





How to win followers and influence people

Gemma Steele
Museums Victoria
 @museumbooks
#NLS9s19

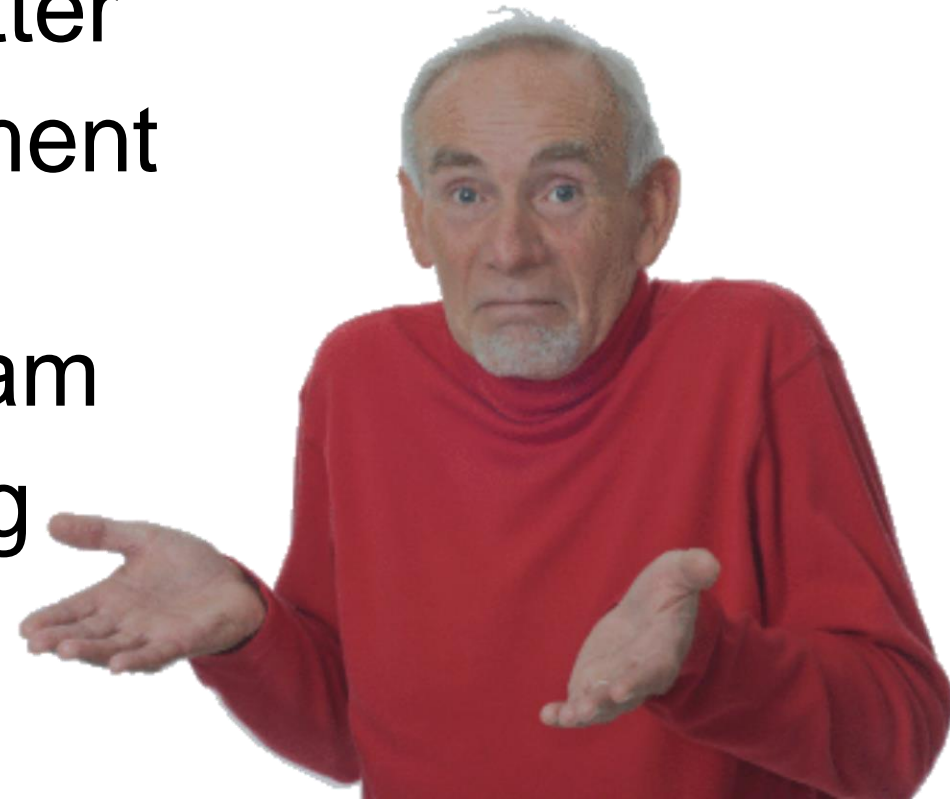
Daniel Wee
Monash University
 @oldbooklibrarian
 @danvwee

**MUSEUMS
VICTORIA**

 **MONASH
University**

How to win followers and influence people

- Literature review
- Gemma's experiences with Twitter
- Strategic social media engagement recommendations
- Dan's experiences with Instagram
- Some moaning and complaining
- Conclusion



Literature review

1. Starting out: things to consider
2. Personal branding
3. Crafting messages
4. Inspiration for posts
5. Making meaningful connections online:
social media as professional development
6. Growing a following
7. Managing & maintaining your accounts
8. 'The social employee'



Link to literature review on
Google Drive

Starting out: things to consider

- Why social media?
- Have a plan
- Have goals



Personal branding

when someone says "tell me abt urself" but u have no idea who u are



- What is personal branding?
- What is your unique skill set?
- How to demonstrate this

Crafting messages

- Consistency
- How often/when to post?
- Analytics to hone approach
- Providing value to your followers
- Hashtags and mentions
- Contents
 - Sharing triggers
 - Information
 - Images
 - Eliciting engagement





Gemma Steele @ #NLS9 @museumbooks · Mar 28

Yesterday I learned that only 3% of bird species have penises (thanks @Radiolab)

Ducks, geese, swans, and large flightless birds like ostriches & emus have penises, while species such as owls, eagles and flamingos have completely lost their penises over time!

#rarebooks #SciArt



Gemma Steele @ #NLS9 @museumbooks · May 15

Is anyone else going to the @VALALib talk on 26 June?

Very excited to hear from @tynedaile on on the complex relationship between librarianship, data, and ethics

portal.vala.org.au/event-3404838



Gemma Steele @ #NLS9 @museumbooks · Mar 21

Ornithologists and twitchers: do birds really feed each other mid air like this?

Lovely lithographed scene of four sparrows from John Gould's 'Birds of Great Britain' (1862-73)

#SciArt #library #rarebooks #ornithology #Feathursday @BioDivLibrary
doi.org/10.5962/bhl.ti...





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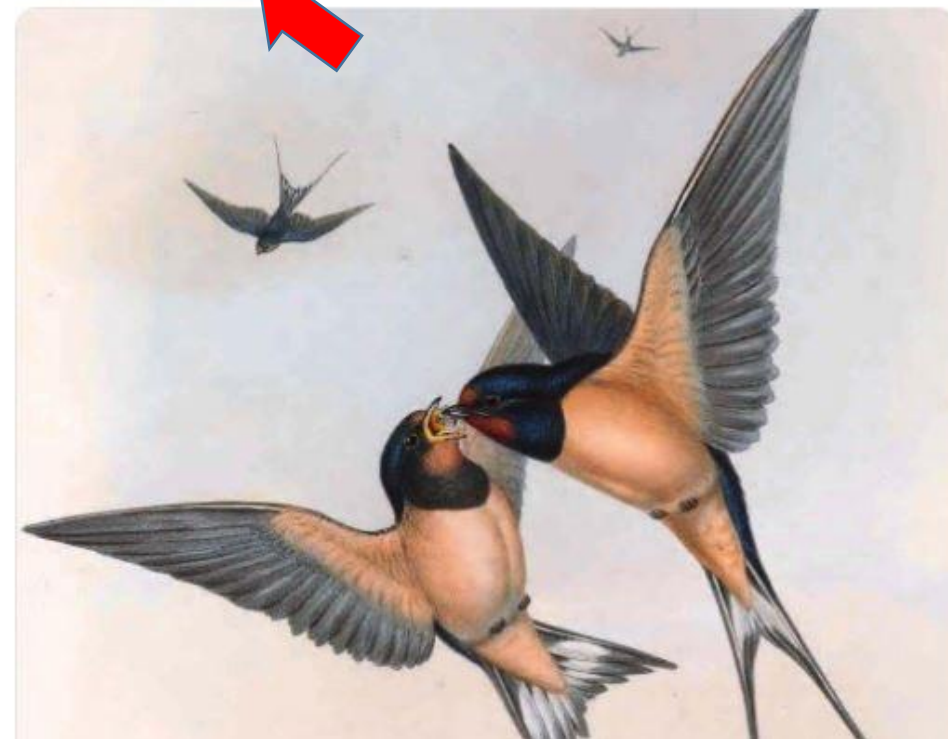


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Inspiration for posts

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
18 Mar	19	20	21	22	23	24
← From 14 Mar		Melbourne Design Week 14-24 March				
		9:00am Bibliom...	9:00am World Poetry Day		9:00am World Meteorological Day	
		9:00am Interna...				
		9:00am World ...				
		9:00am World ...				
25	26	27	28	29	30	31
		Melbourne International Flower and Garden Show				
		9:00am Manatee Appreciation Day				
		9:00am World Theatre Day				
1 Apr	2	3	4	5	6	7
9:00am April Fool's Day	9:00am International Children's Book Day		9:00am World rat day			International Beaver Day
9:00am Edible book festival	9:00am International fact checking d.					
8	9	10	11	12	13	14
		9:00am Farm animals day		9:00am International Day of Human Space Flight	9:00am Record store day	
15	16	17	18	19	20	21
9:00am World art day/Art history day	9:00am Day of the mushroom	9:00am Bat appreciation day	9:00am World Heritage Day/International Day for Monuments and Sites			

- Sharing others' content
- Trending topics
- Current events
- Calendar of events

Making meaningful connections online

- Social media as professional development
- Taking time to build your community
 - *“Once your network is established, you will find the benefits far outweigh the time commitment”* (Stranack 2012, p.2)
- To fully engage you must contribute



Stranack, K. (2012) The connected librarian: using social media for “do it yourself” professional development, *Partnership: the Canadian Journal of Library and Information Practice and Research*, Vol.7, no.1, pp.1-5.

