

How to Create a Social Media Campaign

Natalia Arroyo

Marketing Library Services to Society

Athens, December 1st, 2017



Imagen: Jason Howie

Program

1. Social Media Marketing
2. Planning in Social Media
3. Social Media Campaigns
4. Tools for Social Media Campaigns

1. Social Media Marketing



A group of web services characterized by **participation** and **communication**.

Features involved in Web 2.0

Collective intelligence

Cloud computing

Smartphones



O'Reilly, Tim (2005). What is Web 2.0: Design Patterns and Business Models for the Next Generation of Software

<http://www.oreilly.com/pub/a/web2/archive/what-is-web-20.html>

Share of individuals in Greece participating in social networks from 2011 to 2016



■ All individuals ■ Individuals who used the internet in the last 3 months

Source
Eurostat
© Statista 2017

Additional information:
Greece; 2011 to 2016; 18-64 years

Things happens on Social Media

 **Barack Obama** 
@BarackObama Seguir

Four more years. pic.twitter.com/bAJE6Vom

 Responder  Retweet  Favorito  Pocket  Más



RETWEETS 780 834 FAVORITES 296 099 

20:16 - 6 de nov. de 2012 Reportar archivo

 **Ellen DeGeneres** 
@TheEllenShow Seguir

If only Bradley's arm was longer. Best photo ever. #oscars pic.twitter.com/C9U5NOtGap

 Responder  Retweet  Favorito  Pocket  Más



RETWEETS 3 392 900 FAVORITES 1 960 629 

19:06 - 2 de mar. de 2014 Reportar archivo

The Web is a blog

SECTIONS HOME SEARCH

The New York Times

POLITICS

Downing North Korean Missiles Is Hard. So the U.S. Is Experimenting.

Buried in an emergency funding request to Congress lie hints of new ways to confront Pyongyang, like cyberweapons and armed drones.

By DAVID E. SANGER and WILLIAM J. BROAD NOV. 16, 2017

Facebook Twitter Email Print Bookmark

WASHINGTON — Concerned that the missile defense system designed to protect American cities is insufficient by itself to deter a North Korean attack, the Trump administration is expanding its strategy to also try to stop Pyongyang's missiles before they get far from Korean airspace.

Subscribe to debate, not division. Get The New York Times for just €1.75 a week.

145 COMMENTS

Click here to read the best Times comments from the past week.

Share your thoughts.

All 145 Readers' Picks 46 NYT Picks 3 Newest

arun zurich • 2 minutes ago
National Railway ? Nope ! National Healthcare ! Absolutely Not ! Universal Basic Income ? Are you out of your mind ! Raytheon, Boeing, GE, Lockheed....YES ! YES ! YES !

Reply • Recommend

NYCLAW Flushing, New York • 5 minutes ago
The 4,000,000,000 is to prevent a very very unlikely scenario that North Koreans would commit suicide.

Reply • Recommend

GladF7 Nashville TN • 5 minutes ago
About darn time I mean they are finally making sense. We got two choices try to hit a warhead maybe 6 ft long tops going about 1500 fps or shoot a missile 80 ft long trailing 500 of fire. Just shoot down every missile they launch from stealth neither confirm or deny. That we never have to worry. Same with their subs sink them and keep quiet about it

Reply • Recommend

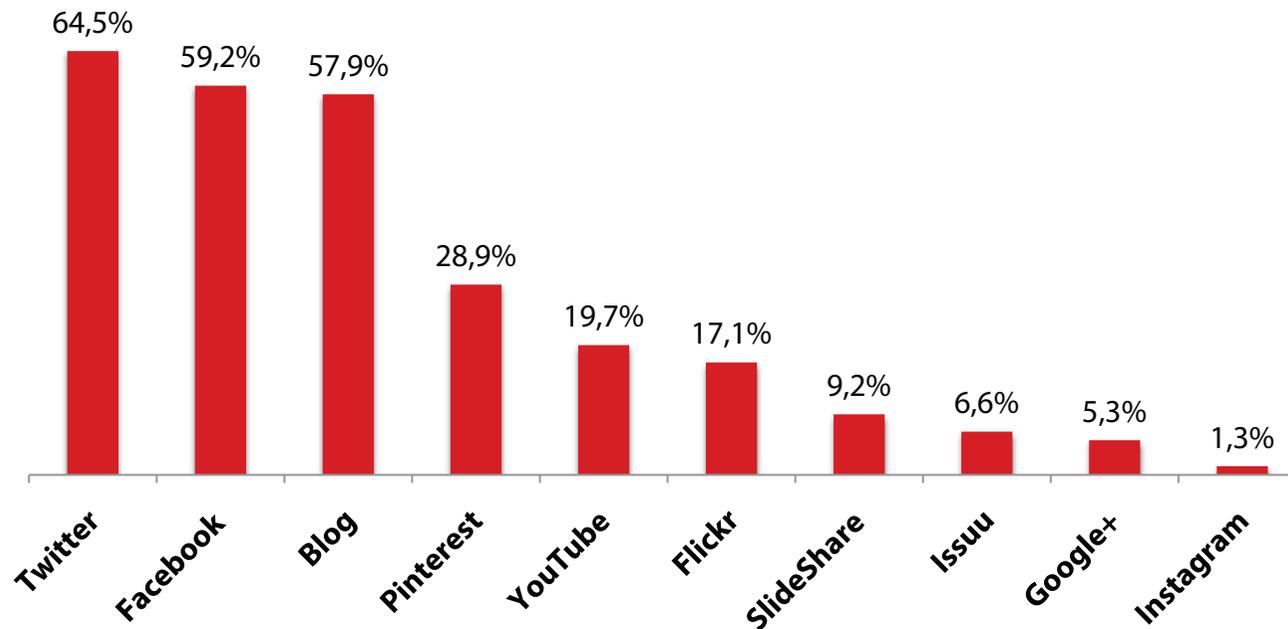
JC CA • 6 minutes ago
! don't see why any East Coaster's comments are relevant here. Enjoy your safety 3000 miles further to the East.

Reply • Recommend

Joe B. Center City • 6 minutes ago
As a lover of Brie, stupid is wasting billions and billions of "cheddar" on paranoia-driven fantasy defense shields.

<https://nyti.ms/2hFEkw4>

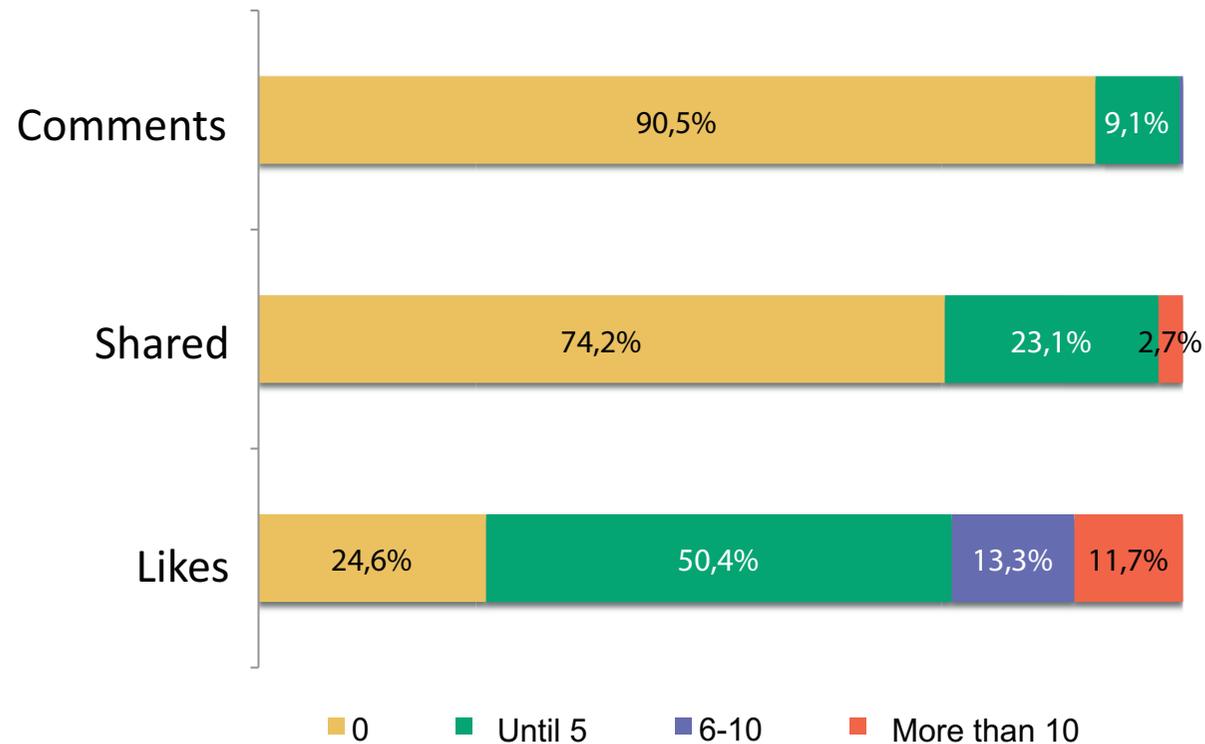
Libraries are on Social Media



Spanish University Libraries on Social Media

Source: Martín Marichal (2014). Las bibliotecas universitarias en las redes sociales. Rebiun <http://bit.ly/2f4u0Lk>

The challenge of interaction



Interactions received by publications

(264 publications analyzed)

Source: 44 Facebook pages of Spanish academic libraries, february 2016.

Basic Concepts about Marketing

Marketing

«The action of presenting something to someone.»

Michael Miller

«The role of marketing is to make unnecessary the task of selling. Its goal is to know customers so perfectly that what is offered is sold by itself.»

Peter Ducker

Google

amazon



ZARA

Marketing

«Function of the organization that keeps it in constant contact with its customers, reads its needs, develops products that meet those needs and builds a communication program to express the purposes of the organization.»

Philip Kotler y Sidney Levy



Kotler, Philip; Levy, Sidney J. (1969). Broadening the concept of Marketing. *Journal of Marketing*, vol. 33, núm. 1, pp. 10-15. <http://www.jstor.org/stable/1248740>

Marketing in libraries

1. Detecting needs
2. Creation or improvement of services
3. Widespreading of the product.



The success or failure of a service depends on the entire chain.

The **promotion** is only a part of the marketing process.

Marketing mix o 4Ps

- **Product** or service offered.
- **Price** of the service.
- **Place**, determined by the points of service and the opening hours.
- **Promotion**, which refers to all actions aimed at favoring the use of services.

