

#BOOKSTAGRAM

Implementing Collaborative Social Media Training in the Library

Presented by Alex Bortell and Alex O'Keefe from the John M. Flaxman Library at the School of the Art Institute of Chicago for the Student Employment in Academic Libraries Symposium on October 21, 2022.

Takeaway Information

- [Presentation slides](#)
- [Content Creator Training Document](#)
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More Information on Instagram in Academic Libraries

Instagram is...

- Prevalent in academic libraries
173 academic libraries are registered using Instagram in the Social Media of Academic Libraries Directory (many more unregistered)¹
- “Showcasing” posts most prevalent²
According to a content analysis of IG posts in Idaho academic libraries. (Resource sharing, announcements, etc.)
- Art Library accounts are run by teams (not individuals)³
66% of respondents to a survey of art libraries reported this situation.

Student Workers as Influencers Quote

“Having students involved in curating and promoting an account will give it more traction and attention - especially if the student is personally active on social media. Student workers should be thought of as social media influencers.”⁴

¹ <https://sites.google.com/wpunj.edu/nj-social-media-directory/social-media-platforms/instagram?authuser=0>

² Doney, Jylisa, Olivia Wikle, and Jessica Martinez. 2020. “Likes, Comments, Views: A Content Analysis of Academic Library Instagram Posts.” *Information Technology and Libraries* 39 (3). <https://doi.org/10.6017/ital.v39i3.12211>.

³ Sulkow, Chantal, Jennifer A. Ferretti, William Blueher, and Anna Simon. 2019. “#artlibraries: Taking the Pulse of Social Media in Art Library Environments.” *Art Documentation: Journal of the Art Libraries Society of North America* 38 (2): 305–23. <https://doi.org/10.1086/706630>.

⁴ *ibid.*