Growing a following



- Posting consistently
- Strategies for increasing following
- Promotion and cross-promotion

- **Gemma Steele**
Librarian
Museums Victoria
GPO Box 666 Melbourne VIC 3001 Australia
museumsvictoria.com.au
[Twitter](#)
[LinkedIn](#)

Managing and maintaining your accounts

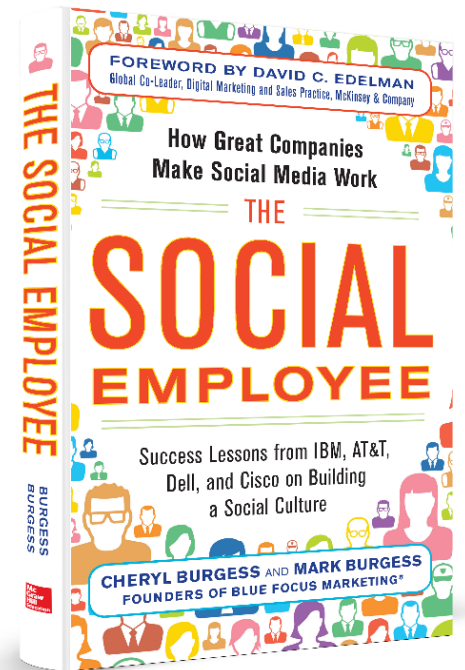
- Social media management tools
 - Later
 - Hootsuite
 - Tweetdeck
- 'Filter failure' (Shirky 2008)



Shirky, C. (2008) *Web 2.0 Expo NY: Clay Shirky (shirky.com) It's Not Information Overload. It's Filter Failure*, video recording, YouTube [Accessed 8 March 2019] <<https://www.youtube.com/watch?v=LabqeJEOQyl>>

'The Social Employee'

- Employers provide employees with tools and training
- Employees sharing expertise & own personal worth online through personal branding
- Employees adding credibility and esteem to employer's brand
- Employees provide a more authentic representation and voice
- Employees creating sharable content
- 'Social employees' provide a *"window into a brand's soul"* (p.6)
- 'Social employees' become *"external reflections of their thriving corporate cultures"* (p.42-43)



Burgess, C. & Burgess, M (2014) *The social employee: how great companies make social media work*, McGraw Hill, New York.

Museums Victoria's 'Social Media Project'

- "...we need to grow our digital literacy and make sure staff have the tools and know-how to confidently participate in our social communities. We'll achieve this through the Social Media Project – an ongoing program to support staff develop skills to grow their professional social networks and share more of what we do at Museums Victoria" ***Email communication, 'Announcing the Social Media Project', 16 February 2018***
- "Lines between work and personal use on social media are increasingly blurred. As social media has matured, people are using it to connect with other people in a professional capacity, to listen, share, engage, gain insights and build influential networks." ***Social media playbook: being professional on social media, Museums Victoria (v8)***





gemgemyellowgem
Melbourne Museum

...

ВСЕСОЮЗНОГО НЕФТЯНОГО НАУЧНО-ИССЛЕДОВАТЕЛЬНОГО
ГЕОЛОГОРАЗВЕДОЧНОГО ИНСТИТУТА (ВНИГРИ)

ВЫПУСК 148

A. A. Savelyev
А. А. САВЕЛЬЕВ

*The Jurassic Trigonidae of Mangyshlak
and western Turkmenia.*

ЮРСКИЕ ТРИГОНИИДЫ МАНГЫШЛАКА И ЗАПАДНОЙ ТУРКМЕНИИ



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The Venezia Hua Hin & Cha-am

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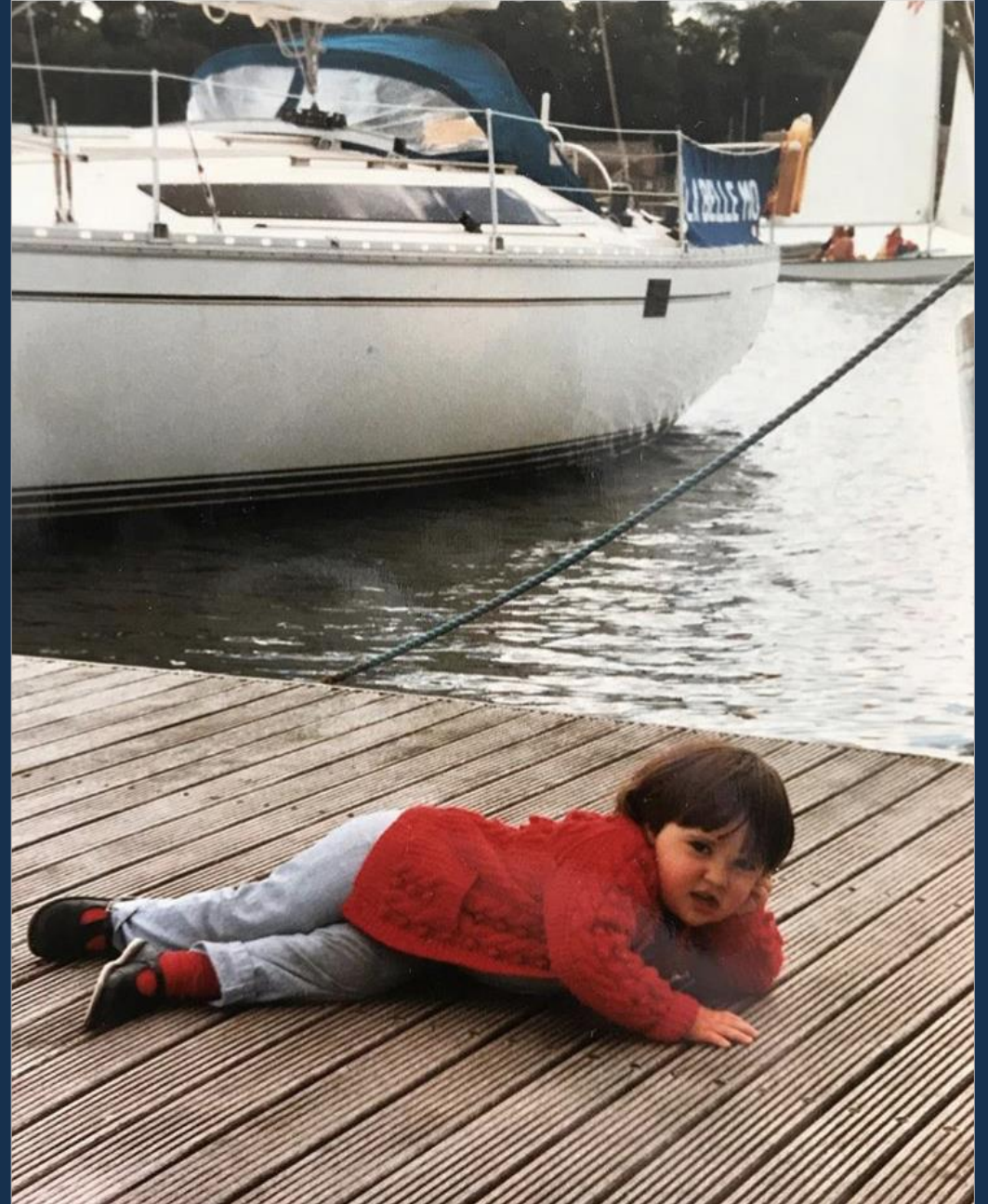
gemgemyellowgem
Melbourne Museum



gemgemyellowgem I have (in the loosest possible sense of the word) curated a display of rare books which are now on show at Melbourne Museum.



