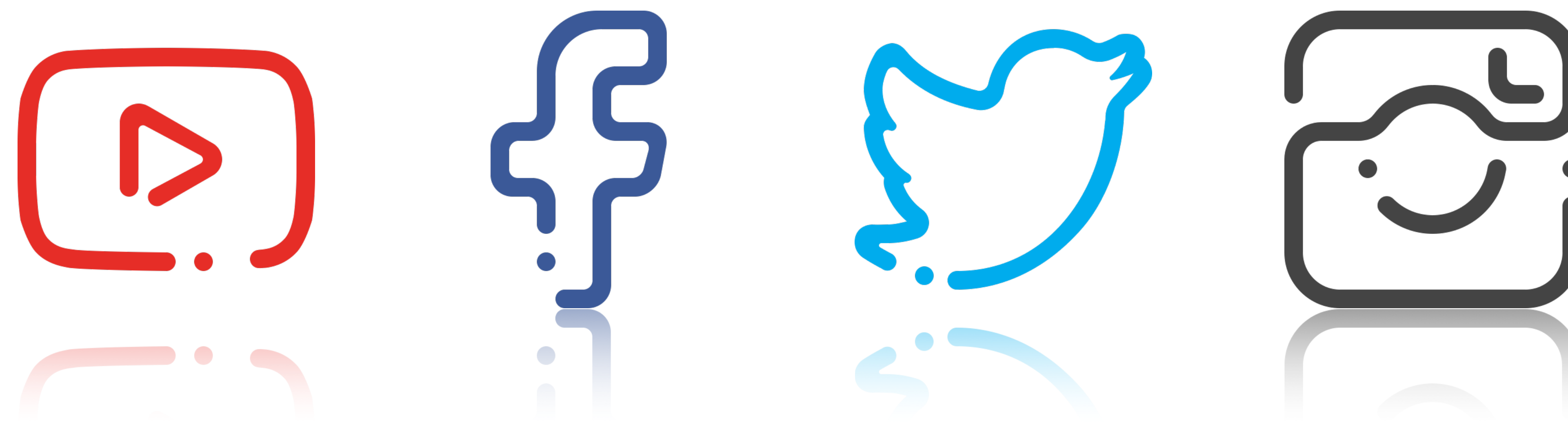


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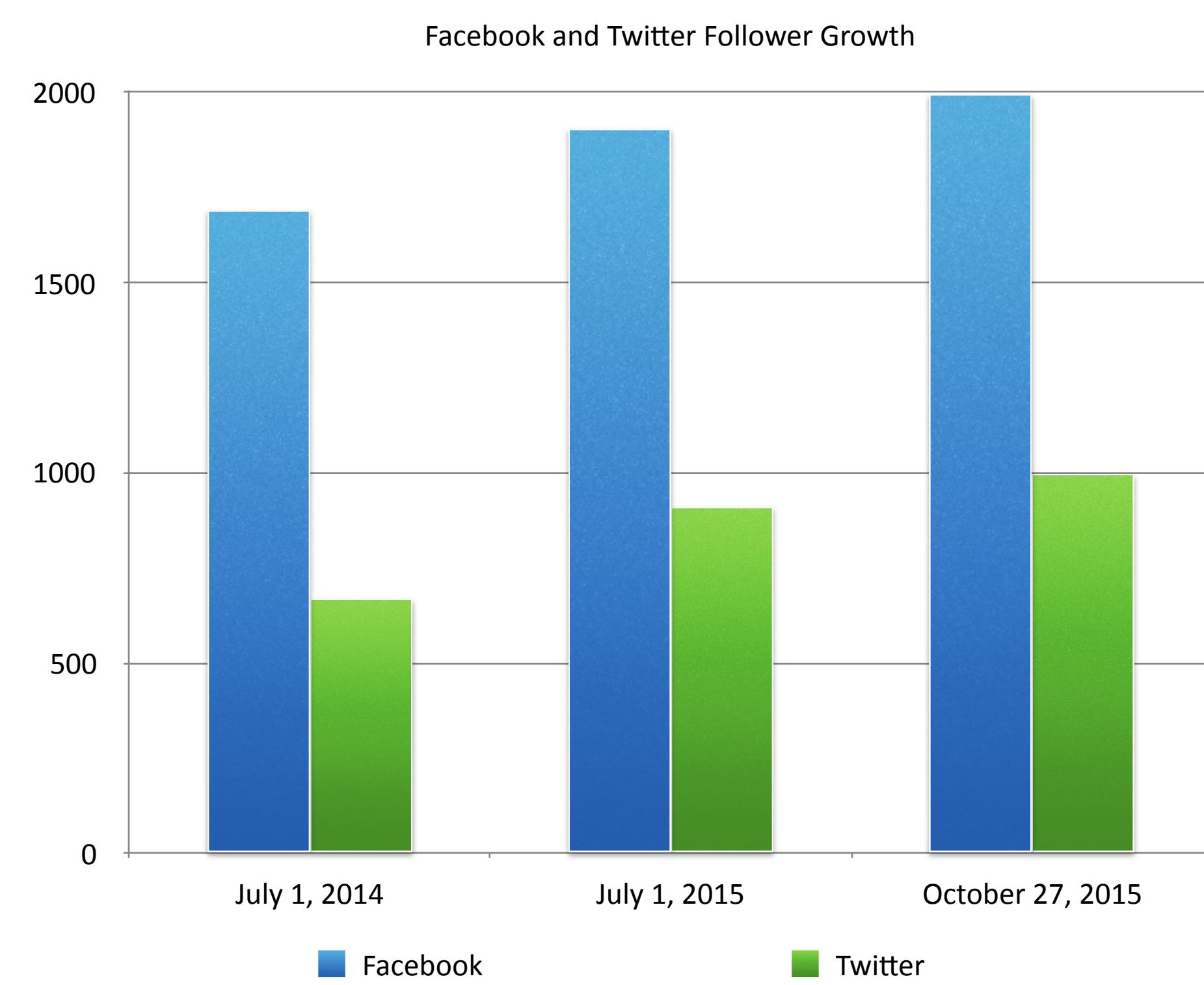
## INTRODUCTION

