Face-to-Face With Social Media: One Archivist’s Approach to Engagement

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Introduction
Inspired by SUNY New Paltz honors student Julianna Maiorano, who explored identifying best practices for increased engagement completed by followers and library social media accounts, I attempted to incorporate the findings into practice. I used the Penfield Library Twitter and Instagram accounts to feature photographs from the college archives, with the goal of increasing engagement and followers.

Key Information
- I spend ~1-2 hours/week from inspiration to post, typically on Thursday afternoons or Friday mornings for posts on Fridays. This time includes identifying something to post, image editing, drafting text, and scheduling the post.
- On occasion I exceed two hours, but this typically includes searching through physical collections and performing original scanning.
- There are four additional authorized staff that design and post social media content for Penfield Library.

Methods
Fifty-eight social media posts from Penfield Library between January and December 2021 were examined. Twitter data came from post Analytics, and Instagram data came from post Insights. Posts included mix of attached images and text. Average impressions & engagements (Twitter) and reach & likes (Instagram) were derived from total number of posts, total number of posts containing at least one human face, and total number of posts containing at least one human body. Face was defined as more than 50% visible in at least one posted image. Impressions are defined as times a user is served a Tweet in timeline or search results. Engagements are defined as total number of times a user interacted with a Tweet. Reach is defined as the number of unique accounts that have seen the post, at least once.

Recommendations For Posts
- Participate in #ArchivesHashtagParty hosted by US National Archives!
- Use available free scheduling tools like TweetDeck and Meta Business.
- Create content consistently - plan a day of the week to post & put something up, even if the content is minimal or random in nature.

Results

<table>
<thead>
<tr>
<th>2021 Twitter</th>
<th>2021 Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweet Impressions</td>
<td>Tweet Engagements</td>
</tr>
<tr>
<td>Ave/No Face Twitter (18 posts)</td>
<td>Ave/Face Twitter (39 posts)</td>
</tr>
<tr>
<td>523.0</td>
<td>509.7</td>
</tr>
<tr>
<td>Ave/No Face Insta (23 posts)</td>
<td>Ave/Face Insta (32 posts)</td>
</tr>
<tr>
<td>208.2</td>
<td>197.3</td>
</tr>
</tbody>
</table>

Conclusions
Posts including faces and people received higher than average Impressions, Reach and Likes, but lower Engagement. More study is needed to determine if rates of Engagement is influenced by number of posts.

2021 Tweet with most impressions (6,677) & second most engagement (312)
https://twitter.com/PenfieldLib/status/1426204396472324097

2021 Instagram Reach: 208.2

#FromTheArchives #moveinday #studentlife

Bibliography