gemgemyellowgem





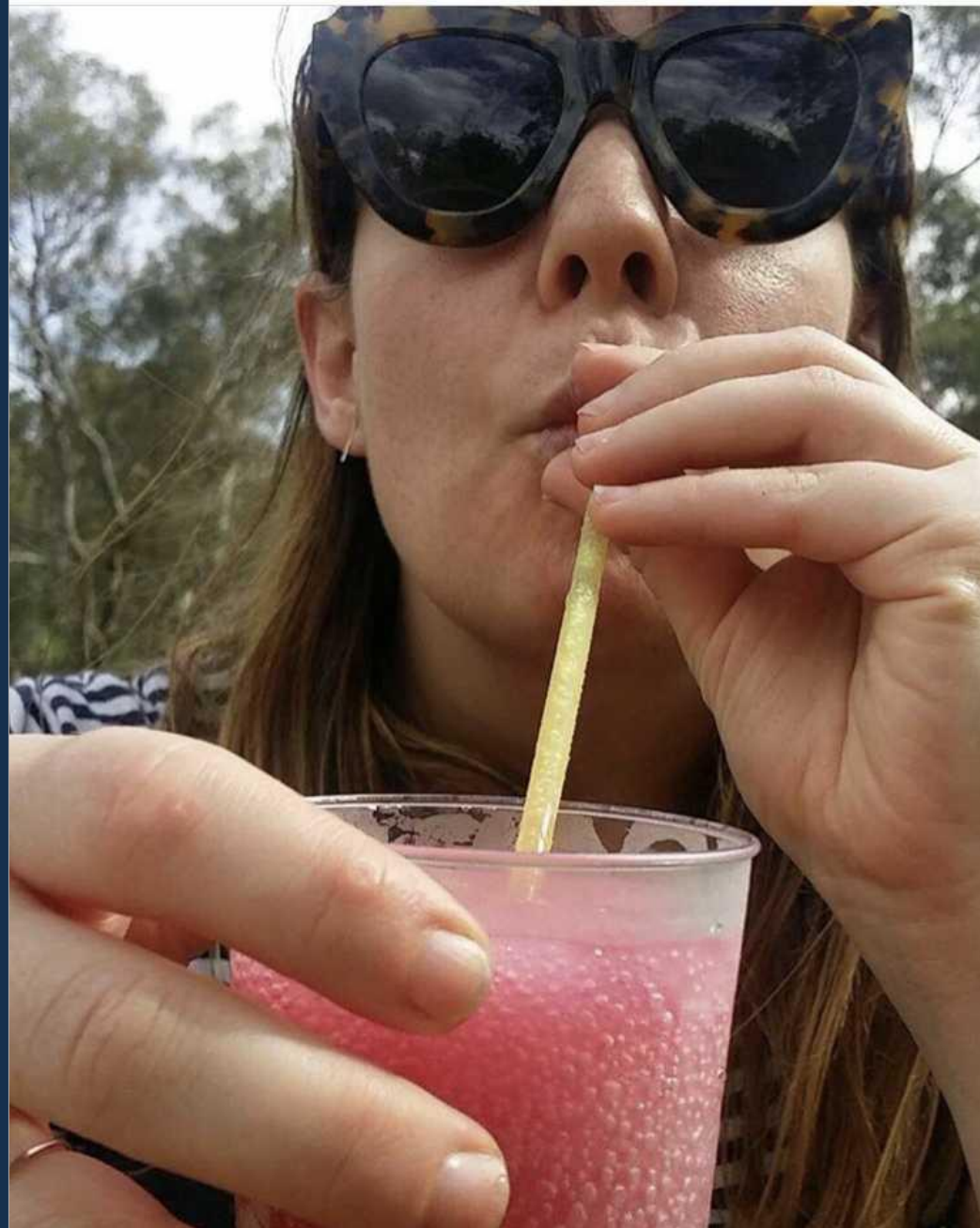
gemgemyellowgem



gemgemyellowgem Just two birds in a warehouse celebrating #museumselfie day behind the scenes at #museumsvictoria @museumsvictoria



gemgemyellowgem
Pfeiffer Wines



gemgemyellowgem



Edit profile

Gemma Steele

@gemgemyellowgem

Librarian @museumsvictoria - special libraries, rare books, museums, cataloguing, research, marketing. Former journalist, media monitor, political researcher.

Melbourne, Victoria



Liked by kathykoo_design and 31 others

gemgemyellowgem Hey library folk & bibliophiles! I've decided to segment my 'social' life, and I'm now going to be using Twitter to post library, rare book and other related professional content
If you're interested in following me, my handle is also @gemgemyellowgem over on Twitter



Tweets 1,035Following 1,575Followers 908Likes 1,603Lists 8Moments 0

Gemma Steele @ #NLS9

@museumbooks

Librarian @museumsvictoria - special libraries, rare books, museums, cataloguing, marketing, GLAM. @BibSocANZ co-tweeter. Fmr journalist & political researcher

Melbourne, Victoria

Joined October 2009

394 Photos and videos



TweetsTweets & repliesMedia

Pinned Tweet

**Gemma Steele @ #NLS9** @museumbooks · Jun 3
#ICYMI, I'm going to be delivering my #APLIC18 talk on marketing and promotion of special libraries and special collections again at this FREE @RareBookWeek event

@nicolekearney and @Danvwee will also be speaking - more details in the link!



Promoting Rare Books & Special Collections: Melbourne Museum

Recommendations from literature review

	A	B
1	Recommended	Keep an eye out for people retweeting your tweets on a regular basis and reach out to them
2	Interactivity, comment back and forth, engage	determine which messages/posts worked best
3	Tagging to encourage retweet/regram	keep track of which types messages are causing people to like/retweet and start moving in that direction
4	Provoke emotion	Schedule messages
5	Ask questions	Create lists on Twitter to streamline content
6	Ask for feedback	Provide value to your followers by providing links to articles, blogs that offer useful information
7	throw out topics from the news to spark a conversation	Establish yourself as an expert
8	ask people to like or share a post	Follow back your followers
9	solicit comments	Analytics/Evaluate effectiveness of posts regularly
10	when you post always attach a URL, picture or video	Maintain a calendar of events
11	See what's trending and post about that	think about what themes are going to stimulate interactivity
12	Follow 20 new people every day	Engage in professional discussions related to your career interests
13	Follow journalists that cover your sector	Comment on others' posts
14	Follow people you want to learn from	When retweeting always add a comment
15	Follow influencers in your sector	Benchmark against others in your brand category to see how they are successfully using whatever platform/s you are on
16	Search for keywords and follow people whose tweets contain those words	See where your audience is located and adapt your posting schedule accordingly
17	Use puns	Always respond to questions and comments
18	Be offensive	
19	15 sharing triggers: Sexy	Illuminating (Useful as well as entertaining)
20	Funny	Random
21	Love	Zeitgeist
22	Romance	Uplifting
23	Shocking (as in disturbing)	Disgusting
24	Moving	Cute
25	Controversial	Unbelievable (has to be seen to be believed)
26	Cool	

Case study

- Took place over seven weeks
- 200 new followers
- 250.4K impressions
- Average engagement rate 1.8%

Scheduled?	Weekend?	Date	Time of post	Brief description	Strategy	No. of likes	No. of followers when posted	Replies	Retweets	Media engagements	Total engagements	Impressions	Notes for study and presentation
		20/3/2019	12:10	World Frog Day	Use puns/See what's trending	20	-	1	6	11	50	2103	Image cut off at top
Y		21/3/2019	16:55	Birds feeding mid-air	Ask questions/solicit comments	37	-	1	8	22	76	1731	Very nice image, well framed.
	Y	23/3/2019	10:05	Stop and smell	Sharing triggers: cute	12	-	1	3	8	25	435	
		26/3/2019	16:13	Metamorphosis	Tagging to encourage retweet	49	-	4	20	58	167	5319	Lovely images. Retweeted by two libraries with thousands of followers each
		28/3/2019	10:40	Bird penises	Sharing triggers: illuminating. Tagging to encourage retweet	16		5	3	36	78	3685	Pictures didn't preview well
Y		29/3/2019	06:55	Crocodile	Use of humour	14	689	2	2	5	26	658	Picture was a bit dark
		1/4/2019	09:45	April Fool's retweet w/comment	Sharing triggers: unbelievable, funny	38	693	6	1	-	64	2464	
		2/4/2019	11:40	Video flicking through book	Experimenting with video	28	693	1	2	13	59	1194	Video was grainy
		3/4/2019	13:47	Gigantic octopus	Sharing triggers: illuminating, unbelievable	16	697	0	1	14	39	651	Picture was black and white, and I took a photo of me holding the book rather than a well framed pic
		4/4/2019	13:15	Rat day	Sharing triggers: cute, disgusting	13	698	2	0	4	30	1358	Photo was framed well... but it's a rat, soooooo

