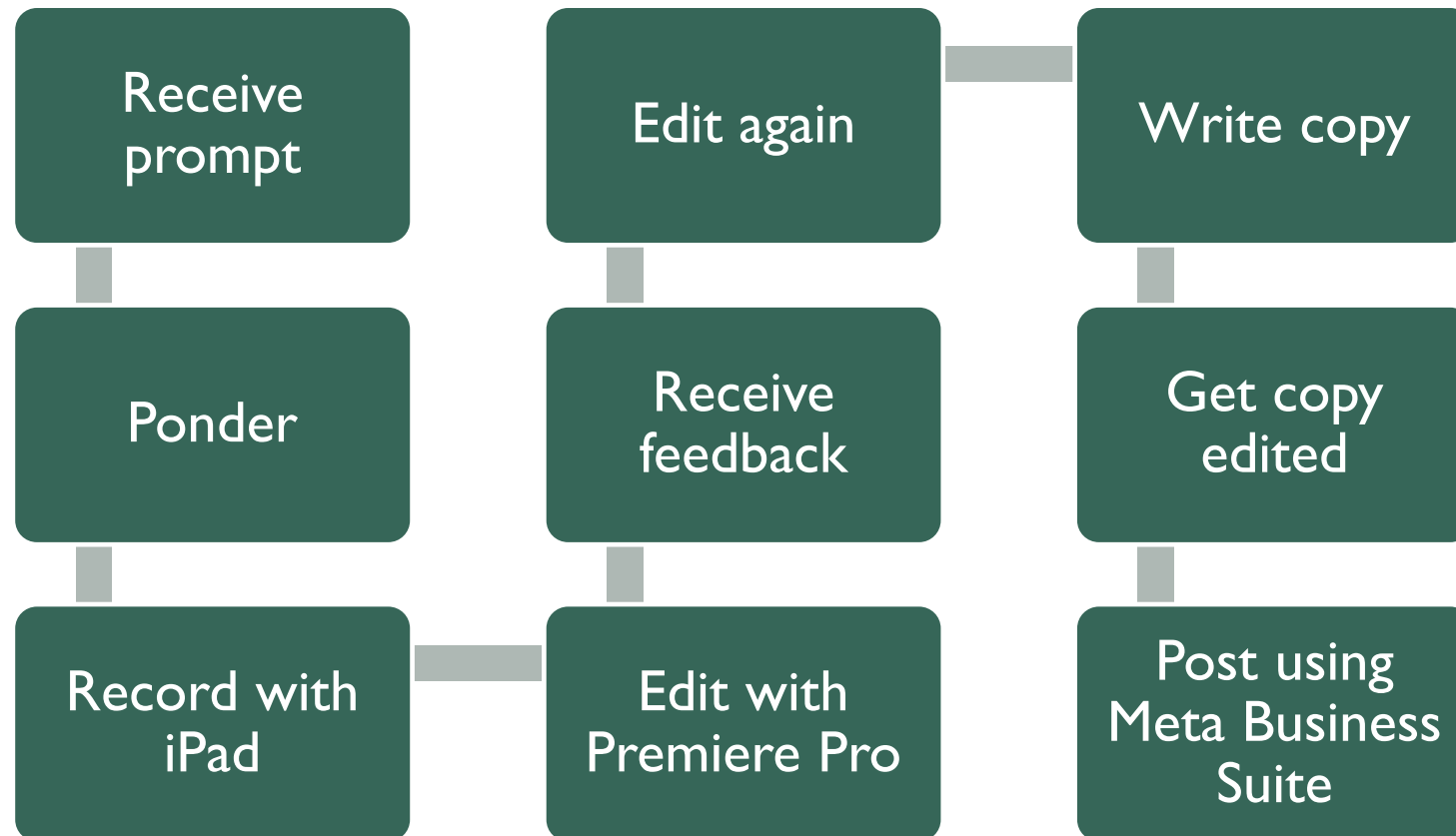
- Becca
- Music Library service desk student assistant morning lead
- Music Library outreach and social media
- I work on the dedicated Music Library channels



# #MUSICLIBRARYAT0Z

- Showcased items in our collection
- Showed resources the music library provides
- Engaged patrons with music library
- Gave helpful music library tips and tricks

