

MONTHLY

MEASUREMENT GOALS

Engage

Count and record the number of likes, replies, shares and comments on your posts. This will give you a basic idea of your level of engagement.

Schedule

Using a content calendar, plan in your posts for the month. You can theme these around events or themes that you know are important in the lives of the researchers you talk to.

Reach

Aim to increase the number of followers you have. Increased activity and joining in conversations will help you achieve this.

By being active in your community, you can raise your profile and that of your institution.

Share

Get in touch with other departments at your institution or peers at other libraries, or join other relevant interest groups and let them know when you will be posting content that you know will be of interest to their network. This will increase the reach of your posts and help you expand your network.

Host

Who's your host in a virtual chat? Find a topic that is hot amongst your community and invite when most people will be able to take part and arrange an online discussion around on that topic.

Influence

Engaging with higher level community (not limited to your institution or researchers), starting conversations and hosting