Marketing Stages



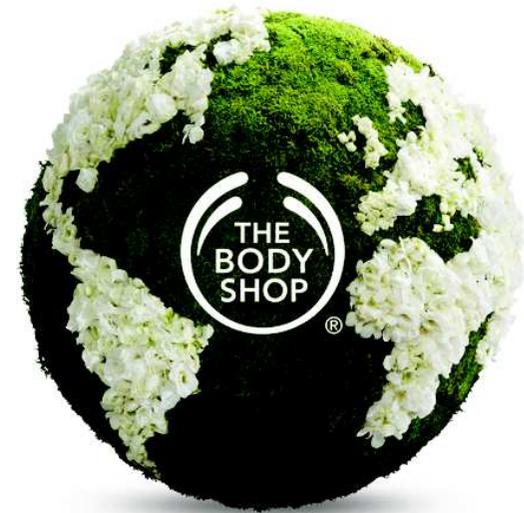
1.0

The product



2.0

The client



3.0

The values

Digital Marketing

Digital Marketing employs digital media to connect with potential users and to open a channel of communication with them.

Techniques:

- Web Analytics: analyzing data to obtain conclusions.
- Search Engine Optimization (SEO).
- Search Engine Marketing (SEM).
- E-mail marketing: sending e-mails.
- Social Media.
- Viral Marketing: mouth to mouth to send a message.
- Mobile Marketing: based on mobile devices.

Social Media Marketing

Social Media Marketing is just a kind of digital marketing that employs social media.



Unlike traditional marketing (press, TV, radio...), digital marketing and social media, provide a large amount of data about users and acts as a communication channel with users, to know their interests and needs.

Social Media Marketing Techniques

Inbound marketing

Techniques aimed at increasing the number of visits to a web site, a blog or a profile on social networks, in order to become them into leads and, finally, users of a service, even into persons who recommends.

Unlike other marketing tactics, the customer is attracted without pressing him.



HALLIGAN, Brian; SHAH, Dharmesh; SCOTT, David Meerman (2009). *Inbound Marketing: Get Found Using Google, Social Media and Blogs*. Hoboken: Wiley & Sons.

Conversion Funnel



Inbound Marketing Stages

1. **Attraction:** directing the customer to the web page.
2. **Conversion:** the customer provides his contact data to the brand.
3. **Education:** to send information to the client.
4. **Loyalty:** keep the customer satisfied.



Inbound Marketing: ¿Qué es? Origen, metodología y filosofía
<http://www.inboundcycle.com/inbound-marketing-que-es>

Traditional marketing
chase the client



Inbound marketing
attract them



Content Marketing

A way to get new customers and to boost your business is to share relevant content.

Content marketing is a part of inbound marketing, it is a way to attract customers.

Brand-generated content

The screenshot displays the Leroy Merlin website interface. At the top left is the Leroy Merlin logo with the tagline "De vida a tus ideas". The top right navigation bar includes links for "Registro", "Mi Pedido", and "Mi tienda: Sin seleccionar (elegir)". Below this is a utility bar with "Ayuda compra on-line" and a shopping cart icon showing "Carrito 0€ (0 productos)".

The main navigation bar is green and contains the following categories: PRODUCTOS, PROMOCIONES, SERVICIOS, IDEAS Y CONSEJOS (highlighted), TIENDAS, and COMUNIDAD. A search bar is located on the right side of this bar.

Below the navigation bar is a secondary menu with options: Todos, Videos, Especiales, Nuestras Guías, Cómo hacerlo, Decoideas, Renueva tu casa, and Eco Opciones.

The main content area is titled "Ideas y Consejos" and features a large image of a family (a man, a woman, and a child) working together in a garden. Below this image is a green banner with the text "Prepara tu jardín para disfrutar de la primavera".

To the right of the main image is a search bar labeled "buscar en ideas y consejos" and a "Categorías" section with a list of topics:

- Armarios
- Azulejos y suelos de cerámica
- Baños
- Calefacción y agua caliente sanitaria
- Climatización
- Cocinas
- Construcción
- Decoración
- Domótica y seguridad
- Droguería
- Electricidad
- Estanterías y mobiliario auxiliar
- Ferretería
- Fontanería
- Herramientas
- Iluminación
- Jardín
- Madera

At the bottom of the main content area, there are three smaller images with corresponding text:

- Image 1: "Mampara ideal para ti" (A bathroom shower enclosure).
- Image 2: "Haz cambio de armario" (A bedroom with a wardrobe).
- Image 3: "Renueva tu hogar" (A modern interior hallway).

www.leroymerlin.es

User-generated content

The screenshot shows the Amazon.es homepage. At the top, there is a navigation bar with the Amazon logo, a search bar, and links for 'Todos los departamentos', 'Amazon.es de Natalia', 'Ofertas', 'Cheques regalo', 'Vender', 'Ayuda', 'Hola Natalia Mi cuenta', 'Suscríbete a Premium', 'Lista de deseos', and 'Cesta'. The main banner features two Kindle devices: the Kindle Fire tablet and the Kindle Paperwhite e-reader. The text for the Kindle Fire says 'fire Un tablet potente a un precio increíble desde 59,99€'. The text for the Kindle Paperwhite says 'kindle paperwhite Nuestro e-reader más vendido, aún mejor desde 129,99€'. Below the banner, there is a user profile section for 'Hola, Natalia' with 'Pedidos en curso 0 artículos', 'Amazon Premium Suscríbete a Premium', 'Saldo del cheque regalo 0,00 €', and 'Cliente desde 2013'.

Basado en tu Lista de deseos [Ver más](#)



Amazon utiliza cookies. [¿Qué son las cookies?](#)

An advertisement for the Rubson AERO 360° dehumidifier. It features the product name, a star rating of 5 stars with 59 reviews, and the text 'El mejor deshumidificador'. The background is white with a blue and red color scheme.

www.amazon.es

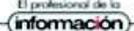
What is the Goal of Contents?

- To **educate**: tutorials, webinars...
- To **inform**: interviews, news, infographics...
- To **entertain**: *lip dubs*, videos, quotes...

El Profesional de la Información
4 de abril a las 7:20 · 🌐

Papel socioeducativo de las bibliotecas públicas: nuevos perfiles profesionales para nuevos tiempos.
Un artículo de Sandra Sánchez-García y Santiago Cubero publicado en acceso abierto en El profesional de la información.
<http://recyt.fecyt.es/index.../article/view/epi.2016.mar.09>

Las bibliotecas deben trabajar para evitar que las circunstancias económicas y sociales **SEAN UNA BARRERA** que impida a algunos colectivos **acceder a la cultura,** a la **información** y a la **formación.**

 Sandra Sánchez García y Santiago Yubero

111 Me gusta · 2 comentarios · 169 veces compartido



Sanagustín, Eva (2013). *Marketing de contenidos*. Madrid: Anaya Multimedia.

Blended marketing

Combination of both online and offline strategies within a campaign.

For example, in addition to social media advertising, we can post posters in strategic areas of the library.

Social Media Optimization (SMO)

Set of techniques and actions to facilitate users to easily share contents of our website on social media.



≡ EL PAÍS 

LIBROS >

La buena letra del empollón

El punzante St. Aubyn no arriesga nada en 'Sin palabras': la sátira en la cara de la sociedad en esta ficción sobre los premios literarios

MARTA SANZ

6 ABR 2016 - 19:09 CEST

A **St. Aubyn** su fama lo precede. Su buena fama. La serie de novelas, protagonizada por Patrick Melrose, es del gusto de paladares exquisitos. Con razón. Por eso, mis expectativas al afrontar la lectura de *Sin palabras*, una sátira sobre el mundo de los premios literarios anglosajones, son grandes. Me dispongo a disfrutar de los puntos fuertes del texto, un diagnóstico de los tics del mundo que rodea y a la vez forma parte de la literatura. El escritor es consciente de que el contexto literario, sus bambalinas, presentaciones, premios, repercusión en

SMO techniques

- Include buttons to share on our websites.
- Place the links to the brand's profiles in a visible place.
- Adaptability of the contents to each medium.
- Follow a periodicity in the publications.
- Participation, allowing content to be shared easily.
- Reward those who help to share your content.



Moreno, Manuel (2014). *El gran libro del community manager: técnicas y herramientas para sacarle partido a las redes sociales y triunfar en social media*. Barcelona: Planeta.

Social Media...

Doesn't bring magical solutions

You have to invest time

You can't improvise

You get long-term results

Have risks

What can we expect from Social Media?

Social Media are a channel of recommendation, not of direct conversion.

They should be used as a step to lead our users to the website so that they can obtain more information there and finally become customers.

Only a percentage of our followers will end up being users.

<http://tristanlosegui.com/2016/01/25/la-realidad-de-las-estrategias-en-redes-sociales/>

2. Social Media Planning

Social Media Planning



WHAT COULD I DO TODAY?

We must plan our strategy in Social Media to obtain good results.

Planning tools

1. Social media plan
2. Style guide
3. Comments policy
4. Protocol for online reputation crisis
5. Marketing campaign

Social Media Plan

General document that defines the strategy of the library on Social Media and specifies the goals on social media. It must be aligned with the strategic plan of the library.



MORENO, Manuel (2014). *El gran libro del community manager: técnicas y herramientas para sacarle partido a las redes sociales y triunfar en social media*. Barcelona: Planeta.

Style guide

«Document that unifies the voice and the identity of the library in social media.»

It outlines specific aspects such as the logos and graphic identity, the structure of publications, the voice or the language.

* It is especially useful when there are several people who publish on Social Media and to establish a common framework in large institutions.



Jackson, Dominique (2017). How to Create a Social Media Style Guide: 10 things to include. SproutSocial, June 13th. <https://sproutsocial.com/insights/social-media-style-guide/>

New York University Style Guide

http://www.nyu.edu/content/dam/nyu/cmsTeam/documents/socialmedia/NYU_SocialMedia_StyleGuide_092914.pdf

Comments Policy

We should define a comments policy and publishing it in a visible place on our website.

We should avoid:

- Obscene, racist, sexist or homophobic language.
- Offtopics: comments that don't have to do with the topic of the webpage.
- Spam: advertising or promotional messages.
- Trolls: people who publish irrelevant and provocative messages.
- Capital letters: they are considered shouts.



Marketing Zen (2017). 16 Invaluable Guidelines for Managing Your Social Media Comments. Marketing Zen, April 12th.