Top performing Tweets

- Over 36K impressions, 200 likes, 60 retweets
- Posted as part of #MuseumWeek2019 online event
 - Taking part caused my impressions, mentions, and people visiting my profile to spike
 - 20-30 followers over the course of the week
 - Named one of the top influencers in the Oceania region by @MuseumWeek
 - @MuseumWeek has over 230,000 followers and I was mentioned by them several times over the course of the week



Gemma Steele @ #NLS9 @museumbooks · May 13

Hope Macpherson was Australia's first female curator, and part of the first group of female scientists allowed to travel to Antarctica

Here she is working on @museumsvictoria's shell collections c.1946

#WomenInCulture #MuseumWeek2019 #ThisIsMyMV



3



63



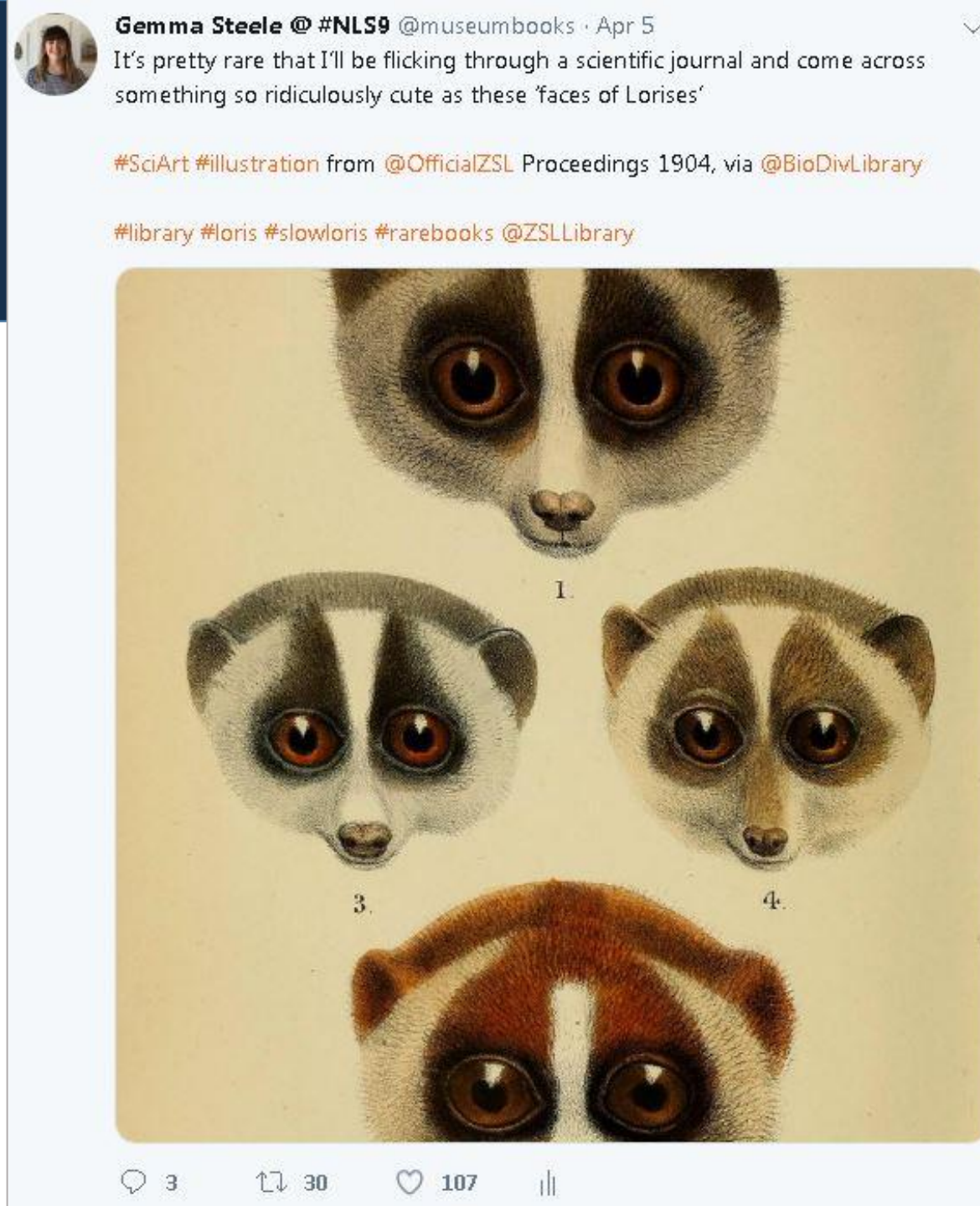
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Top performing Tweets

- Over 9K impressions, 100 likes, 30 retweets
- Tagged two Zoological Society of London accounts, and Biodiversity Heritage Library
 - Shared by two ZSL accounts
 - Shared by BHL

- | | |
|--------------------------------------|--------------------------------------|
| • @MuseumWeek – 232K followers | • @BioDivLibrary – 23K followers |
| • @Library_Vic – 32.4K followers | • @MelbourneMuseum – 14.4K followers |
| • @OfficialZSL – 30K followers | • @takapodigs – 11.9K followers |
| • @MuseumsVictoria – 23.2K followers | • @ZSLLibrary – 5.5K followers |



Top performing Tweets



Gemma Steele @ #NLS9 @museumbooks · May 23
Melbourne @RareBookWeek is a fantastic opportunity for some FREE professional development this July!

I'm really proud of the program @hayleybwebster and I have put together for @melbournemuseum this year [→ museums victoria.com.au/melbournemuseu...](https://museums victoria.com.au/melbournemuseum...)

#libraries #librarians #rarebooks #Melbourne



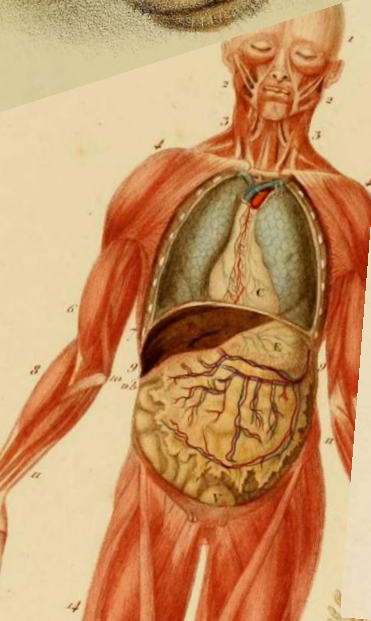
Gemma Steele @ #NLS9
@museumbooks

I have a background ambition of one day self-publishing a book where I would make my own paper, and print, illustrate and bind the whole thing myself

Today I took a tiny wee step in the right direction by taking a printmaking class

In true librarian form, I printed a cat.








