

New York Public Library -

Empowering a team with scheduling and assignment tools.



Introduction

HootSuite for the Team: The New York Public Library uses HootSuite to coordinate a decentralized team of contributors to help manage a multitude of social profiles and maintain an online presence as the leading public library on Facebook and Twitter worldwide.

@NYPL is the leading online public library on Twitter worldwide, and utilizes a unique decentralized staffing model for coordinating social media efforts.

The objective of The New York Public Library's Twitter campaign was to expand the Library's online presence by increasing @nypl's following, driving website visits, making @nypl a discovery tool for library resources, content, and expertise, and therefore building greater brand awareness on the social web. A social media working group was formed to advance the use of Twitter and other social media channels.

The Challenge

Maintaining a consistent Tweet volume was a concern. In addition to the flagship profiles @nypl and facebook.com/newyorkpubliclibrary, the individual neighborhood libraries and divisions of NYPL manage a total of over 100 social media accounts. The Library needed a way to ensure that messaging was going out at an appropriate pace.

With no dedicated social media staff, coordinating a large team of decentralized contributors was a challenge. The Library needed their messaging to come from all facets of their organization in order to accurately represent the depth and range of the Library's staff, services, and collections.

The Solution

Scheduling tools: Several NYPL staff members contribute to and curate the @nypl feed which necessitated tools to coordinate their social media efforts throughout the organization.



Educational and cultural institutions, museums, NGOs and NPOs will find this case study useful as an example of using HootSuite for social media campaigns.

Find the time: The HootSuite scheduling feature allows you to draft and schedule up to 50 messages in advance so that you can release multiple messages at appropriate intervals and reach your audience at the time that they're most likely to be online.

The right people for the job: The HootSuite assignment tool allows you to mark Tweets for followup and assign to specific team members. This ensures that the appropriate persons are responding to your audience for the most effective audience engagement.

Shared search columns: Team members needed to be able to respond from many locations, so the staff monitoring the feeds shared search columns in the dashboard with the appropriate team members.

Assignment features: The staff could easily monitor conversations about NYPL in the HootSuite dashboard and either respond to Tweets directly or assign Tweets to fellow staff for follow-up.

Using the right tools and educating staffers helped make NYPL's Twitter endeavor a success. The Library identified staff in various units to educate them on the use of Twitter as a communication tool and to take intellectual initiative. The resulting streamlined workflow has been a measure of success.

The Results

The results of The New York Public Library's flagship @nypl Twitter campaign showed incredible growth directly stemming from their coordinated efforts. Not only did the Library's following grow from just under 7,000 to over 90,000 in 2010, the Library also increased the number of visits to nypl.org coming from Twitter by 353.98% over the previous year (2009).

Further substantiating their efforts, the Library won the PR News 2010 Nonprofit PR Award for Use of Twitter recognizing the Library's unique coordinated staffing model.

Currently closing in on 100,000 followers (February 2011), @nypl is the largest public library in the world on Twitter.



HootSuite Analytics: The New York Public Library was able to measure success on Twitter using HootSuite's analytics tools. HootSuite's premium plans include enhanced measurement features like Google Analytics and Facebook Insights for up-to-date analysis of your efforts.

The New York Public Library is the leading public library on Facebook and Twitter worldwide. The Library provides free and open access to more than 50 million items in its physical collections and electronic resources such as the

Digital Gallery, eBooks, and online exhibitions. More than 17 million patrons visit the space annually and millions more around the globe use its resources at www.nypl.org.

Follow up:
twitter.com/hootsuite
blog.hootsuite.com/media
twitter.com/nypl
www.nypl.org/help/about-nypl/media-center

Photo credit: Thomas Hawk
Follow Thomas on [flickr.com/thomashawk](https://www.flickr.com/photos/thomashawk/)