# MY PROCESS

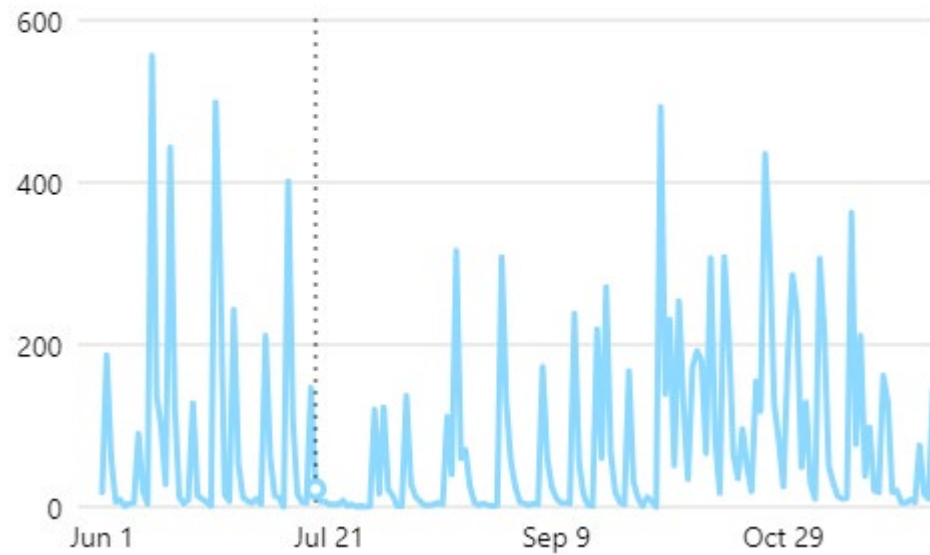


Post Status	Post Date	Post Assignment	Post Content	Video Approval	Copy Status	Photo / Video Status	Notes
Posted	6/12/2023		Have you noticed anything different? The Music Library has new paint! Here's two of our student assistants, John and Becca, checking it out...looks great! #UNTMusicLibrary #NewPaint	Reviewed by KW	Reviewed by MS	In Folder (DONE)	New paint
Posted	6/14/2023		sure how to find materials, watch this video for some helpful tips! If you need any assistance, please ask the Music Library staff and we'll be more than happy to help. Thank you to Steven Sellers for providing the music for this video! #UNTMusicLibrary #CallNumbers #WesAnderson #AtoZ	kw - once we get the music in	Reviewed by MS	In Folder (DONE)	Call Numbers
Posted	6/21/2023		D is for dogs of the Music Library! Here is our #MeetTheTeam (dogs edition) featuring the furry friends of our staff and student assistants! #AtoZ #UNTMusicLibrary	Reviewed by KW	Reviewed by MS	In Folder (DONE)	Dogs of the Music Library - ask in Team to get photos
Posted	6/26/2023		In the Music Library alphabet, E is for Equipment! Becca used our Blue Yeti microphone to make this #SoundsOfTheMusicLibrary beat. Check out our mics and recorders to make your own fun project! See our other equipment on the library website or visit the <a href="#">Soundbox to explore in person!</a> #AtoZ #UNTMusicLibrary	Reviewed by KW	Reviewed by MS	In Folder (DONE)	Equipment - circulation audio mics and recorders