How to win followers and influence people

**MUSEUMS
VICTORIA**

 **MONASH**
University



The gentle art of offending your peers

**MUSEUMS
VICTORIA**

 **MONASH**
University



BuzzFeed



OLDBOOKLIBRARIAN

80000
Followers



730000
Impressions



3500
Followers
a week









**MUSEUMS
VICTORIA**



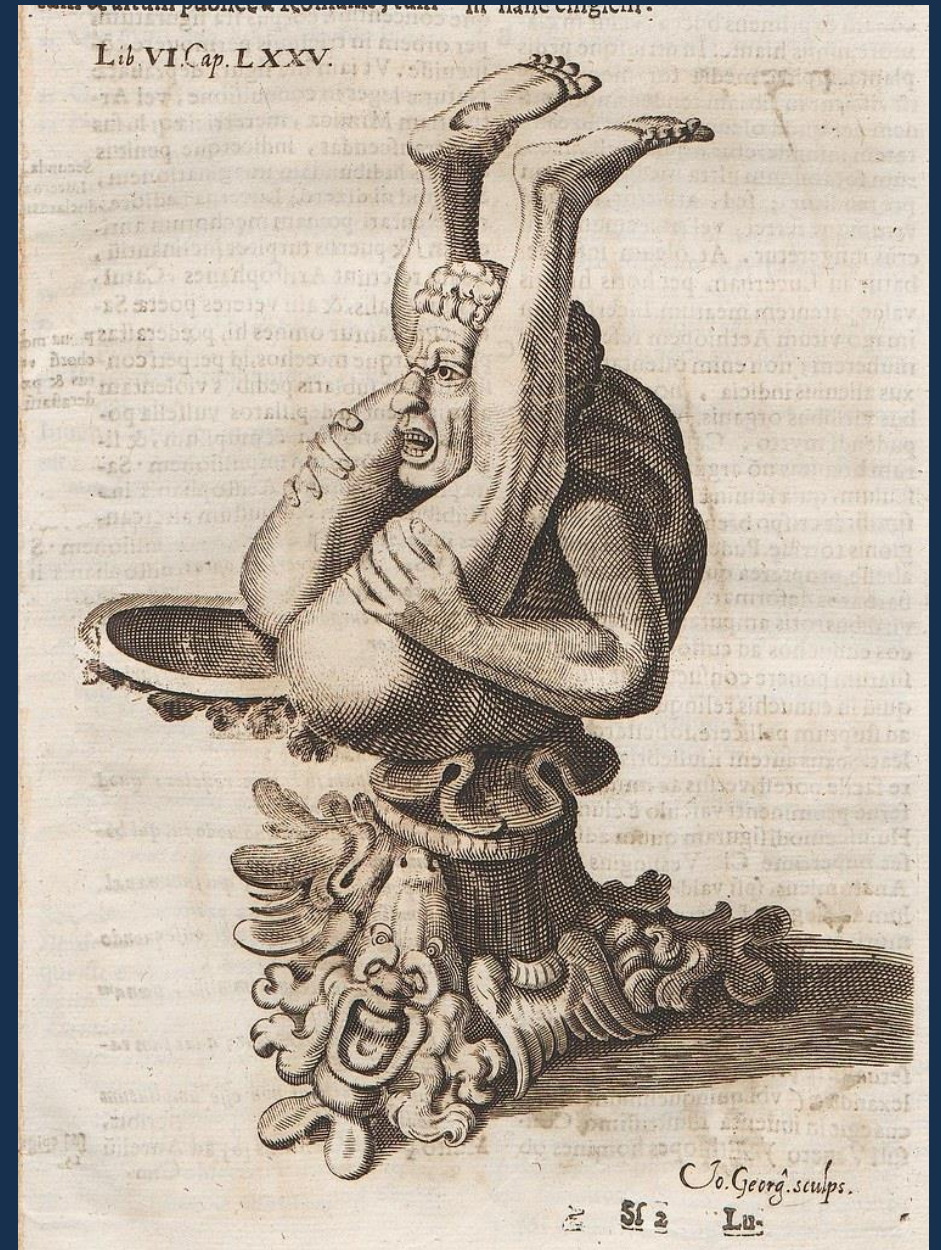
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AUTHENTICITY



Hear me roar!

GAME CHANGER



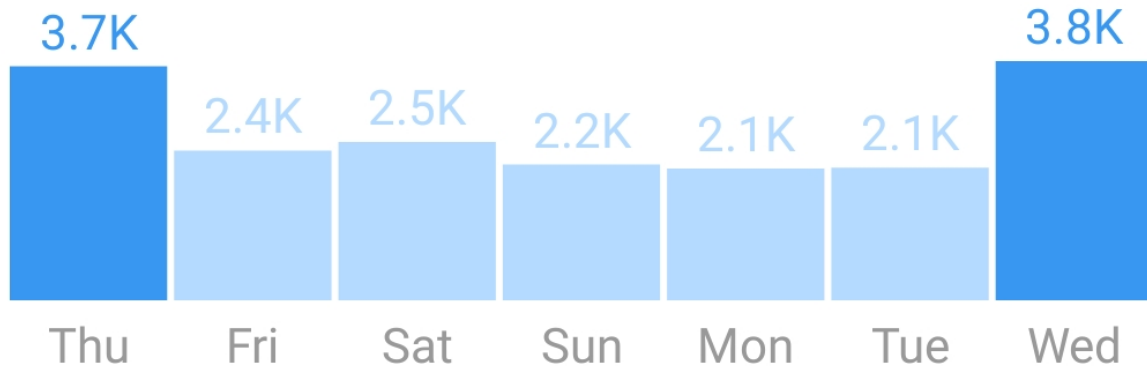


INTERACTIVITY

Interactions ⓘ

18,816

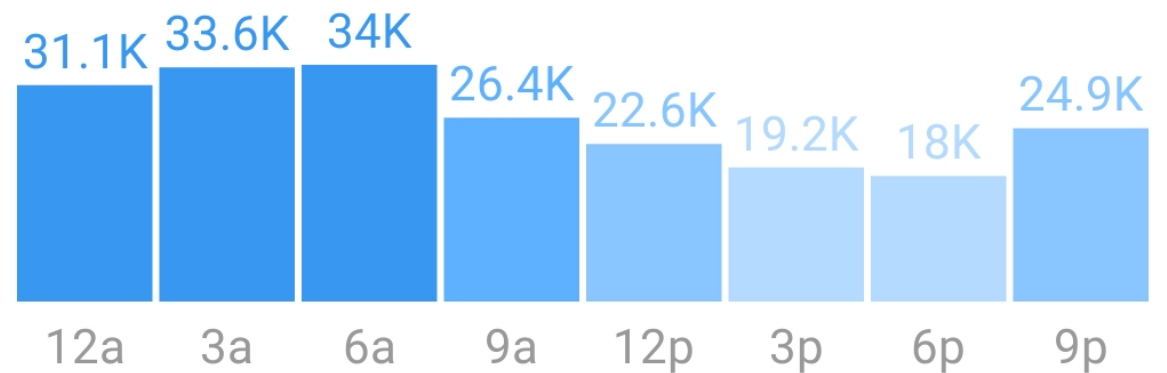
Actions taken on your account from
6 June - 12 June