Social media and networking tools such as Twitter, Facebook, and Instagram are often used by groups to communicate information to their constituents.

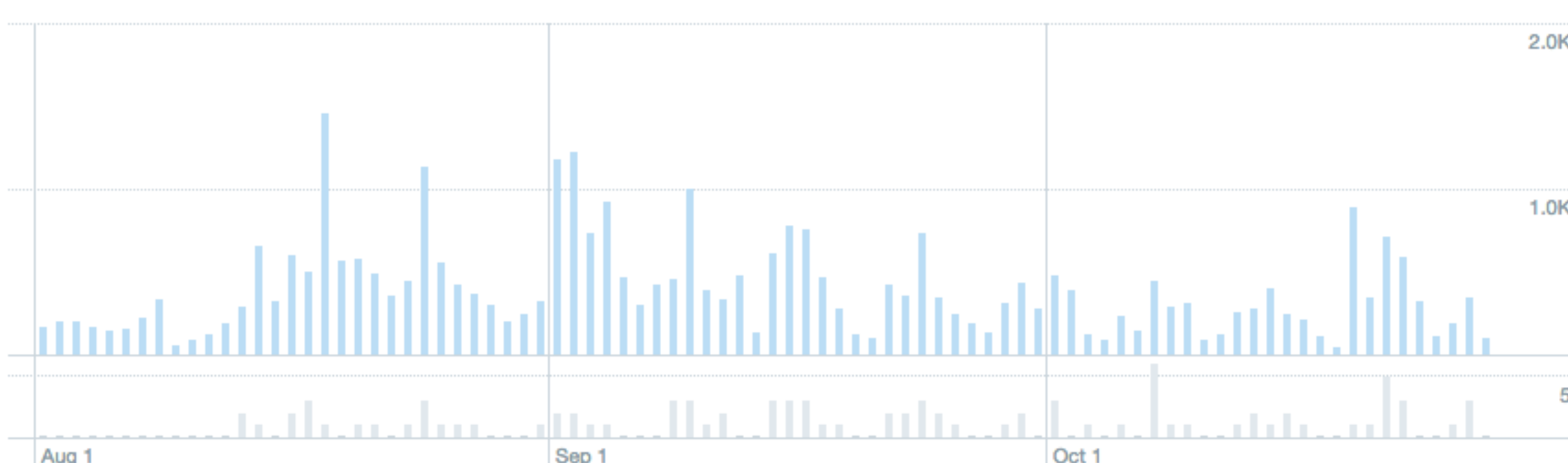
For the past two years, the **Thomas G. Carpenter Library** has used its social media accounts not only to communicate, but also to listen. By monitoring keywords and hashtags, the Library has kept tabs on what has been said about our services, resources, spaces, staff, and more. The act of listening has also allowed us to begin fun and engaging conversations with our students and members of the university community.

