

Lisa Jeskins Training

Enhancing Customer
Experience with Social
Media

Yorkshire and the Humber
Library and Knowledge Services
Paraprofessionals Study Day

October 2016

Flickr CC: <https://flic.kr/p/6cuKAg> by Aih



A 3D maze with a blue path leading through it. The maze is composed of white walls and a blue path that starts from the bottom left and winds through the maze. The perspective is from an elevated angle, looking down into the maze.

Plan

Welcome and introductions

Social media and you

Twitter

Instagram

Social media and your customers

Writing for who?

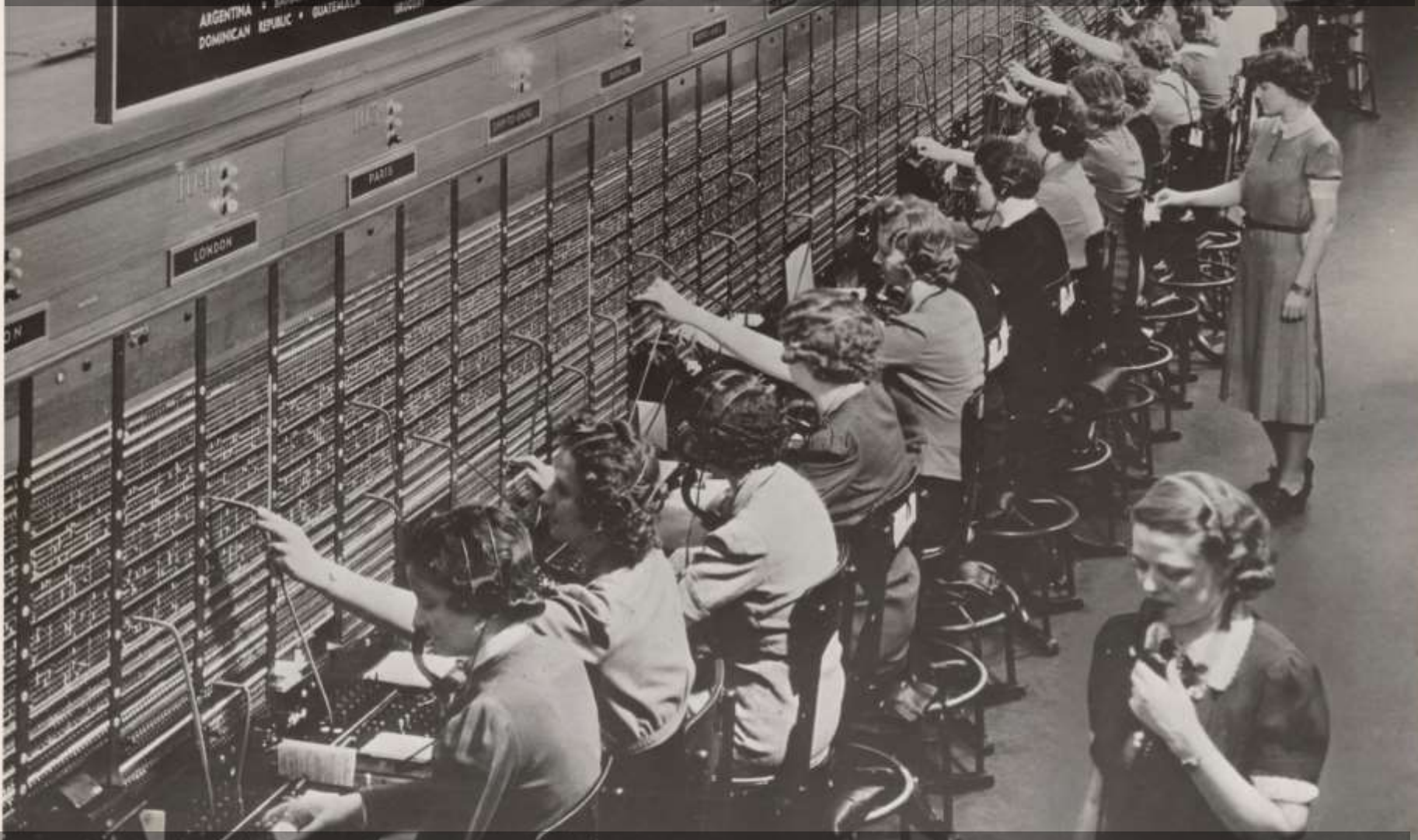
Canva

Next steps

WHY???