<http://marketingzen.com/16-invaluable-guidelines-managing-social-media-comments>

	TRAVEL	REAL ESTATE	ACQUISITION	TECHNOLOGY	POLICY & REGULATIONS	ABOUT US	
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Home > Reference > GSA Social Media Comments Policy >

REFERENCE

- Overview
- Executive Orders
- For GSA Employees
- Forms
- Freedom of Information Act (FOIA)
- Geographic Locator Codes
- GSA Bulletins
- GSA Logo Policy
- GSA Privacy Program
- > GSA Social Media Comments Policy
- GSA Social Media Navigator
- No FEAR Act Library
- Public Comment
- Reports
- Statutes

GSA Social Media Comments Policy

We encourage the public to share thoughts as they relate to the topic being discussed on any of our social media sites such as Facebook, Twitter, YouTube, or GSA blogs.

We review and post comments in accordance with [GSA's Social Media Policy](#) [PDF - 42 KB] . (Also see GSA's [Social Media Navigator](#) for specific social media guidance.)

The views expressed in visitor comments reflect those of the comment's author and do not necessarily reflect the official views of the U.S. General Services Administration or the federal government.

We reserve the discretion to delete or not allow comments that contain:

- Vulgar or abusive language;
- Personal or obscene attacks of any kind;
- Offensive terms targeting individuals or groups;
- Threats or defamatory statements;
- Links to any site;
- Suggestions or encouragement of illegal activity;
- Multiple successive off-topic posts by a single user or repetitive posts copied and pasted by multiple users, or spam;
- Unsolicited proposals or other business ideas or inquiries; or
- Promotion or endorsement of commercial services, products, or entities. (Note that non-commercial links that are relevant to the topic or another comment are acceptable.)

To protect your privacy, please do not include information that identifies you (an email address or phone number) in the text of your comment.

CONTACTS

[Ori Hoffer](#)

- [View Contact Details](#)

General Services Administration (GSA). Social Media Comments Policy

<https://www.gsa.gov/reference/gsa-social-media-comments-policy>

Protocol in case of a reputation crisis

This protocol defines all the steps on how to act if the negative comments received affect the reputation of our brand.

Reputation: The opinion that people have about someone or something.

Reputation crisis: a situation in which negative comments about a brand produce a deterioration of its reputation.

Who is criticizing? At what point is the criticism produced?
Is it educated, aggressive...? What repercussions is that criticism having? Is it based?

AIR FORCE WEB POSTING RESPONSE ASSESSMENT

AIR FORCE PUBLIC AFFAIRS AGENCY – EMERGING TECHNOLOGY DIVISION

DISCOVER

WEB POSTING
Has someone discovered a post about the organization? Is it positive or balanced?

YES

NO

EVALUATE

CONCURRENCE
A factual and well-cited response, which may agree or disagree with the post, yet is not factually erroneous, a rant or rage, bashing or negative in nature. You can concur with the post, let stand or provide a positive review. Do you want to respond?

YES

NO

"TROLLS"
Is this a site dedicated to bashing and degrading others?

YES

NO

"RAGER"
Is the posting a rant, rage, joke or satirical in nature?

YES

NO

"MISGUIDED"
Are there erroneous facts in the posting?

YES

NO

"UNHAPPY CUSTOMER"
Is the posting a result of a negative experience?

YES

NO

RESTORATION
Do you wish to rectify the situation and act upon a reasonable solution?

YES

NO

FINAL EVALUATION
Write response for current circumstances only. Will you respond?

YES

NO

SHARE SUCCESS
Do you wish to proactively share your story and your mission?

YES

NO

LET STAND
Let the post stand—no response.

NO

FIX THE FACTS
Do you wish to respond with factual information directly on the comment board?

YES

NO

MONITOR ONLY
Avoid responding to specific posts, monitor site for relevant information and comments. Notify HQ.

YES

NO

RESPOND

SHARE SUCCESS
Do you wish to proactively share your story and your mission?

YES

NO

"Produced by Air Force Public Affairs Agency. This product is public domain and may be used freely."

RESPONSE CONSIDERATIONS

TRANSPARENCY
Disclose your Air Force connection.

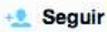
SOURCING
Cite your sources by including hyperlinks, images, video or other references.

TIMELINESS
Take time to create good responses. Don't rush.

STONE
Respond in a tone that reflects highly on the rich heritage of the Air Force.

INFLUENCE
Focus on the most used sites related to the Air Force.

Avoid conflictive topics

 **NYPD NEWS** 
@NYPDnews 

Do you have a photo w/ a member of the NYPD? Tweet us & tag it #myNYPD. It may be featured on our Facebook.
pic.twitter.com/mE2c3oSmm6



RETWEETS: **431** FAVORITOS: **220**

10:55 - 22 de abr. de 2014 

 **Stop The Wars**
@sickjew 

NYPD officers are known worldwide for their timely and hands-on response to citizen grievances. pic.twitter.com/wuJ8uicGgE
#myNYPD



RETWEETS: **179** FAVORITOS: **56**

13:01 - 22 de abr. de 2014 

3. Social Media Campaign

Social Media Campaign

«Action or actions that are carried out during a certain period of time and that focus on a particular subject with very elaborate own characteristics.

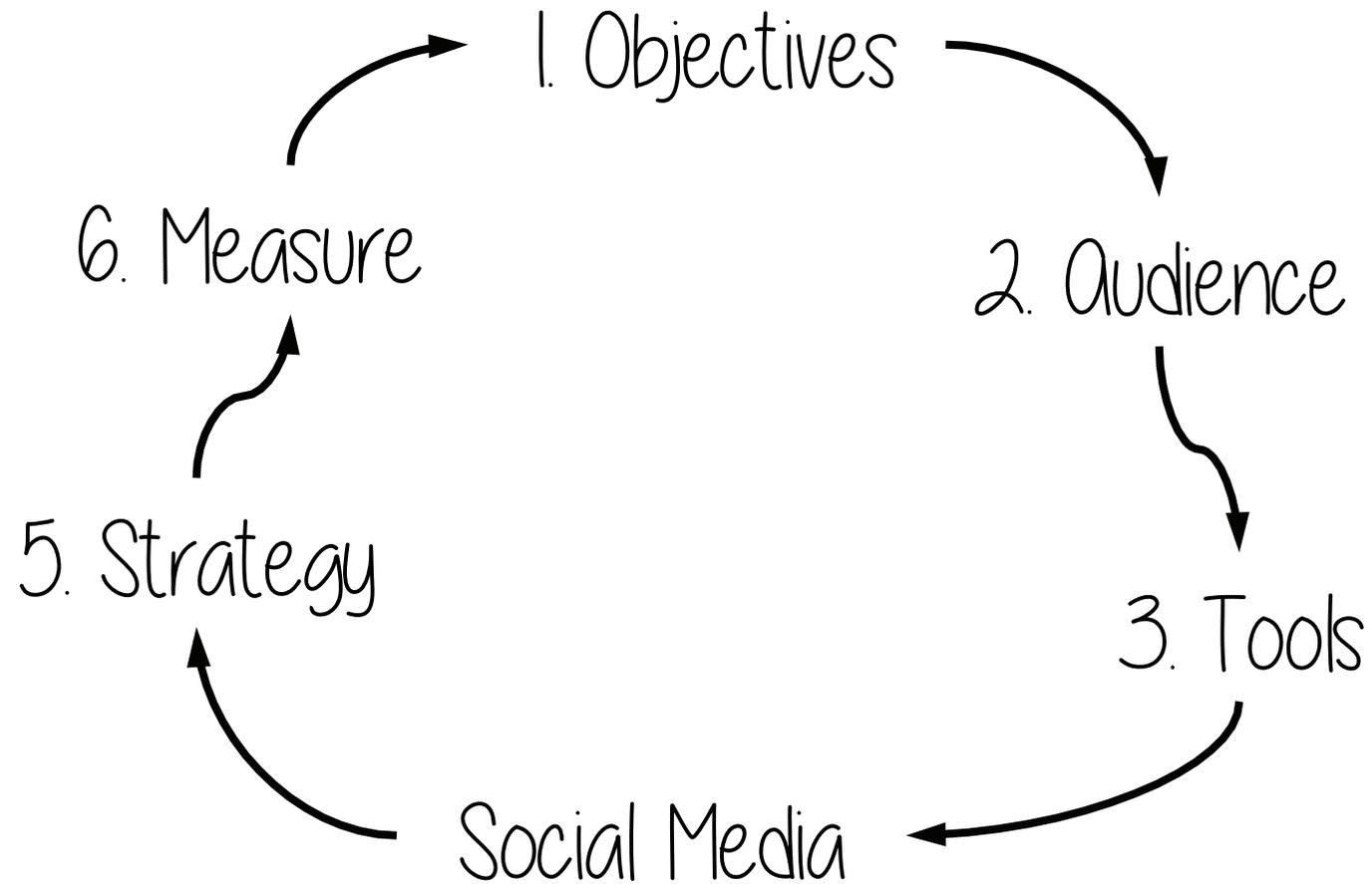
They are associated with promotional activities and contests on social networks, and are usually focused on a very specific audience.»



Rojas, Pedro (2012). ¡Cuidado! No te confundas al hablar sobre: Metas, Objetivos, Estrategia, Táctica y Acciones en Social Media. En: *El blog de Pedro Rojas*, 26 septiembre.

<http://www.seniorm.com/confundir-metas-objetivos-estrategia-tactica-acciones-campanas-social-media-redes-sociales-plan-marketing-digital-red/>

Steps in a Social Media Campaign



SMART objectives

- **S**pecific
- **M**easurable
- **A**chievable
- **R**elevant
- **T**ime-based

SMART objectives examples

- To increase a 2% the number of visits to the website in a month.
- To reach 1.000 followers in Twitter in 15 days.
- To get 10% more interactions in the next month.
- To increase the number of loans of the audiovisuals in the next week by 30%.
- To improve the reach of publications by 25%.

Not SMART objectives

- To be on Social Media.
- To open a communication channel with patrons.
- Position ourselves as a cultural reference within the community.
- Promote the library website.
- Attract new users.

2. Audience

- What group of users is the campaign targeting?
Remember: they do not have to match the users of the library.
- Segmentation of the public in groups with certain characteristics.
- Geographical and sociodemographic characteristics, age, gender, personal interests.
- Buyer persona.
- Identify influential people.

Buyer persona

A detailed description of a group of users to help us to understand their needs.

Data for a buyer persona description:

- Fictitious name
- Professional and personal situation
- Demographics
- Behaviour
- Objectives and challenges that it faces.
- What can we do to help you?
- Insights or thoughts
- Complaints and worries
- Description of the product or service.
- Elevator pitch.



<https://digitalmarketinginstitute.com/blog/2017-4-27-the-beginners-guide-to-defining-buyer-personas>

Buyer persona



Σοφία Παπαδόπουλος

Mother of a girl and a boy of 6 and 8 years old.