## BY THE NUMBERS

The Library's follower counts on Twitter have almost doubled in the last year. Due to social listening practices, our number of interactions and quality of engagements have also increased.



Your Tweets earned **34.5K impressions** over this **88 day period**



# Tweet With Them, Not at Them: Social Media Listening as a Form of Student Engagement

## SOCIAL LISTENING: WHY AND HOW

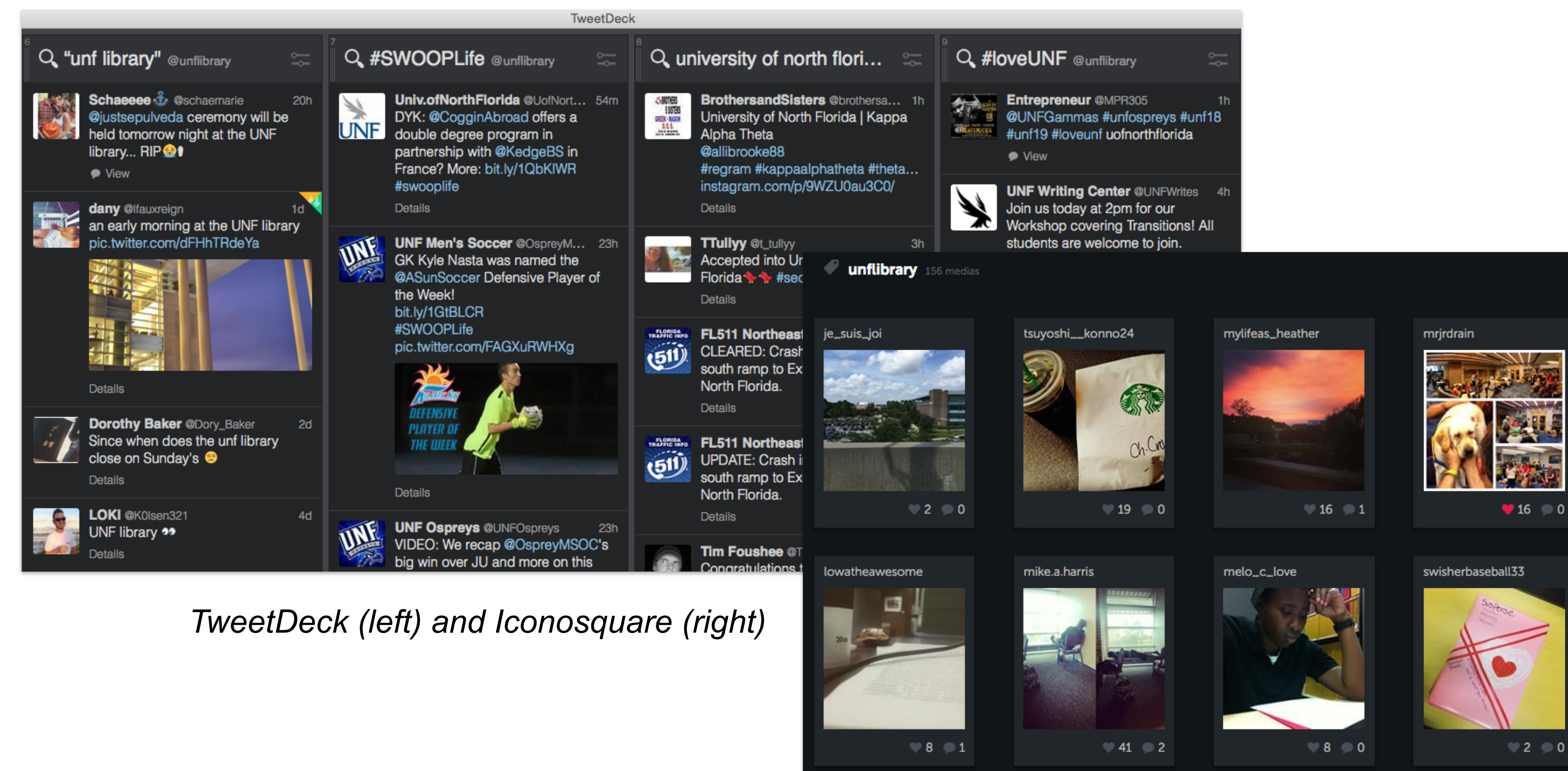
**Why talk, when you can listen?** Social listening allows the Library to tap into our main target audience: UNF students. By listening to what our users are saying on social media, we can answer the following questions without the use of surveys or other traditional methods of assessment:

- \* What do they *think* about us?
- \* What are they *saying* to their peers about us?
- \* What do they *want* from us?
- \* If they could *change* anything, what would it be?