Followers ⓘ

Hours Days

< Tuesdays >





The Periodic Table of Content Marketing

An overview of the key elements of content marketing

1 Cs Content strategy											68 Pv Page views	76 Uv Unique visitors	84 Nv New visitors	91 Br Bounce rate	99 Tf Traffic									
2 Ar Article	10 Sh Slideshow											69 Nl New leads	77 Do Downloads	85 Cl Cost per lead	92 Kp Key pages	100 Le Leads								
3 V Video	11 Po Podcast											70 Bm Brand metrics	78 Rp Reputation metrics	86 Pm PR metrics	93 Dg Demographic metrics	101 Br Branding								
4 Im Image or visualisation	12 Pr Press release	18 Ho 'How to' based	21 Re Reviews	25 Qu Question-based	30 Ti Timesaving	35 Bp Best practice	40 Co Compilations	45 Ca Case study	50 St Stats	55 De Debates	59 We Website	63 Bl Blogs	71 Of Offline media	79 Mi Microsite	87 Am Acquisition metrics	94 Rm Retention metrics	102 Sa Sales							
5 Ev Event	13 Wb Webinar	19 Iv Interviews	22 As Ask the experts	26 Rs Resources	31 Lb Linkbait	36 Hi Hivemind-based	41 Ee Event-based	46 Rc Research	51 Tr Trends	56 Cm Competitions	60 Tw Twitter	64 Fa Facebook	72 Li LinkedIn	80 Pi Pinterest	88 Is Instagram	95 Sc Search metrics	103 S Search							
6 Gm Game	14 Ap App	20 Qz Quizzes	23 Ex Experiments	27 Pd Productivity	32 Fu Fun	37 Te Templates	42 Bg Beginner's guides	47 In Inspiration	52 Op Opinion	57 Ch Checklist	61 Yo Youtube	65 Vm Vimeo	73 Tt TikTok	81 Fo Forums	89 Tu Tumblr	96 Nm New members	104 Me Members							
7 To Tool	15 Eb Ebook											66 Sn Snapchat	74 Wa WhatsApp	82 Sl Slideshare	90 Fl Flickr	97 Sm Social metrics	105 Sh Shares							
8 P Print	16 So Social	24 De Definitions	28 Gl Glossaries	33 Da Data	38 Pc Product-based	43 Sv Surveys	48 An Analysis	53 Fi Fiction	58 Gf Gifts	62 Re Reddit	66 Sn Snapchat	74 Wa WhatsApp	82 Sl Slideshare	90 Fl Flickr	97 Sm Social metrics	105 Sh Shares								
9 El E-learning	17 Em Email	29 Ga Galleries	34 Mm Mindmaps	39 Fr Frameworks	44 Tm Testimonials	49 Dm Demos	54 Nj Newjacking											67 Fm Facebook Messenger	75 Ps Partner sites	83 Ad Advertising	98 Eg Engagement metrics	106 En Engagement		

Originally devised and designed by Chris Lake, updated by Econsultancy in 2019
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A seven-step guide to success:

1. Take some time to define a strategy.
2. Figure out the formats you plan on using.
3. Think about the content types that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across key content distribution / social platforms.
5. Track the key metrics and map these to your goals.
6. Be aware of the main sharing triggers. Be sure to work the emotions.
7. Always double check your work.

Get the reaction you want.
Discover how Econsultancy can assist with your content marketing strategy.
econsultancy.com/content-hub



107

Fu

Funny

[View Insights](#)

Promote



Liked by **kweewee** and **4,126 others**

oldbooklibrarian I think this is how seafood sticks are made. Unknown Japanese artist, c. 19th century.

[View All 65 Comments](#)

oldbooklibrarian [@theghostmaidens](#) I'm a saint.

blakkr Imagine the birthing, ewww



4.1K



65



464



567

1,054

Profile Visits

36,531

Reach



Image from the British Museum Print Collection

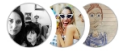
108

Sx

Sexy

[View Insights](#)

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Liked by **kweewee** and **8,964 others**

oldbooklibrarian 😍😍😍 "Nymphs Hunting", by Julius LeBlanc Stewart, 1898.

[View All 69 Comments](#)

raskolnikoff.nbk_sawyer Is it just me or this painting is a tribute to Felicien Rops' Pornocratès ??



9K



69



899



1.5K

1,721

Profile Visits

52,571

Reach

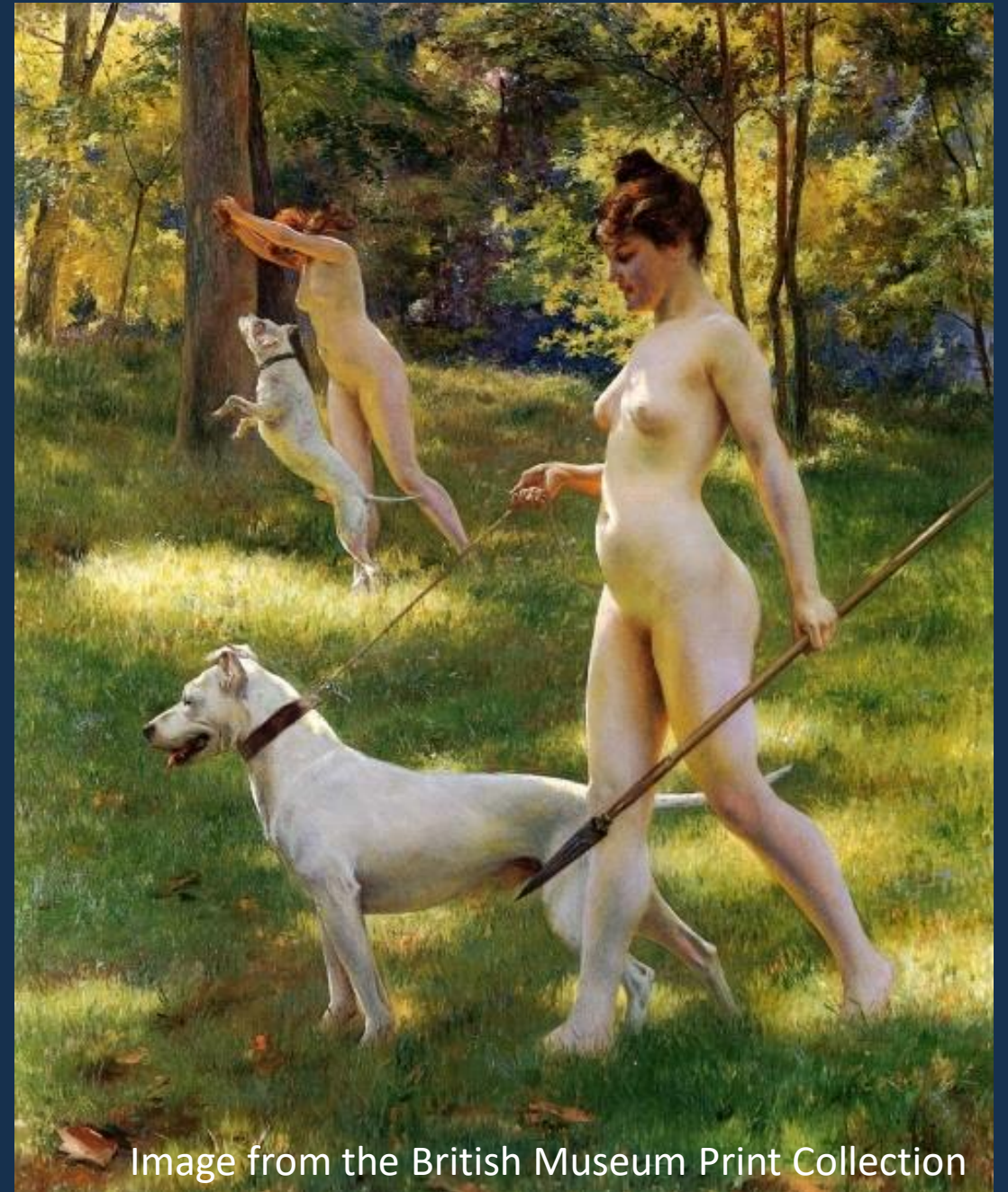


Image from the British Museum Print Collection

109

Sg
Shocking

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Promote



Liked by **kweewee** and **7,890 others**

oldbooklibrarian "The circulatory system: dissection of the anal area of a man, with the arteries indicated in red. Coloured lithograph by J. Maclise, 1841/1844".

[View All 276 Comments](#)

loueeze99 Ouchies!



