



Communications and Marketing

Student Success Internship

Cecilia Martinez, Student Success Intern

Supervised by: Sara Davidson & Kelli Abrescy



UC MERCED
LIBRARY

Project Description

- Create content that appeals to undergraduates
- Gain familiarity with library's activities and resources
- Increase our Instagram fans and their engagement with our posts
- Implement targeted campaigns to highlight Library resources, services and events
- Gather and analyze post statistics

I was interested in this internship because I wanted to develop my skills in social media platforms, creating campaigns and learning the process.

Top Posts

Post Title	Likes	Engagement Rate	Category	Format	Time Posted
International Women's Day	39	28.37%	Holiday Post	Photograph	Morning
Study spaces available	56	23.67%	Library Resources	Graphic	Afternoon
Writing Center	12	20.31%	Library Resources	Graphic	Afternoon
Christopher Digitization PL2	36	19.90%	Digitization	Photograph	Morning
ILL Process	24	19.05%	Library Resources	Photograph	Afternoon

Post Name	Likes	People Reached	Shares	Category	Format (Re Time Posted)
Favorite Place #4 (Jessica)	16	435	6	Favorite Library Spot Campaign	Reel Afternoon
Favorite Place #6 (Maritza)	22	378	10	Favorite Library Spot Campaign	Reel Afternoon
Favorite Place #1 (Jacalyn)	25	371	8	Favorite Library Spot Campaign	Reel Afternoon
Study spaces available	56	300	0	Library Resources	Graphic Afternoon
Favorite Place #5 (Jenny)	13	254	7	Favorite Library Spot Campaign	Reel Afternoon

Observations of Posts

Engagement Rate:

- Majority of posts related to library resources
- All posts were photographs or graphics
- Highest engagement post featured library staff

People Reached:

- Top posts featured library spaces
- Most posts are in the format of reels which include undergraduates being showcased
- Afternoon posts tended to perform better
- Sharing/reposting content amplifies the amount of engagement

Definitions

Engagement Rate: A measurement of how many people interact with your social media content. For example like, comment, and share.

Reach: Total amount of people who had a post of our channel enter their feed

Fan: Someone who likes your account. "Fan" is sometimes refer to someone who follows you on any social channel.

Account Growth

- From January 2022 to April 2022
 - 45% engagement rate increase
 - 5% fan increase
 - 2% reach increase
- Increases may be due to
 - Creation of mini campaigns catered to undergraduates
 - Mix of content format such as reels, stories, graphics
 - More people featured → more post interaction

Content Process



Challenges

- Capturing Library's story in a post
 - A lot of information for a simple post
 - Making sure what is important is highlighted
- Stats Collection
 - Understanding what the numbers mean in terms of reaching our initial engagement goals
- Technical difficulties
 - Posting on Falcon and Instagram

Featured Posts



Follow @ucmercedlibrary instagram to see more content