Challenge: To help their children to improve their reading skills.

How to help her: to send information about activities for 6-8 children; to select readings for children.

Insights: «¿How could I help my children to improve their reading skills?»

Complains and concerns: «There are no activities for families about reading in my city.»

Product or services: reading activities for families and reading selection for children.

Knowing our audience



You can analyze periodically the profile of your followers in social media.

3. Resources

- **Economic:** budget for paid advertising, logos, designs, videos or impressions.
- **Materials:** photo and video equipment or other resources that will help us maintain our social media.
- **Human:** the people who are going to collaborate in the social media plan.

4. Social Media

Select the social media profiles to launch the campaign based on our audience and the characteristics of each one.

5. Strategy

It consists of defining actions that will drive us to achieve the objectives of the Social Media campaign.

The actions have to be related to the objectives and must be limited in time.

A calendar of actions is a good help.



The strategy is a mix of planning and creativity.

Branding actions

- Create an easily identifiable logo.
- Customize the header and other graphic elements.
- Define your own language.
- Generate your own contents...
- ... and include your logo.
- Create viral actions.
- Participate in collective actions.
- Define keywords of the brand.
- Contests with products of the brand.
- Intervene in other forums about brand contents.
- Show our work, bring it closer.



Actions to increase the number of followers

- Link our profiles in social media on the website.
- Include the URLs to our profiles in posters and brochures.
- Create specific contests among followers.
- Generate own and original contents.
- Create content that generates interaction.
- Become a reference on a subject.

Actions to promote services and contents

- Make selections of contents about a topic.
- Publish posts or content explaining services.
- Take advantage of the ephemeris.
- Extract interesting content.
- Make infographics.
- Use hashtags.
- Show pictures and images.



El Profesional de la Información

4 de abril a las 7:20 · ↻

Papel socioeducativo de las bibliotecas públicas: nuevos perfiles profesionales para nuevos tiempos.

Un artículo de Sandra Sánchez-García y Santiago Cubero publicado en acceso abierto en El profesional de la información.

<http://recyt.fecyt.es/index.../article/view/epi.2016.mar.09>

Las bibliotecas deben trabajar para evitar que

las circunstancias económicas y sociales

SEAN UNA BARRERA que impida a algunos colectivos

acceder a la cultura,
a la **información** y a la **formación.**



Sandra Sánchez García y Santiago Yubero

111 Me gusta · 2 comentarios · 169 veces compartido

INFORME SOBRE SISTEMAS BIBLIOTECARIOS

un artículo de
Marshall Breeding

El profesional de la
información



DATOS ECONÓMICOS

805 mill. \$ de beneficios 

 **2% más que en 2013**

1.850 mill. \$ en ventas 

El profesional de la
información

* Datos correspondientes a EUA y Canadá, 2014. Fuente: Marshall Breeding.



SEDIC @SEDIC20 · 17 feb.

Aprende a crear una campaña de marketing en medios sociales con este curso online sedic.es/como-crear-una...

Cómo crear una campaña de marketing en medios sociales



1. Prepara tus perfiles

Cuéntales a tus usuarios y amigos que tienes una página en Facebook



2. Aprende algunos trucos

Lo que mejor funciona en cada caso y algunas herramientas



3. Planifica todos los detalles

Objetivos, segmentación, estrategia. ¡Venga, que no es tan complicado!



4. Evalúa los resultados

Uno, dos, tres. Cuéntalo todo y saca tus propias conclusiones



Aprende más con el curso online <http://bit.ly/1Q55f21>

SEDIC

Actions to increase the number of visits to a website

- Include links in all publications on social media.
- Generate new content frequently and regularly.
- Promote the new contents of the website in social media.
- Send newsletters with the contents of the website.
- Include the URL in posters, brochures and other publications.

Actions to promote contents

- Make selections of content with a thread on a topic.
- Publish posts or promotional content.
- Take advantage of the ephemeris.
- Extract interesting content.
- Make infographics.

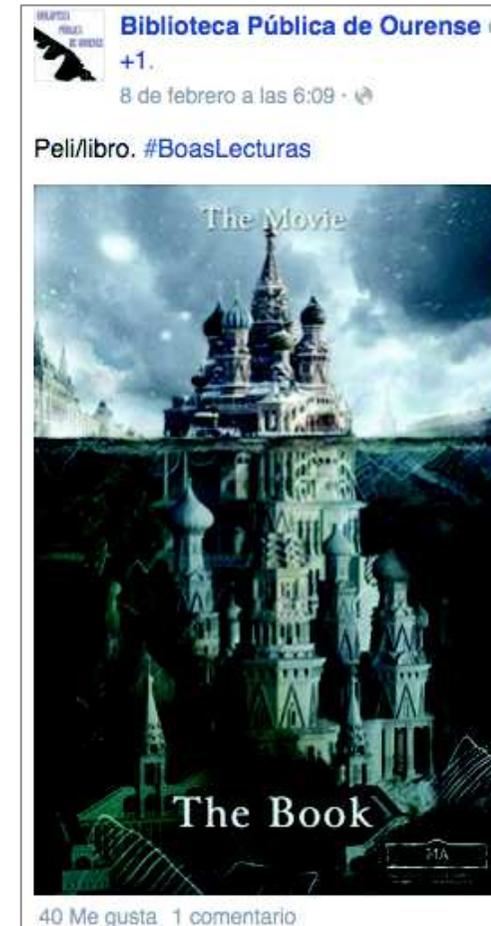
Actions to increase interaction

- Empathy: contents with which people identify.
- Topics of local interest.
- Launch questions, encourage debate.
- Contact people according to their interests.
- Own, original contents.
- Review the statistics to check which are the most interesting content to our followers.

Publications that generate interaction



Librarians, people



Books

Publications that generate interaction

 **Biblioteca Pública del Estado en Albacete** agregó 2 fotos nuevas.
3 de febrero a las 22:50 · 🌐

¡Jueves Lardero! También llamado Día de la Mona en Albacete, aunque de manera muy similar se celebra en zonas de Andalucía, Castilla y León, Aragón, Navarra... En esencia, consiste en pasar el día al aire libre comiendo todo lo que en Cuaresma (a partir del miércoles próximo) no estaba permitido, de ahí que tengan especial presencia en las meriendas los chorizos, longanizas o lomos; al fin y al cabo, lardero deriva del latín lardarius que significa tocinero. ¡Disfrutad del día que da comienzo al Carnaval!

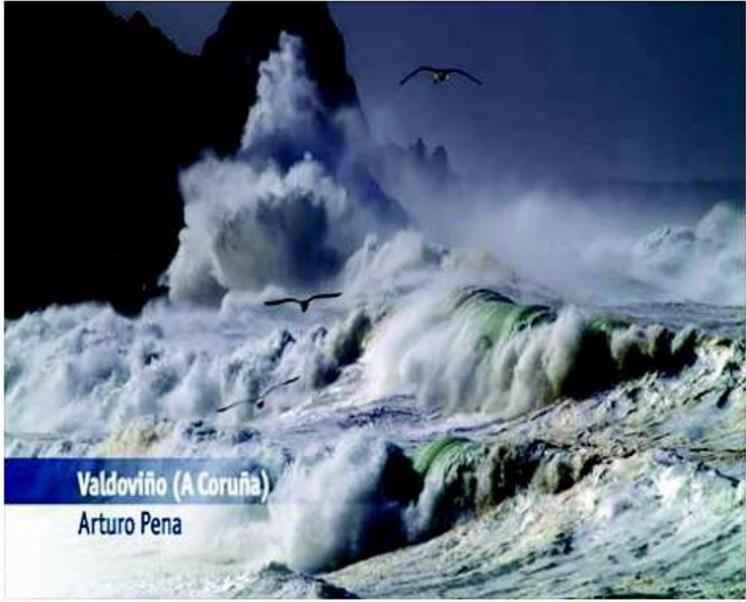


34 Me gusta · 3 comentarios · 19 veces compartido

Local traditions

 **Biblioteca Pública de Ourense** compartió la foto de El Tiempo en TVE.
8 de febrero a las 10:07 · 🌐

O mar hoxe en Valdoviño.



Valdoviño (A Coruña)
Arturo Pena

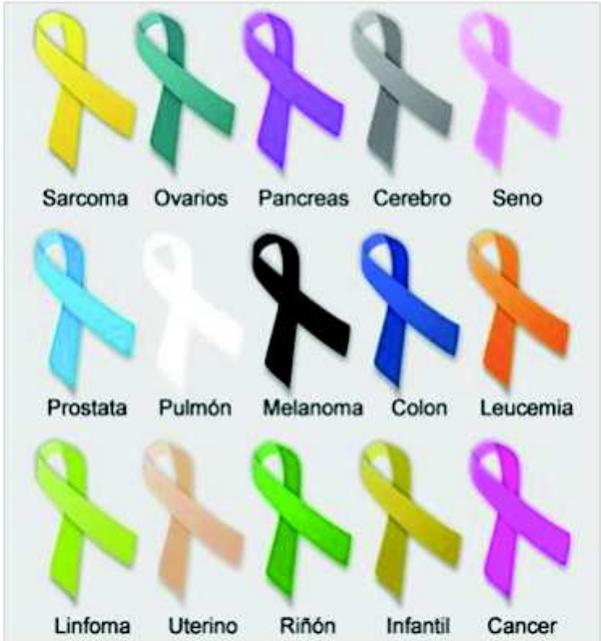
99 Me gusta · 1 comentario

The weather

Publications that generate interaction

Biblioteca Pública de Palencia
4 de febrero a las 7:13 · 🌐

Hoy, 4 de febrero, Día Mundial contra el Cáncer.
Para todos los que luchan contra el cáncer y los que nos dejaron su ejemplo y fuerza.



23 Me gusta · 14 veces compartido

Social compromise

Biblioteca Pública Provincial de Córdoba
9 de febrero a las 6:57 · 🌐

El ICAA pondrá a disposición de todos los ciudadanos el buscador «verpeliculasonline.mecd.gov.es», que reúne a los principales videoclubs online y que ofrece al espectador la posibilidad de elegir entre miles de títulos.



El Ministerio de Cultura lanza un buscador con más de 14.000 películas para ver «on-line»
La web verpeliculasonline.mecd.gov.es recogerá los catálogos completos de los principales videoclubs online de España para comparar fácilmente precios y calidad
HOYCINEMA.ABC.ES | DE HOYCINEMA

37 Me gusta · 49 veces compartido

Free resources

Viral contents



Biblioteca Nacional de España

12 de febrero a las 13:55 · Madrid, España ·

#aldíacomohoy (1888) nació Clara Campoamor, impulsora del derecho al sufragio femenino en España



Me gusta Comentar Compartir

6903

Mejores comentarios

4260 veces compartido



Canal Lector

8 de marzo de 2014 ·

Hoy, día internacional de la mujer, deseamos a todas las mujeres un feliz día, y a las más pequeñas que disfruten de la lectura durante toda su vida.

www.canallector.com



La lectura convierte a las niñas en mujeres más fuertes.