7.9K



276



2.6K



2K

9,100

Profile Visits

61,152

Reach

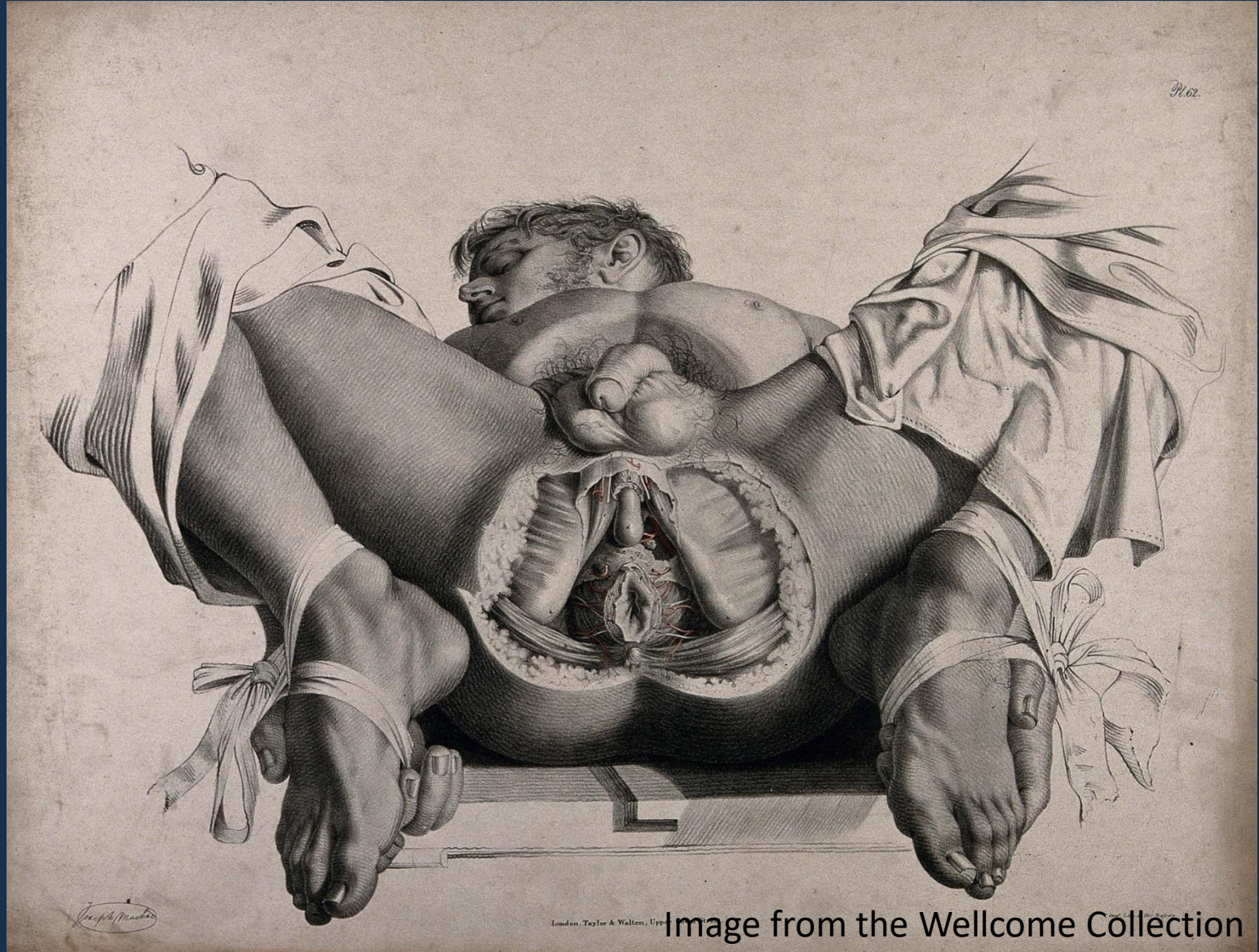


Image from the Wellcome Collection

110


Mv

Moving

[View Insights](#)[Promote](#)Liked by **kweewee** and **4,387 others**

oldbooklibrarian Maria Domenica Lazzari (Lazzeri), a girl with stigmata on her hands. Watercolour by L. Giuditti after L.G. de Ségur, 1846.

[View All 37 Comments](#)

vallenquist What's that string she's holding? 



4.4K



37



162



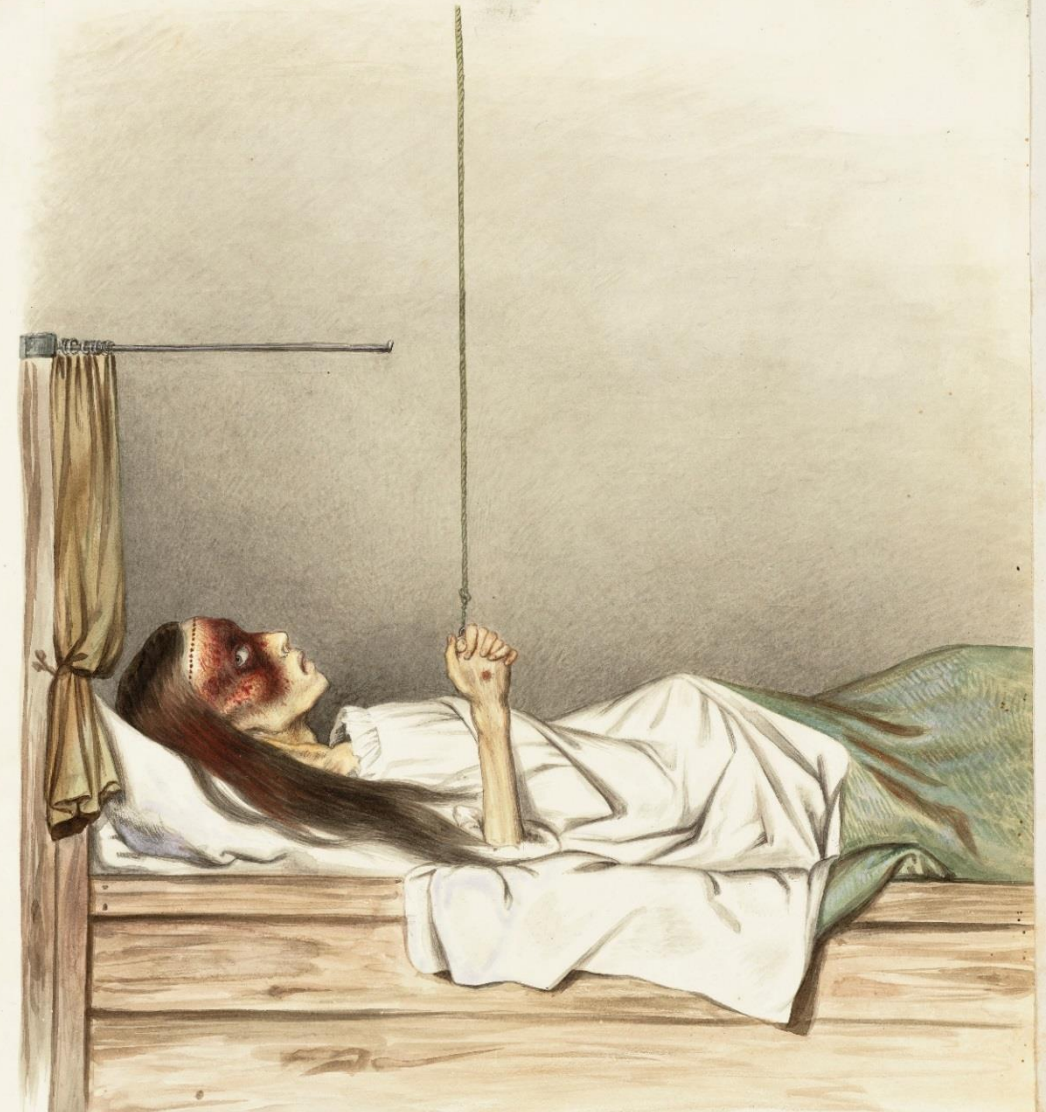
561

718

Profile Visits

38,943

Reach

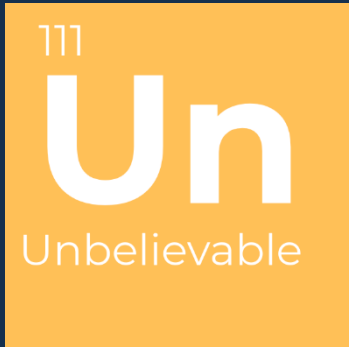


....Christo confixus sum cruci....quotidia morior....
Ego enim stigmata Domini Iesu in corpore meo porto.

(L'Addolorata) Stigmatisée de Capriana
Maria Domenica Lazzari

fait d'après nature à Capriana le 30 Août 1846 p^r M^{re} de Ségur.
copie avec sa permission à Rome p^r Louis Giuditti.

