(Efforts in) Relieving Library Anxiety through Social Media Influence
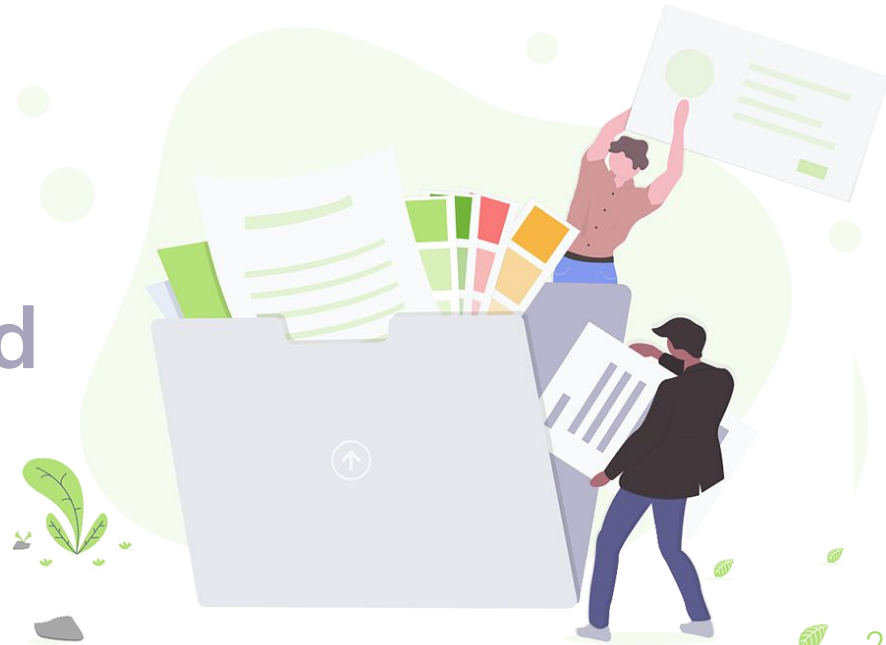
Virgina Pow, Jessica Thorlakson, Allison Sivak, Meredith Bratland, & Laura Hamonic

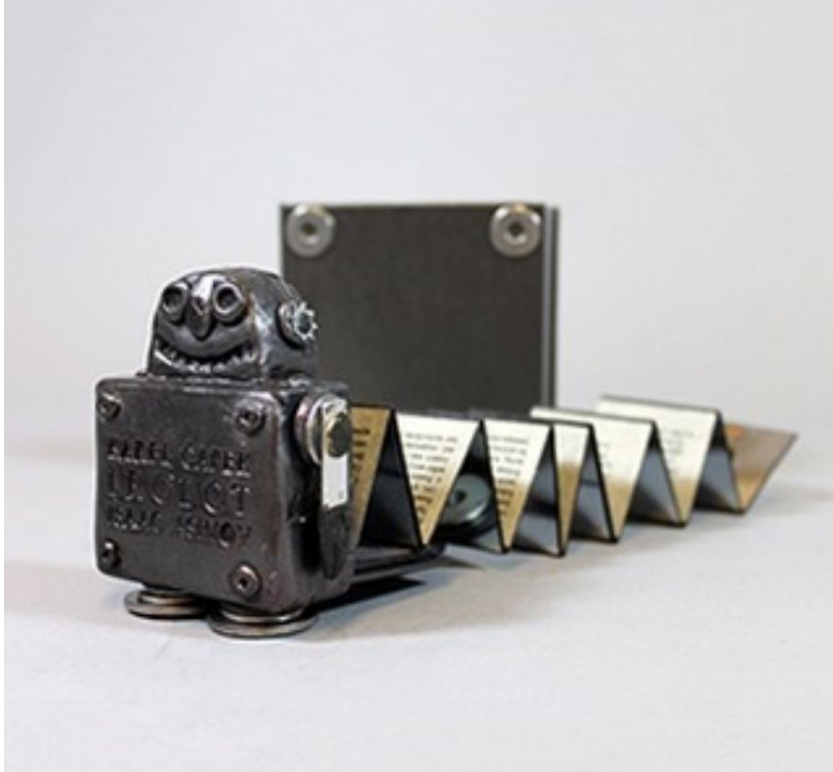> " It's the feeling that one's research skills are inadequate and that those shortcomings should be hidden.

"In some students it's manifested as an outright fear of libraries and the librarians who work there.

Nunes, Alex (2016-04-13). "Do You Suffer from Library Anxiety?". JSTOR Daily. Retrieved 2019-01-21

3

More definitions...

