

## #SM4RB: Social Media for Rare Books

**Course Description:** Do you want your collection to be more visible? To reach new audiences or attract new customers? To help people understand what goes on behind the scenes, in the stacks, and throughout the wide and wonderful world of rare books? Social media platforms like Facebook, Twitter, Instagram, Snapchat and Tumblr are among the most powerful tools collectors, conservators, special collection librarians, and booksellers can use to showcase their work and keep their virtual doors open 24 hours a day. But maintaining an active social media presence takes time and effort, and the rapidly changing landscape of social media can inhibit many from even getting started.

This course provides a timely overview of leading social media sites—what they do, how they work, and who uses them—and provides a structure for participants to start building a strategic, sustainable social media plan. Whether you want to bring your institution into the twenty-first century with a smart and sassy Twitter presence, give some oomph to your programming and promotional efforts, or craft a compelling online presence with a personal web site or Insta feed that showcases your most recent acquisitions and featured items, this course will help.

Topics covered will include how to set up social media accounts; best practices for sharing access to those accounts with others; legal, ethical, and public relations considerations specific to social media; style and content considerations, such as what makes a blog post or a Facebook status update different from a tweet or a web page or an Instagram feed; which platforms to use for different purposes like sales, event promotions, and breaking news; developing an institutional or individual social media voice that's consistent with your mission and brand; how to ensure your user engagement is effective and culturally sensitive; capturing and preserving social media communications as part of your institutional archives; setting realistic goals for social media efforts; tools and resources for managing multiple accounts; and using analytics to inform and improve your social media practices.

**Who should attend this course:** Anyone who is mystified, intimidated, confused, or fascinated by social media! We will be looking at effective strategies for a wide range of social media applications and accounts, from individual booksellers, collectors, curators and conservators to institutional accounts for large public museums, libraries, and special collections.

**Instructor Bio:** Snowden Becker is Director of the MLIS degree program in UCLA's Department of Information Studies, where she teaches courses in audiovisual preservation, archival administration, and professional development. Find her online at [snowdenbecker.com](http://snowdenbecker.com), or follow @snowdenbecker on Twitter.

## **Course Schedule:**

### **Day 1 - Monday**

*Topics:* Introductions and workshop overview; goal-setting and technical orientation.

*Lecture component:* A (very!) brief history of the Internet, Web 2.0, and the rise of social media platforms; defining key terms and concepts; ethics and best practices

*Hands-on component:* Exploring different platforms; setting up accounts and controls

### **Day 2 - Tuesday**

*Topics:* You're doing things on the most visible, public, and (sort of) persistent platforms in human history—what could possibly go wrong?

*Lecture component:* “So you’ve been publicly shamed”: A history of very high-profile screw-ups; a contrasting history of success stories and impactful social media projects; legal issues and responsibilities

*Hands-on component:* Damage Control & Apology 101

### **Day 3: Wednesday**

*Topics:* Defining and assigning the labor of social media

*Lecture component:* Whose job is this anyway? (Guest speakers: Panel of social media coordinators from a range of institutions)

*Hands-on component:* Creating sustainable social media plans; updating web sites and scheduling blog posts; creating a style guide

### **Day 4: Thursday**

*Topics:* Analytics, measuring impact, and setting criteria for success; the pros and cons of going viral

*Lecture component:* “Hello? Is this thing on?” Figuring out who’s listening, why, and when; what “likes” really mean (Guest speaker: data analytics person); what’s the point of doing this?

*Hands-on component:* Extracting data from Twitter and using it to inform strategy

### **Day 5: Friday**

*Topics:* Advanced social media techniques; preserving social media as born-digital institutional records

*Lecture component:* Tools and resources that will take your social media efforts to the next level

*Hands-on component:* Designing and critiquing interactive social media engagements (tweetup, survey/quiz/poll, hashtag contest, crowdsourcing project, etc.)

**Recommended reading/preparation:**

Ronson, J. *So You've Been Publicly Shamed* (2015, Riverhead Books)

Additional recommended readings, sites, resources, and examples will be made available via a course web site accessible to all registered participants.

**Vocabulary and concepts:**

RSS feed

Memes and how to read them

Selfies

Hashtags

Handles

Tweet-ups

Crowdsourcing

Copyright

Privacy

Trolling

Blogs

How, when, and why to use Google