Social media management tools like TweetDeck, Hootsuite, and Iconosquare allow you to monitor numerous accounts, timelines, keywords, hashtags, and more. Twitter and Instagram are the easiest to search and follow, because most accounts are public and hashtags are a must.

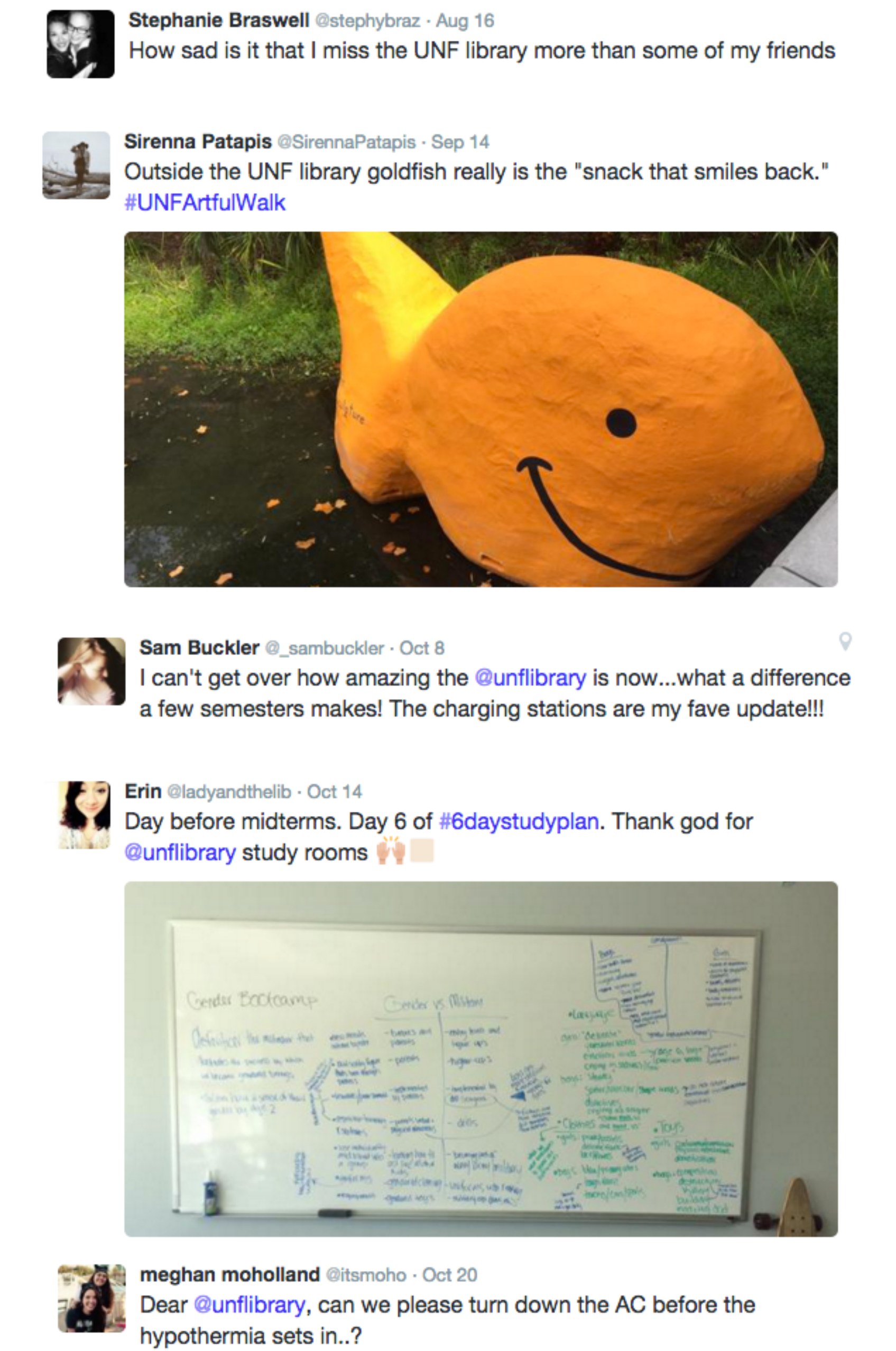
### UNF Hashtags to follow:

- #universityofnorthflorida
- #SWOOLife
- #loveUNF
- #UNFOspreys



TweetDeck (left) and Iconosquare (right)

## HOW WE LISTEN



## HOW WE RESPOND