Me gusta Comentar Compartir

455

Mejores comentarios

1362 veces compartido

Contents that generate conversation

Y tú, ¿cuándo lees?

Canal Lector
Me gusta esta página · 20 de marzo de 2014 ·

www.canallector.com

Me gusta · Comentar · Compartir

A Débora Núñez y 79 personas más · Mejores comentarios les gusta esto.

175 veces compartido · 9 comentarios

Steven Ramirez jajajaj yo no leo xD
Me gusta · Responder · 29 de marzo de 2014 a las 1:38

Pilar Pasadas En especial por la tarde, pero podría leer en cualquier momento de no tener otras obligaciones.
Me gusta · Responder · 22 de marzo de 2014 a las 0:19

Sonia Tavarez Fernandez A todas horas.
Me gusta · Responder · 21 de marzo de 2014 a las 22:49

Paola Francisca Oyola Guillen Siempre antes de dormir y muy de madrugada
Me gusta · Responder · 21 de marzo de 2014 a las 21:10

Bibliolibre Bibliotecas Escolares A casi todas horas...
Me gusta · Responder · 21 de marzo de 2014 a las 10:51

Germinal Emilio Maggiani Por suerte SIEMPRE.
Me gusta · Responder · 1 · 21 de marzo de 2014 a las 4:11

Ver 3 comentarios más

Imagen: Caterina SM

CC BY NC

Speech bubbles containing reading times:

- Después de merendar
- Por la mañana, desayunando
- Antes de dormir
- Los fines de semana
- En el bus, tronco
- ¡A todas horas!
- ¡En vacaciones!
- En el cuarto de baño
- Cuando puedo... ¡ay!
- ¡Ojalá tuviera más tiempo!
- En los momentos de espera
- Leo toda la tarde

Respond to comments, intervene in the conversation.



Don't loose your identity

Conversion

- **Attract visitors:** include links to your own contents.
- **Attract leads:** use calls to action, rewards when leaving your data.
- **Attract offline actions:** use an intermediate step online (Eventbrite for entries, for example).



Create contests, use a blog to publicize the services, use influential brands, create e-mail marketing campaigns.

Avoid invasiveness

We have to respect the space of our users in social media.

We should avoid:

- Sending private messages.
- Writing on their walls.
- Mentioning them in the tweets to get their attention.
- To invite them to events.
- Any other action that involves intrusion.



Spam are unsolicited messages that usually contain advertising.

Every day we receive hundreds of messages and notifications.

How to measure the results

How to define indicators

- The indicators must be as simple as possible.
- We don't need indicators that do not say anything about our objectives.
- The objectives must be measurable: take it into account when preparing the plan.
- Attention to the measurement of physical actions, more complicated.

Indicators

- Following: the number of followers.
- Publishing: number of publications/posts.
- Reach: It is the real number of people our publications have reached.
- Engagement: number of interactions received (likes, shared and comments).
- Web traffic: number of the visits to the website from social media.

Examples of social media campaigns

ThinkEPI reports

linked open data

profesión

automatización

ebooks

tecnología móvil

comunicación

THINK 2015

INFORMES
ThinkEPI SOBRE
DOCUMENTACIÓN
Y COMUNICACIÓN
EPI

Director: Tomás Balagó
Coordinadora: Isabel Otero

acceso abierto

web semántica

altmetrics

asociaciones

mooCs

medios sociales

Consiguelo en: www.thinkepi.net/informes-thinkepi-2015

El Profesional de la Información

Me gusta esta página · 21 de septiembre de 2015 · Editado ·

Si aún no lo tienes, te recomendamos que te hagas con un ejemplar de los Informes ThinkEPI 2015 sobre Documentación y Comunicación. Contiene catorce informes sobre temas de gran actualidad en Bibliotecas, Documentación, Información y Comunicación escritos por los mejores expertos.

Consiguelos aquí: <http://www.thinkepi.net/informes-thinkepi-2015>

Etiquetar foto · Agregar ubicación · Editar

Me gusta · Comentar · Compartir

29

13 veces compartido

Escribe un comentario...

Objective: to increase the sales of this publication.

Actions: posts in Facebook and Twitter. Contents promotion.

Advantages: well-known and reputed brand in an specific field. A huge number of followers.

Results: sales increased a 72.7%.

#vivalabiblio

(Long live to the library!)

Contest to celebrate the Library Day in 2015.

They awarded the best tweets containing a declaration of love to libraries.

Objective: to encourage participation.

Rules: <http://bit.ly/1X989Pm>

Results: <http://bit.ly/1XJBxfn>

#vivalabiblio

Del 19 al 25 de octubre de 2015
¡declara tu amor por las bibliotecas!

24 de octubre
Día de la Biblioteca

¿Cuál es esa biblioteca en la que pasaste las horas rodeado de libros, apuntes, revistas, pelis, cedés o, por qué no, te encontraste con tus amigos? ¿en qué actividad participaste que aún recuerdas con tanto cariño? ¿qué bibliotecario te recomendó aquel libro que marcó tu vida?....

¿Nos lo cuentas?

Participa a través de Twitter en nuestra campaña **#vivalabiblio**
¡y declara tu amor por las bibliotecas!

Para participar solo tendrás que enviar a **@observalibro** tu "declaración" a través de una ilustración, fotografía, vídeo, grabación sonora, texto o cualquier otro medio que se te ocurra

¡Podrás ganar un lote de libros y una visita guiada, exclusiva y personalizada por la Biblioteca Nacional de España!
Tendrás del 19 al 25 de octubre para enviarnos tu mensaje. No olvides incluir en él la etiqueta **#vivalabiblio**

#23díasdelibro

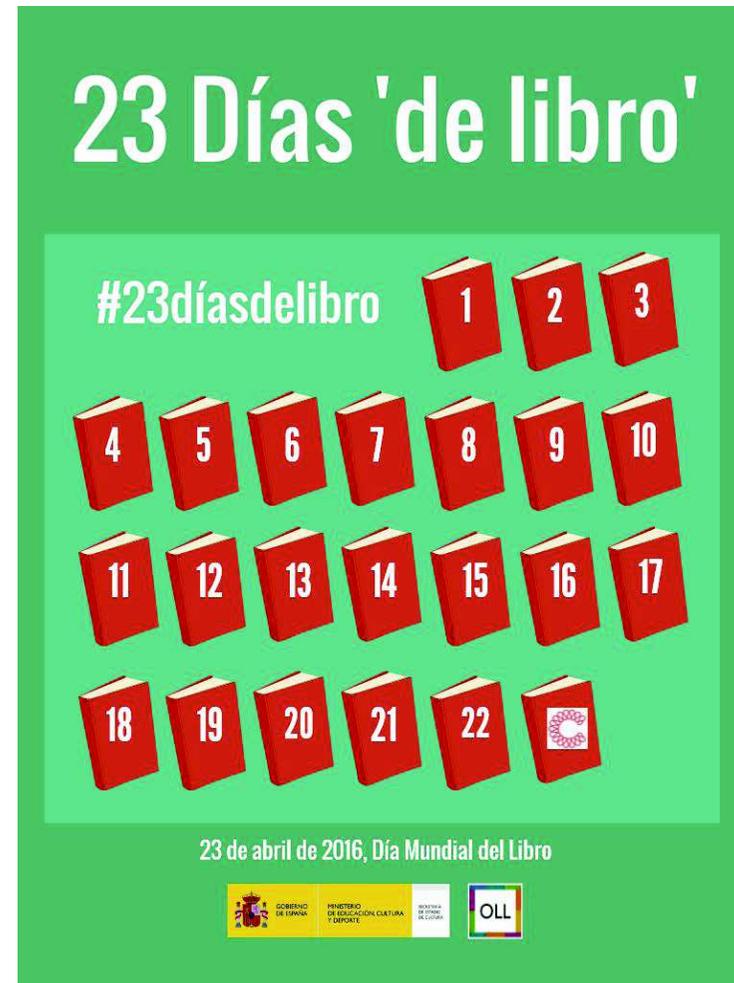
(23 days of books)

Contest to celebrate the International Book Day in 2016.

It proposes to publish tweets with everyday objects that are related to books.

Objective: to encourage participation.

<http://bit.ly/23hxih2>

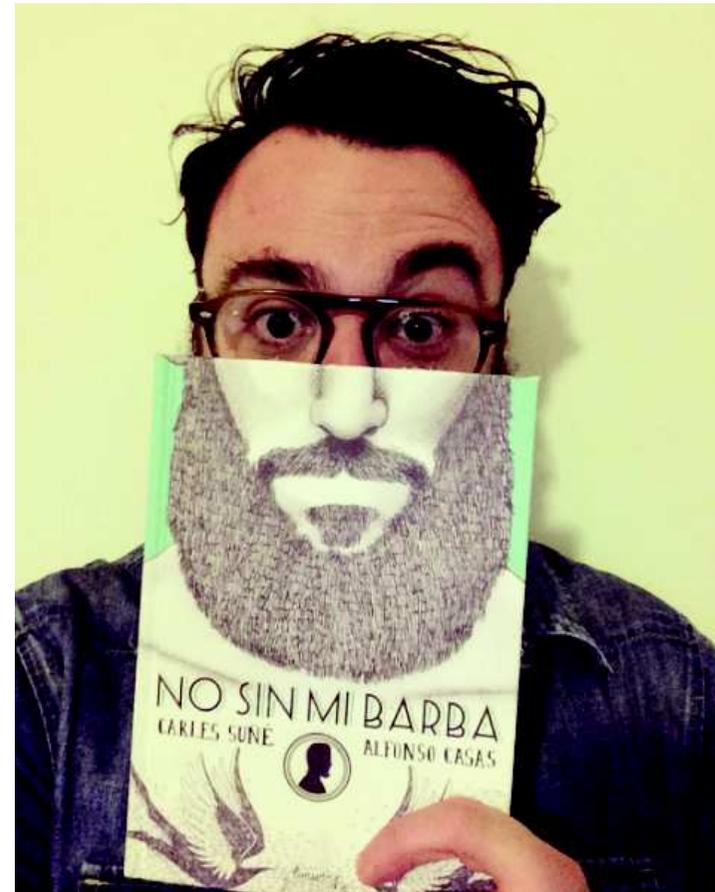


#BookFaceFriday

This campaign launched by the New York Public Library proposes to share pictures that mix the cover of a book with reality on Instagram.