# HOW I HAVE HELPED GROW OUR INSTAGRAM

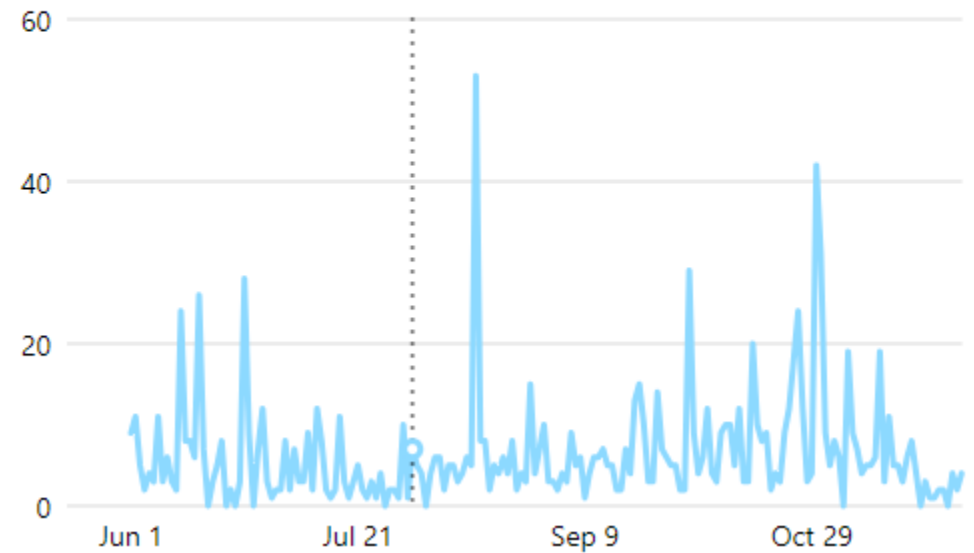
Instagram reach ⓘ

4.0K ↑ 480.5%



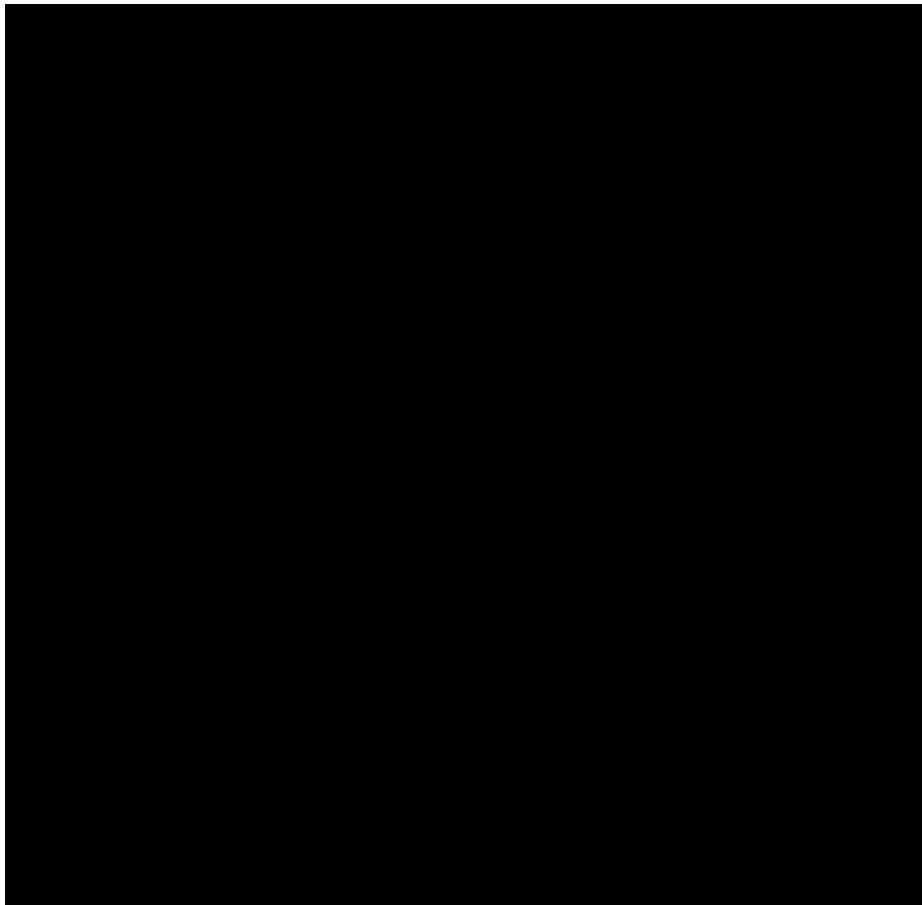
Instagram profile visits ⓘ

1.2K ↑ 63.5%



\*reach is the size of the audience that sees your content

ON JUNE 26, 2023, WE REACHED 499 ACCOUNTS



- Blue yeti blackout microphone
- AKG K92 Closed-Back Headphones
- Logic Pro

# HOW TO BALANCE SILLY VS PROFESSIONAL

- The social media team might advise me to add things like call numbers and where you can find more information to keep it an academic library video
- Abide by direction of library marketing team
- Copy is more formal
  - No emojis
  - Limit hashtags
  - No slang
  - Correct grammar



## COOL THINGS I'D LIKE TO MENTION

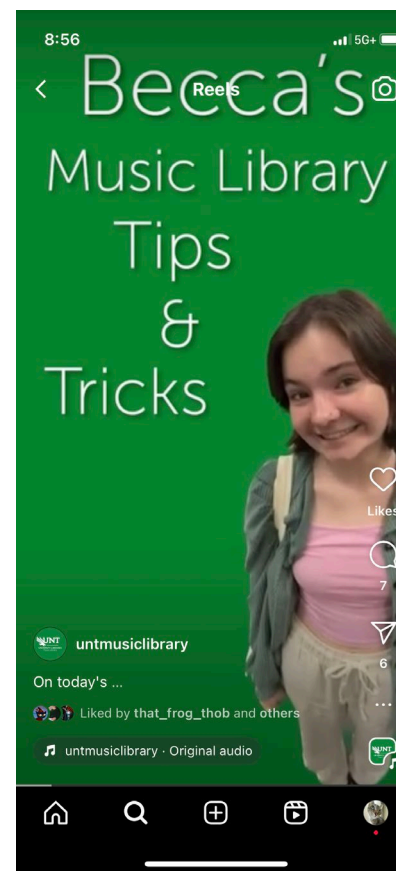
- Wes Anderson style call numbers video (C for Call Numbers)
- 2000s TV ad graduate lockers video (G for Graduate Lockers)
- Got everyone to dance for the headphones video (H for Headphones)
- Wrote an original song for midi keyboard video (K for Keyboard)

# CHALLENGES VS SOLUTIONS

- Didn't know Premiere Pro —————> ■ Used YouTube and LinkedIn Learning
- Didn't know how to use Meta Business Suite —————> ■ Received help from ML Social Media Team
- Was uncomfortable writing copy —————> ■ Practiced and received support
- Needed to collaborate with coworkers —————> ■ Gained social confidence and made friends with coworkers

# WHAT I'M UP TO NOW

- Becca's Music Library Tips and Tricks
- Feature Friday
- Album of the Week
- Ad hoc videos



# NICE COMMENTS I HAVE RECEIVED



coldhands22 4w

phenomenal! bravo!



1 like Reply



\_.\_sebass 4w

I've never felt so informed before 🙌



1 like Reply



juliaeichholz 4w

beautiful content as always



2 likes Reply



weenah76 4w

Peak content we love you music library social media team



1 like Reply



djr wuzhere1 4w

This video saved my composition grades so thank you!



1 like Reply



alexameland 4w

amazing content



1 like Reply



timothy\_sanchezz 4w

Based



1 like Reply



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