Basis for project

#1 - Libraries are formal & intimidating spaces - contributing to library anxiety

#2 - Interacting with library staff decreases library anxiety

=> increased engagement = decreased anxiety in person

#3 - Amateurish and user-generated aesthetic on social media leads to greater engagement

#4 - UAL has a more formal online presence

GOAL: Use amateur aesthetic on social media to increase engagement, and thereby decrease anxiety
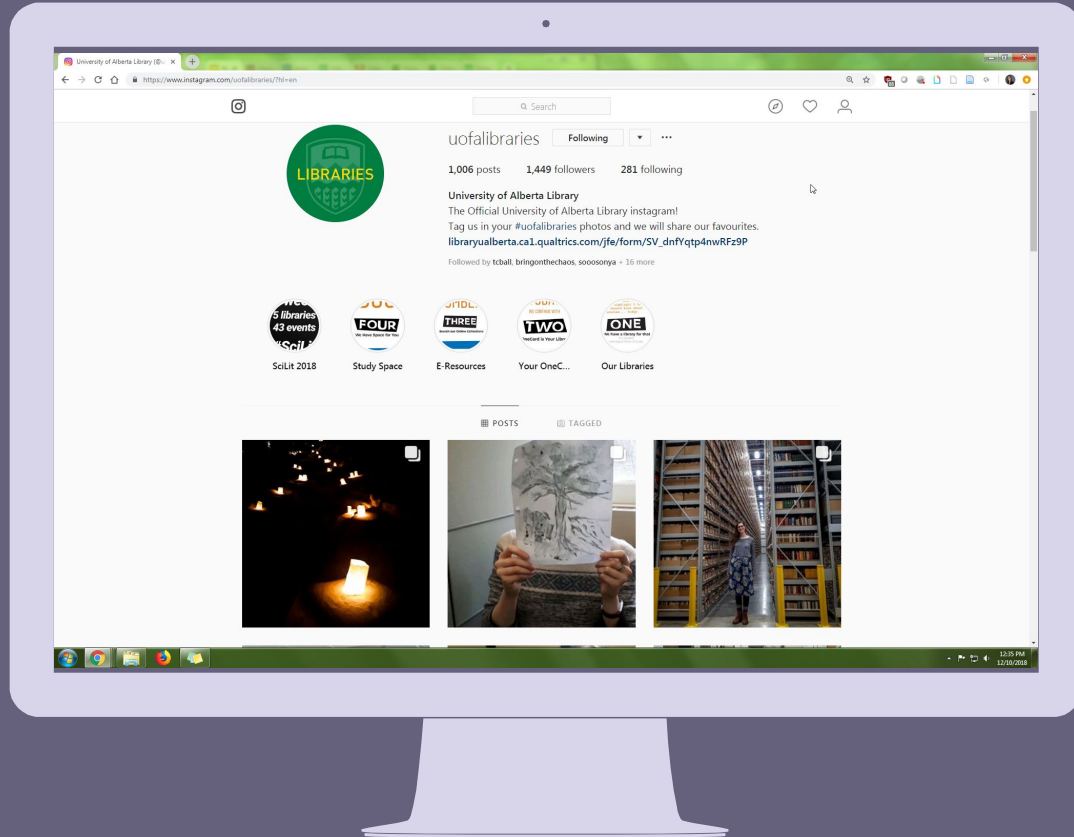
#EmployeeTakeover

- Environmental scan

- Planning

- Find some experienced instagrammers!