It has become a viral campaign.

<http://bit.ly/23hxih2>



155 Me gusta

carlosg.miranda Alternativa al a
@nosinmibarba @csuneg @alfo
@lunwerg #bookface

lunwerg 🤔🤔🤔 @carlosg.mir

diazfaes Jaja, sigues siendo tú
@carlosg.miranda !

marilu_cuadernos.artesanales
vos! @lvcascist.ilustrador

irenegarrcia @javiersempere

nosinmibarba 🙌🙌🙌🙌🙌🙌

sebaquila @cotebinimelis ya sa
regalarme jeje

📄 Añade un comentario...

#biblioteca #library

Every August 10th, since 2009 Spanish speaking librarians collaborate to put the #library hashtag between Twitter trending topics.

<http://bit.ly/25RfFn9>

Tendencias: España · [Cambiar](#)

[#FelizLunes](#)

[Bill Murray](#)

[#biblioteca](#)

[Kylie](#)

[#EsImposibleDormirSi](#)

[Daniel Scioli](#)

[#MarianoVoxNoSeRinde](#)

[Ferguson](#)

[Soria y Wert](#)

[#MondayMotivation](#)

4. Tools for Social Media Campaigns

Social Media Elements

Cover picture

1.500 px.

500 px.

400 x 400 px

Piensa...

Por muy poco

SUSCRÍBETE

www.elprofesionaldelainformacion.com

Factor de impacto JCR 2015: 0,710

El profesional de la **información**

a la revista más innovadora en información y comunicación

epi.iolea@gmail.com

TWEETS 3.817 SIGUIENDO 581 SEGUIDORES 7.786 ME GUSTA 2.260 LISTAS 6

Revista EPI
@revista_EPI TE SIGUE

El profesional de la información (EPI), revista científica de Información, Documentación y Comunicación.

Barcelona

elprofesionaldelainformacion.com

Se unió en marzo de 2009

Twittear a Mensaje

Tweets Tweets y respuestas Multimedia

Revista EPI retwittó

Revista EPI @revista_EPI · 22 oct.
#Biblioteca pública en #Colombia: territorio de #paz. Un artículo de Orlanda Jaramillo en @revista_EPI
elprofesionaldelainformacion.com/contenidos/201...

Revista EPI @revista_EPI · 5 h
Estudio de las "bellas durmientes" desde la perspectiva del solucionismo, un artículo de Sergio D'Antonio-Maceiras
elprofesionaldelainformacion.com/contenidos/201...

A quién seguir · Actualizar · Ver todos

Encontrar amigos

The cover picture is a branding and promotion tool.

Posts

text



link



picture



Publish high quality pictures.

Control the size of the picture.

Include your logo.

EPI Revista EPI @revista_EPI · 13 oct.
Nuevo número de El profesional de la información, con 9 artículos en acceso abierto [recyt.fecyt.es/index.php/EPI/...](http://recyt.fecyt.es/index.php/EPI/)

Observatorio
Evaluación de la ciencia: tan necesaria como problemática
Luis Codina

Artículos
Transparency and access to information on research projects in Spanish public universities
A.R. Pacios, M. Vianello and B. Rodríguez Bravo
Presence of alleged predatory journals in bibliographic databases: Analysis of Beall's list
M. Somoza, J.M. Rodríguez-Gairín and C. Urbano
Indicaciones éticas en las revistas de educación indexadas en la WoS
Jesus Diaz-Campo y Francisco Segado-Boj
Estudio de las "bellezas durmientes" desde la perspectiva del solucionismo
Sergio D'Antonio Maceiras
Políticas científicas públicas en Latinoamérica: el caso de Ecuador y Colombia
Patrio Álvarez-Muñoz y Mario Pérez-Montoro
Corporate social responsibility and corporate foundations in building responsible brands
Abel Montori and Nuria Villagra
Uso de la inteligencia competitiva en los procesos de colaboración en el sector farmacéutico español
M.P. Fernández, P. Quevedo y A. Hidalgo

Film content analysis at six major Spanish film libraries
R. Domínguez Delgado and M. J. López-Alcalá

Las redes sociales como fuentes de información periodística: motivos para la desconfianza entre los periodistas españoles
Diana Estrella-Aguilera y Diana Sánchez-Muñoz

Participación del público en televisiones públicas autonómicas: una propuesta a partir de la reforma 2018 de la RBC
Ron Acosta-Rodríguez y Mercedes Muñoz-Salido

Análisis
Bibliotecas públicas en Colombia: territorio de paz
Oscar Jaramilla
El libro-arte, libro de artista en su dimensión digital: el e-libro-arte y el hiperlibro-arte

08:34 AM - WORKING ON NEW PERSPECTIVES

34 23

Hashtags and mentions

Hashtags

Participate in collective actions.

Keywords.

Mentions @

They make reference to someone.

You can tag people in the images.

Use with caution in promotions.



Optimize pictures on your website



Non-optimized picture



Optimized picture
(470 x 246 px)



Twitter cards

When someone shares the contents of our website or blog on Twitter they can be viewed in rich format if we previously configure it.



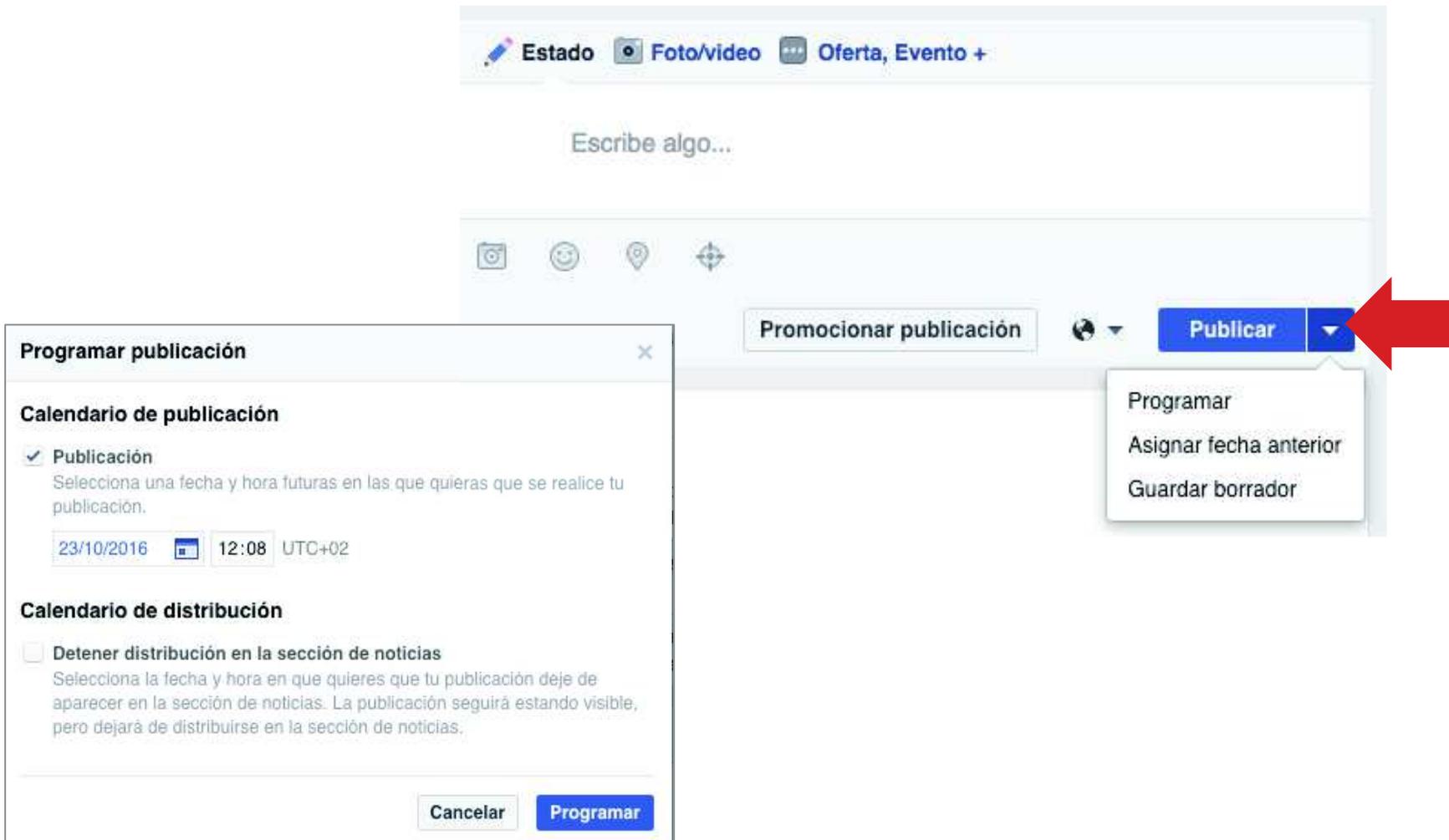
<https://dev.twitter.com/cards/overview>

Twitter cards in practice

- **Sitio web:** insert on the web pages the code provided by Twitter.
- **Blogger:** <http://bit.ly/2eurxJp>
- **WordPress.org:** plugins like Jetpack, JM Twitter Cards and WordPress SEO by Yoast.
- **WordPress.com:** authorize your Twitter account.
- **Tumblr:** <http://bit.ly/2f4u0Lk>
- Twitter cards validator: <https://cards-dev.twitter.com/validator>

<https://dev.twitter.com/cards/cms-integration>

Schedule posts



The image shows a social media post creation interface. At the top, there are icons for 'Estado' (pencil), 'Foto/video' (camera), and 'Oferta, Evento +' (calendar). Below this is a text input field with the placeholder 'Escribe algo...'. Underneath the text field are icons for photo, emoji, location, and crop. At the bottom right, there is a 'Promocionar publicación' button, a globe icon, and a blue 'Publicar' button with a dropdown arrow. A red arrow points to the 'Publicar' button. A dropdown menu is open, showing three options: 'Programar', 'Asignar fecha anterior', and 'Guardar borrador'. A dialog box titled 'Programar publicación' is open in the foreground, containing a 'Calendario de publicación' section with a checked 'Publicación' option and a date/time selector set to '23/10/2016 12:08 UTC+02'. Below that is a 'Calendario de distribución' section with an unchecked 'Detener distribución en la sección de noticias' option. At the bottom of the dialog are 'Cancelar' and 'Programar' buttons.

Estado Foto/video Oferta, Evento +

Escribe algo...

