Which social media do we use?

Twitter

Facebook
Why do we use social media?

- It complements our services
- Helps us to get closer to our users
- Makes us more visible
- Reinforces our professional image/PR activity
We use it for:

- Promoting our activities
  #greenimpact
- Highlighting School activities
  #SSEES100
  #SSEESonBrexit
- Promoting resources:
  #livestream
  #video
  #transcript
- Showing our expertise & engagement
Next steps and questions?

- Can the content be reformatted for further use as a teaching resource?
- Can we move into other subjects?
- Is the topical, subject-based approach the right one?
- How useful is this work in the long term? Is it worth the effort?
Can the content be reformatted for further use as a teaching resource?
Can the content be reformatted for further use as a teaching resource? [2]
Can we move into other subjects?
Can we move into other subjects? [2]
Two more questions…

Is the topical, subject-based approach the right one?

How useful is this work in the long term? Is it worth the effort?
Can we/should we use more social media?

- To identify what our users’ needs are
- We should focus on what is practicable
- We need to take into consideration time and human resources
- Use already existing staff skills, resources and interests
Use the skills already available…

For some colleagues it’s art, photography, computer design, sculpture…

While some are more contemplative…

Library Blog? Participating in SSEES Research blog?

Instagram? Flickr?
Thank you!