- Delegate the account

- Post photos & stories

#EmployeeTakeover

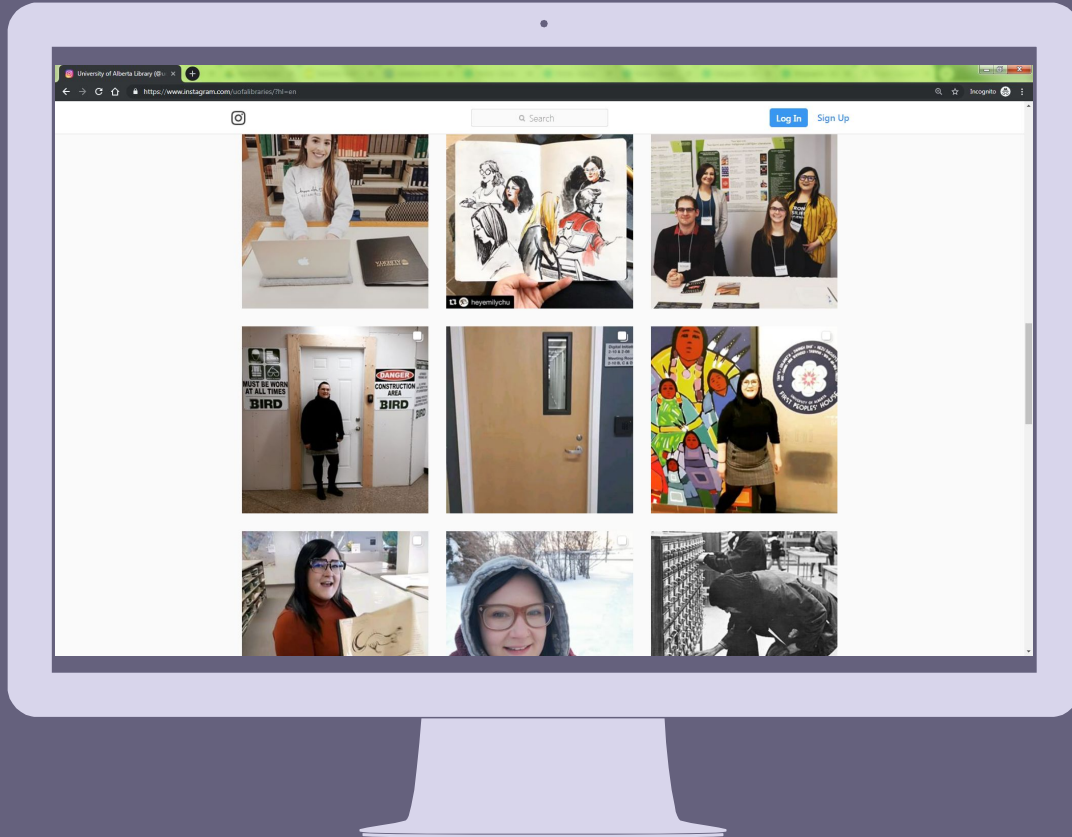# Insta Stories

Getting festive @ Camergn!

Ins
St

#2ndEmployeeTakeover

16 new followers
5 coming directly from posts

232 profile visits
142 more than the week before

80 likes per post
36 more likes on avg from normal posts

+Accessibility

uofalibraries • Following   •••

.

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[Image descriptions: 1. Laura stands in front of a very tall and long bay of shelves filled with trays of books.
2. Laura walks in front of the archival audio visual materials in the cold room.
3. Vaughn demos the book vacuum to clean off a book.
4. Jessica, Vaughn, and Laura smile for a selfie.
5. Laura sits in a chair in front of the fireplace in the reading room and spins the chair back and forth while smiling.]

#Takeover #UAlberta
#LibrariesOfInstagram
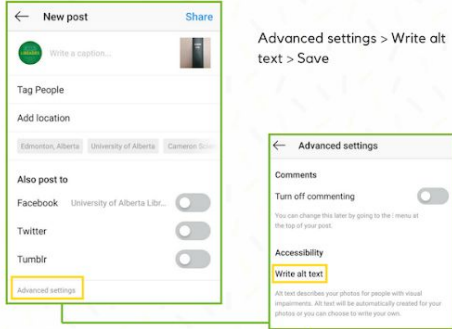#ArchivesOfInstagram #IGLibraries
#VacuumingBooks

+Accessibility

UAL SOCIAL MEDIA ACCESSIBILITY TIPS

INSTAGRAM GUIDE

1 Add Alt Text[1]:

- To a new post

New post — Share

Write a caption...

Tag People

Add location

Edmonton, Alberta | University of Alberta | Cameron Scie...

Also post to

Facebook — University of Alberta Libr...

Twitter

Tumblr

Advanced settings

Advanced settings > Write alt text > Save

Advanced settings

Comments

Turn off commenting

You can change this later by going to the ⋮ menu at the top of your post.

Accessibility

Write alt text

Alt text describes your photos for people with visual impairments. Alt text will be automatically created for your photos or you can choose to write your own.

Alt text — Save

Spine of a book titled "Lesbian Nuns[1]"

GENERAL GUIDELINES

1 Write in plain text[1]
- Avoid run-on sentences
- Avoid acronyms or write them out completely the first time e.g. University of Alberta Libraries (UAL)
- Use an active voice rather than a passive voice

2 #CamelCaseYourHashtags[2]
- #CamelCaseYourHashtags is more easily read both by people and voice over software than #camelcaseyourhastags
- Hashtags are not case sensitive so it won't impact search-ability

3 Include image descriptions[3]
- Always include any text in image
- Be accurate and succinct
- Consider the *meaning* of the image
- Do not include phrases like "image of" or "graphic of"

4 Post the same stories across multiple platforms[1]
- Different platforms have different levels of accessibility to providing content across multiple platforms improves accessibility
- That said, different platforms were better with different content, so don't try to keep formats identical

5 Test your posts[1]
- Test your posts with accessibility software to ensure content is accessible

Future Plans

- More staff members for shorter takeovers
- Practice account!
- Partner with the Student Library Advisory Committee to have students run takeovers
- Improved accessibility on UAL social media
- Test library anxiety(??)

Thanks!

Any questions?

lhamonic@ualberta.ca