Promocionar publicación Publicar

Programar
Asignar fecha anterior
Guardar borrador

Programar publicación

Calendario de publicación

Publicación
Selecciona una fecha y hora futuras en las que quieras que se realice tu publicación.

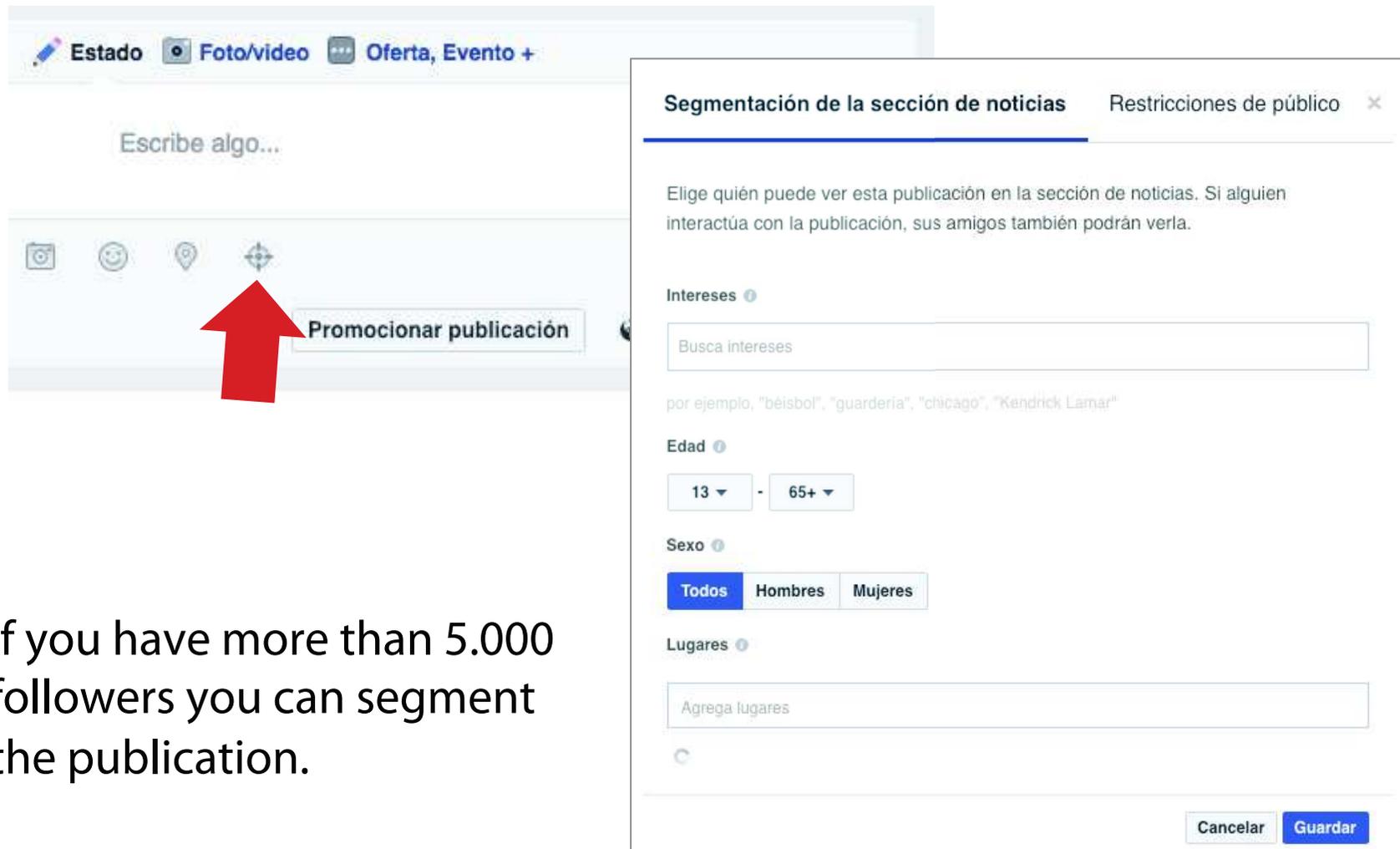
23/10/2016 12:08 UTC+02

Calendario de distribución

Detener distribución en la sección de noticias
Selecciona la fecha y hora en que quieres que tu publicación deje de aparecer en la sección de noticias. La publicación seguirá estando visible, pero dejará de distribuirse en la sección de noticias.

Cancelar Programar

Segmentation



The image shows a Facebook post creation interface. At the top, there are options for 'Estado', 'Foto/video', and 'Oferta, Evento +'. Below this is a text input field with the placeholder 'Escribe algo...'. Underneath the text field are icons for photo, emoji, location, and a target icon. A red arrow points to the 'Promocionar publicación' button. To the right, a dialog box titled 'Segmentación de la sección de noticias' is open, showing options for 'Restricciones de público'. The dialog box contains the following text: 'Elige quién puede ver esta publicación en la sección de noticias. Si alguien interactúa con la publicación, sus amigos también podrán verla.' Below this text are sections for 'Intereses', 'Edad', 'Sexo', and 'Lugares'. The 'Intereses' section has a search bar with the placeholder 'Busca intereses' and an example: 'por ejemplo, "béisbol", "guardería", "chicago", "Kendrick Lamar"'. The 'Edad' section has two dropdown menus with '13' and '65+' selected. The 'Sexo' section has three buttons: 'Todos' (selected), 'Hombres', and 'Mujeres'. The 'Lugares' section has a search bar with the placeholder 'Agrega lugares'. At the bottom right of the dialog box are 'Cancelar' and 'Guardar' buttons.

Estado Foto/video Oferta, Evento +

Escribe algo...

Promocionar publicación

Segmentación de la sección de noticias Restricciones de público ×

Elige quién puede ver esta publicación en la sección de noticias. Si alguien interactúa con la publicación, sus amigos también podrán verla.

Intereses

Busca intereses

por ejemplo, "béisbol", "guardería", "chicago", "Kendrick Lamar"

Edad

13 - 65+

Sexo

Todos Hombres Mujeres

Lugares

Agrega lugares

Cancelar Guardar

If you have more than 5.000 followers you can segment the publication.

Analytics

Overview

- Promotions
- Followers
- Likes
- Reach
- Page views
- Page previews
- Actions on Page
- Posts
- Events
- Videos
- People
- Shop
- Messages

Page summary Last 7 days ↕ [Export Data](#)

Results from 22 November 2017-28 November 2017
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account. Organic Paid

<p>Actions on Page ⓘ</p> <p>21 November – 27 November</p>  <p>We don't have data to show you this week.</p>	<p>Page Views ⓘ</p> <p>21 November – 27 November</p> <p>43</p> <p>Total Page views ▲19%</p> 	<p>Page previews ⓘ</p> <p>21 November – 27 November</p> <p>6</p> <p>Page previews ▼67%</p> 
<p>Page Likes ⓘ</p> <p>21 November – 27 November</p> <p>22</p> <p>Page likes ▲22%</p> 	<p>Reach ⓘ</p> <p>21 November – 27 November</p> <p>37</p> <p>People reached ▼99%</p> 	<p>Recommendations ⓘ</p> <p>21 November – 27 November</p>  <p>We don't have data to show you this week.</p>

www.facebook.com/insights

analytics.twitter.com

Promotions

The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with the Facebook logo, 'Ads Manager', a search bar, and user information for 'Natalia'. Below this, the left sidebar shows a tree view of the campaign structure: Campaign (selected), Objective, Ad account, Ad set, and Ad. The main content area is titled 'Create new campaign' and 'Use existing campaign'. It prompts the user to 'Choose your objective' and provides a link for 'Help: Choosing an objective'. Below this, a section titled 'What's your marketing objective?' displays a grid of objective categories: Awareness (Brand Awareness, Reach), Consideration (Traffic, Engagement, App Installs, Video Views, Lead Generation, Messages), and Conversion (Conversions, Product Catalogue Sales, Store Visits). A 'Close' button is located at the bottom left of the main content area.

Natalia Arroyo (26307972) ▾

Search

Natalia ▾

Create new campaign ⓘ Use existing campaign ⓘ

Campaign: Choose your objective. [Help: Choosing an objective](#)

What's your marketing objective?

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Product Catalogue Sales
	App Installs	Store Visits ⓘ
	Video Views	
	Lead Generation	
	Messages	

Close

www.facebook.com/ads/create

Tools for Creating Contents

Pixabay



Imágenes y videos gratuitos que puedes usar desde cualquier lugar

Todas las imágenes y videos en Pixabay son publicadas libres de derechos de autor bajo la licencia Creative Commons CC0. Puedes descargarlas, modificarlas, distribuir las y usarlas libres de pago para cualquier uso, aún para aplicaciones comerciales. No es necesaria atribución. [Aprenda más ...](#)

[Fotos](#) [Ilustraciones](#) [Vectores](#) [Videos](#)

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pixabay.com

Flickr & The Commons

Muestras del Patrimonio público

Búsqueda en el Patrimonio público

BUSCAR



Sandymount, Dublin
from [National Library of Ireland on The Commons](#)



Fancy a Cuppa?
from [National Library of Ireland on The Commons](#)



The Boys of Ballydehob
from [National Library of Ireland on The Commons](#)

Pictures under Creative Commons license in the public domain.

www.flickr.com

www.flickr.com/commons

Shutterstock

shutterstock

Buscar imágenes, vectores y videos



Todas las Imágenes ▾



Haga su búsqueda más específica

Resumen del plan

En este momento usted está usando una Cuenta Gratuita.

Imágenes A Demanda

Descargue imágenes cuando las necesite

a partir de

39 €

5 descargas

Suscripciones

Cientos de imágenes al mes

a partir de

125 €

per month

[Ver planes y precios](#)

¿Necesita ayuda?

¡Podemos ayudarle! Póngase en contacto con nosotros llamando al 900-866409 o envíenos una nota. Uno de nuestros representantes le

Imágenes vistas hace poco

Sus búsquedas recientes

[Borrar imágenes](#)



Lightboxes destacadas



Cinco de Mayo



All About Mom



Queen Elizabeth



Spring



Book Cover Ideas



Let's Eat!

Payment pictures, exclusive and quality.

www.shutterstock.com

More pictures

Unsplash unsplash.com

Database with free images in high resolution. It promotes discovery.

Wikimedia Commons commons.wikimedia.org

Repository of images, audio and videos in public domain and free use in education.

Pond5 www.pond5.com/es/free

Images, videos and other resources from historical archives and in the public domain.

Google www.google.es/imghp

Search for images with CC license.