Image from the Wellcome Collection



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[Promote](#)



Liked by **kweewee** and **4,903 others**

oldbooklibrarian "Une semaine de bonté", by Max Ernst, 1934.

[View All 35 Comments](#)

ftmaranda Where do you get this stuff, Librarian??? 😂😂😂😂😂



4.9K



35



340



551

1,253

Profile Visits

39,120





Reach




Image from the Monash University Library Collection



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Liked by **kweewee** and **6,332 others**


oldbooklibrarian

From the "Compendium rarissimum totius Artis Magicae sistematissatae per celeberrimos Artis hujus Magistros. Anno 1057. Noli me tangere", it is roughly dated at 1775. From the Wellcome Collection.


[View All 97 Comments](#)




6.3K



97



1.1K



1K

1,655

Profile Visits

45,053

Reach



Image from the Wellcome Collection

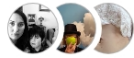
113

Co

Cool

[View Insights](#)

Promote



Liked by **kweewee** and **10,541 others**

oldbooklibrarian My new favourite thing. "La Femme Chauve Souris", or, "The Bat-Woman".

Oil painting by Albert Joseph Pénot, ca. 1890.

[View All 94 Comments](#)

ijessup [@jemesii](#) 🦇❤️

bison_books ❤️❤️❤️



10.5K



94



1.1K



2.3K

2,366

Profile Visits

49,236

Reach



114

lg

Illuminating

[View Insights](#)[Promote](#)Liked by **kweewee** and **4,543 others**

oldbooklibrarian When you try to be happy and people still tell you it costs nothing to smile. Louis XIV, King of France, Jacob Gole, after Cornelis Dusart, 1691. Louis the Great was also referred to as the Sun King due to his personal emblem being the Sun.

[View All 20 Comments](#)

4.5K



20



326



1K

838

Profile Visits

28,419

Reach

LE ROY DE FRANCE.
L'Homme immortel Chef de la S^{te} Ligue.



*Mon soleil parsa force eclaira l'heretique,
Il chassa tout d'un coup les brouillards de Calvin:
Non pas par un Zele divin,
Mais a fin de cacher ma fine Politique.*

Image from the Rijksmuseum Collection

115

Rd

Random

[View Insights](#)[Promote](#)Liked by **kweewee** and **6,903 others**

oldbooklibrarian From the "Compendium rarissimum totius Artis Magicae sistematissatae per celeberrimos Artis hujus Magistros. Anno 1057. Noli me tangere", it is roughly dated at 1775. From the Wellcome Collection.

[View All 124 Comments](#)

6.9K



124



1.1K



1.1K

1,915

Profile Visits

51,180

Reach



Image from the Wellcome Collection

117

Aw

Cute

[View Insights](#)

Promote



Liked by **kweewee** and **1,662 others**

oldbooklibrarian No caption needed. Enjoy.

[View All 20 Comments](#)

louise.bescond "Est-ce que ça vous chatouille ou est-ce que ça vous gratouille ?" [#docteurknock](#) ❤️

louise.bescond [@oldbooklibrarian](#) "So itchy it is. Interesting. Be aware my dear that healthy" ❤️



1.7K



20



327



206

124

Profile Visits

13,862

Reach



118

Up

Uplifting

[View Insights](#)

[Promote](#)



Liked by **kweewee** and **4,555 others**

oldbooklibrarian Modern day politics.

The "He-gassen" scroll depicts a number of Edo period Japanese participating in farting competitions. Artist(s) unknown.

[View All 129 Comments](#)



4.6K



129



2.2K



777

862

Profile Visits

34,748

Reach

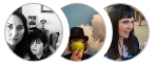


Image from the Waseda Library Collection

119

Di

Disgusting

[View Insights](#)[Promote](#)

Liked by **kweewee** and **5,094 others**

oldbooklibrarian I didn't see that coming.

Govard Bidloo's dissection of the eye. Engraving by Gérard de Lairesse. "Anatomia humani corporis", (1685).

[View All 34 Comments](#)



5.1K



34



353



1.2K

1,248

Profile Visits

54,723

Reach

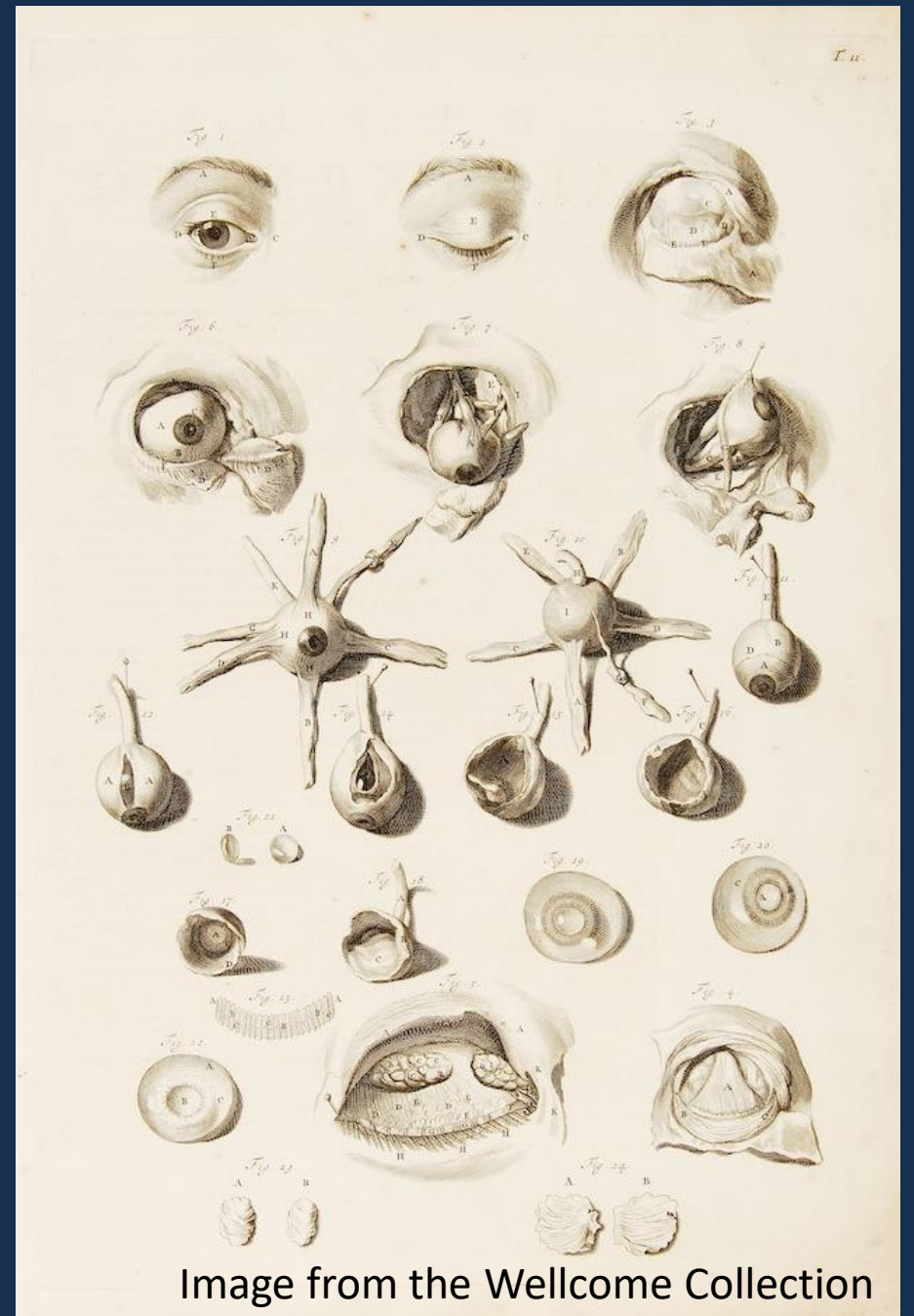


Image from the Wellcome Collection




Image from the Monash University Library Collection





QUESTIONS?



Link to literature review

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