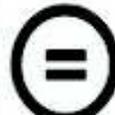
Creative Commons Licenses



Attribution

Others can copy, distribute, display, perform and remix your work if they credit your name as requested by you

BY



No Derivative Works

Others can only copy, distribute, display or perform verbatim copies of your work

ND



Share Alike

Others can distribute your work only under a license identical to the one you have chosen for your work

SA



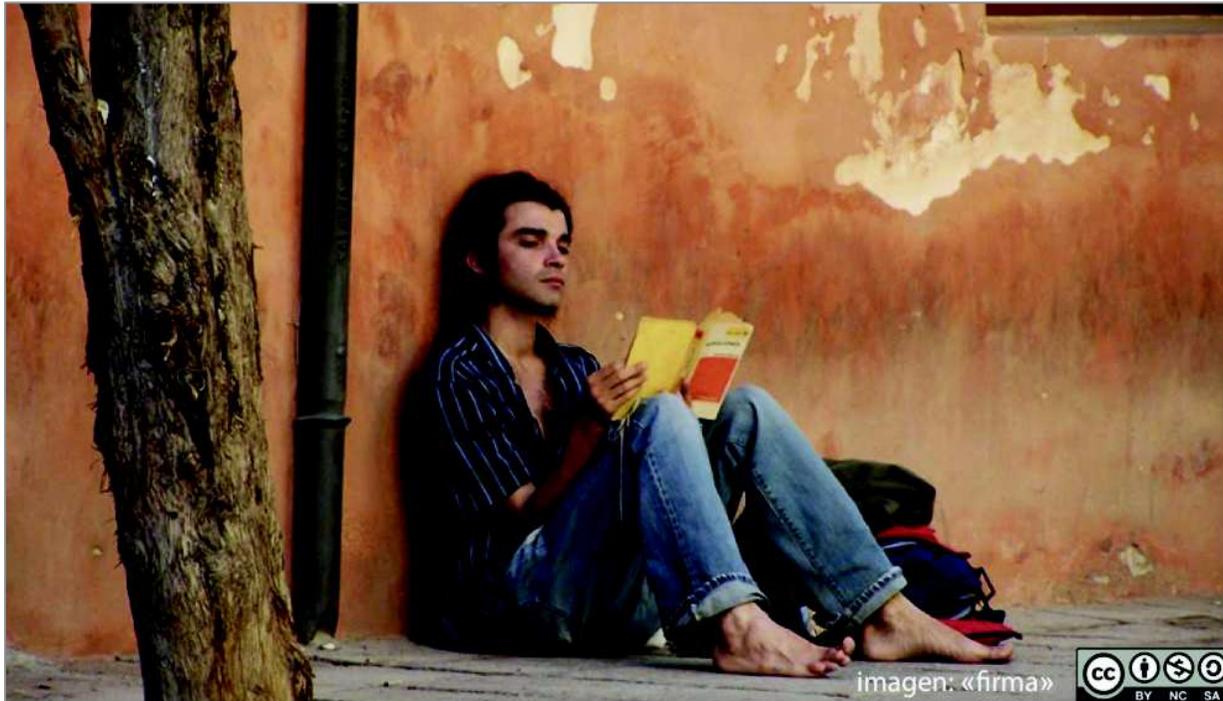
Non-Commercial

Others can copy, distribute, display, perform or remix your work but for non-commercial purposes only.

NC



Creative Common Licenses



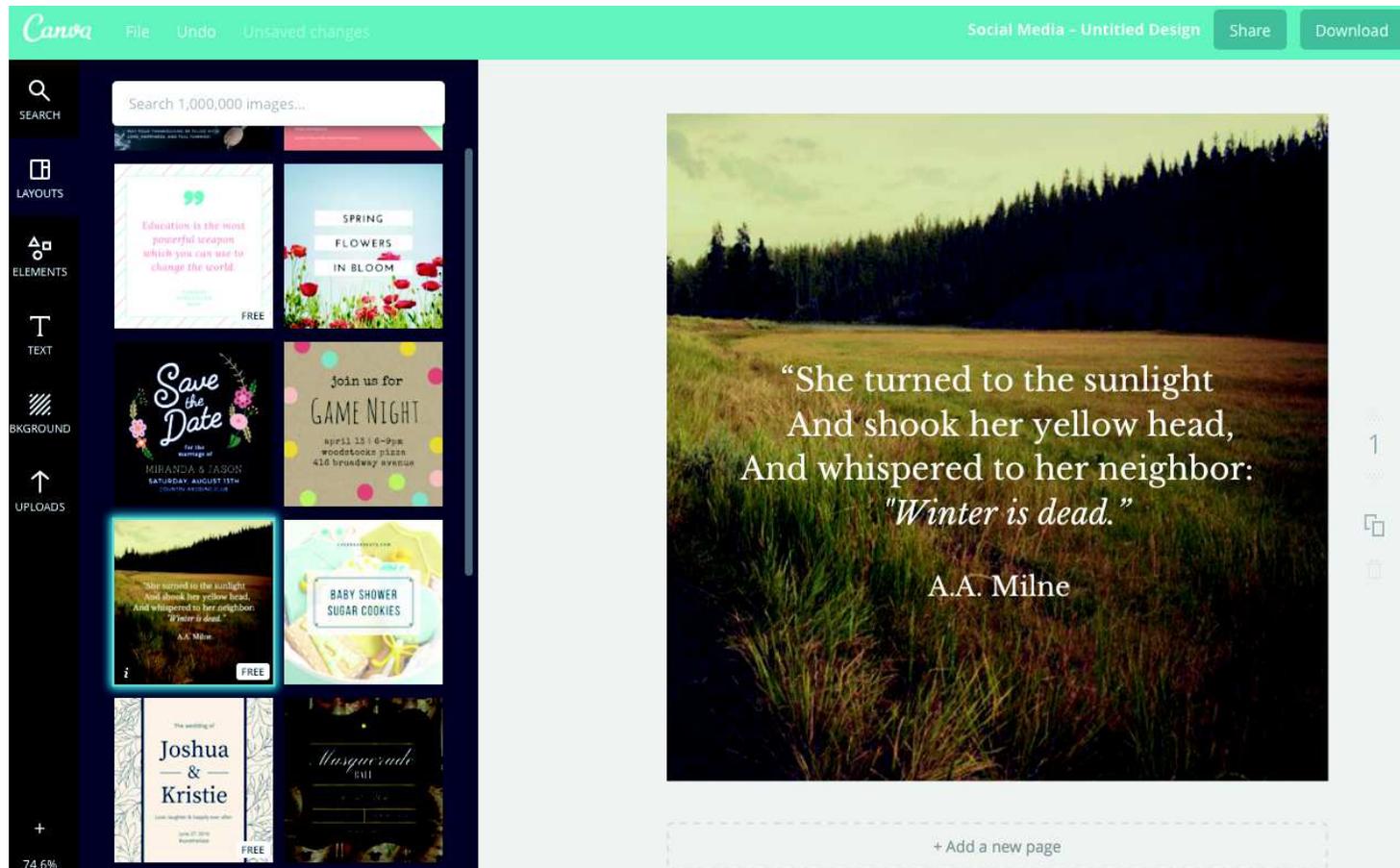
El desarrollo de la lectura en el ámbito universitario se hace hoy si cabe más imprescindible que nunca.

Santiago Yubero y Elisa Larrañaga

El profesional de la
información

<http://bit.ly/1SaikkS>

Canva



Service to design pictures for social media, posters, brochures, etc.

www.canva.com

More online design tools

Pixlr pixlr.com

Free online image editor that offers retouching.

Piktochart piktochart.com

Design infographics, presentations, posters and reports.

PicMonkey www.picmonkey.com

Web service to retouch and edit pictures, design images and make collages..

Quotes Cover www.quotescover.com

Create images based on famous quotes..

Edition software

Camtasia Studio www.techsmith.com/camtasia.html

Capture image or video from the computer screen, video editing. Free version 30 days, educational sector discounts..

Gimp www.gimp.org

Free image editing program. It works on different operating systems.

iMovie www.apple.com/es/mac/imovie

Mac video editing software.

PhotoShop www.adobe.com/es/products/photoshop.html

Professional image edition software.

Windows Movie Maker windows.microsoft.com/es-es/windows/movie-maker

Edit movies and add sound to presentations in ppt.

URL tracking

The image shows a screenshot of the Bitly website dashboard. The top navigation bar includes links for TOUR, ENTERPRISE, RESOURCES, and ABOUT, along with LOGIN and SIGN UP buttons. The main content area features a large central graphic with the text "SHORTEN. SHARE. MEASURE." and "Join Bitly, the world's leading link management platform." Below this, there is a traffic summary section with a central circular gauge showing "120,987" and two side-by-side statistics: "58,011 clicks on organic Bitlinks (40%)" and "62,976 clicks on your Bitlinks (50%)". A prominent white input field contains the URL "http://bit.ly/1NoiFfj" with a red "COPY" button to its right. Below the input field, the original URL "elprofesionaldelainformacion.com/" is displayed, along with a smaller version of the shortened URL and another "COPY" button. A small bar chart on the right shows a value of "483".

URL shortener that tracks the number of visits of a webpage.

<https://bitly.com>
<http://goo.gl>

Mailchimp

The screenshot displays the Mailchimp email editor interface. At the top, there is a navigation bar with a profile icon, the campaign title "Los bibliotecarios académicos y el apoyo a la investigación", and options for "Preview and Test", "Save as Template", and "Save And Exit". Below this, there are three tabs: "Content" (selected), "Design", and "Comments".

The main area is split into two columns. The left column shows a preview of the email campaign. It features a header with the "Biblioblog" logo and a blue background with a book icon. Below the header is a photograph of a library interior. The main text reads: "Los bibliotecarios académicos y el apoyo a la investigación" followed by "Por Antonio Luis Galán Gall, Director del área de bibliotecas de la Universidad de Castilla-La Mancha." The body text discusses the evolution of university libraries and ends with a link "seguir leyendo". At the bottom of the preview, there is a footer with "© Biblioteca Universitaria" and links to "unsubscribe from this list" and "update subscription preferences".

The right column is the "Content" library, which contains various drag-and-drop blocks. A tooltip above the blocks says: "Drag any of the blocks below into the campaign preview on the left. Go ahead, try dragging a text block to the top of your campaign." Below the tooltip is a "Skip these messages" link. The blocks are arranged in a grid and include: Text, Boxed Text, Divider, Image, Image Group, Image Card, Image + Caption, Social Share, Social Follow, Button, Footer, Code, and Video.

Design of newsletters and management of submissions and subscribers. It's free up to 2,000 subscribers and 12,000 monthly e-mails.

mailchimp.com

Readings

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