<https://youtu.be/jottDMuLesU>

Social media and you? How do you use it?



Discover, disseminate, curate, collaborate...

 Remember me · [Forgot password?](#)

New to Twitter? [Sign up](#)

What can you do with a Twitter account?

Tweet a link: [@LSEImpactBlog's subject lists of academics are v useful: http://blogs.lse.ac.uk/impactofsocialsciences/2011/09/02/academic-tweeters-your-suggestions-](http://blogs.lse.ac.uk/impactofsocialsciences/2011/09/02/academic-tweeters-your-suggestions-)

Retweet: *This is a great guide. Lots of good advice. RT [@mlemanchester](#) Student guide to social media: http://go.shr.lc/1xwWpcj via [@mlemanchester](#)*

Hashtags: *#nhs, #nhslibraries #chartership, #uklibchat, #hlg2016, #lilac17 #railfail, #scd*

Reply: *Thnx [@LisaJeskins](#) for the link*

Direct Message (no-one else can read): *[@bethanar](#) Here's my email address*

Mentions: *Thanks for the great link [@UAL_Libraries](#)*



Twitter tools

There are tools that can help you to organise multiple accounts and schedule tweets.

Hootsuite – web-based
<http://hootsuite.com/>

Tweetdeck – desktop download or web-based
<http://www.tweetdeck.com/>



Instagram

LOG IN

Capture and Share the World's Moments

Instagram is a free and simple way to share your life and keep up with other people.

Take a picture or video, then customize it with filters and creative tools. Post it on Instagram and share instantly on Facebook, Twitter, Tumblr and more—or send it directly as a private message. Find people to follow based on things you're into, and be part of an inspirational community.

Download on the
 **App Store**

GET IT ON
 **Google play**

"There's no place
like home."
The Wizard of Oz

Library 24/7



dulib
dulib
du_lib



du_lib

FOLLOWING

37 likes

3w

[du_lib](#) Congratulations to all the students finishing their exams today! Here's one last inspirational #film #quote for you, courtesy of #TheWizardOfOz. #Inspiration #Exams #TheresNoPlaceLikeHome

[katharine_davidsonbrown](#) Disappointed at the lack of Bill and Ted quotes :(

[ghefler](#) You're not in Kansas anymore...



Add a comment...



Strengths and weaknesses of social media



What makes a good Twitter account?

Follow people back (depending on numbers of followers)

Be credible, authoritative and useful to your audience

Post varied and interesting content (links, images, videos)

Share tweets and your (relevant) opinions about them

Respond to queries and discussion

Show your personality (good and judicious use of humour etc.)

Be professional and respectful of others

What do customers want? They want to be: listened to; understood; feel important; treated like an individual, dealt with flexibly and with enthusiasm.



Flickr CC: <http://flic.kr/p/5Cu8K4> by Crosa.

Customer service facts

68% of customer defection takes place because customers feel poorly treated.

It takes 12 positive service incidents to make up for 1 negative incident.

For every customer who bothers to complain, 26 other customers remain silent.

A dissatisfied customer will tell 9-15 people about it.

Happy customers who have their problems resolved will tell 4-6 people about their positive experience

Why do you think customers use social media?



Audience

- Who are we talking to?
- Who are they? What do they do?
- What are their expectations?
- What do you want them to know about the library?





SEARCH

Search 1,000,000 images...



LAYOUTS

Canva layouts



ELEMENTS



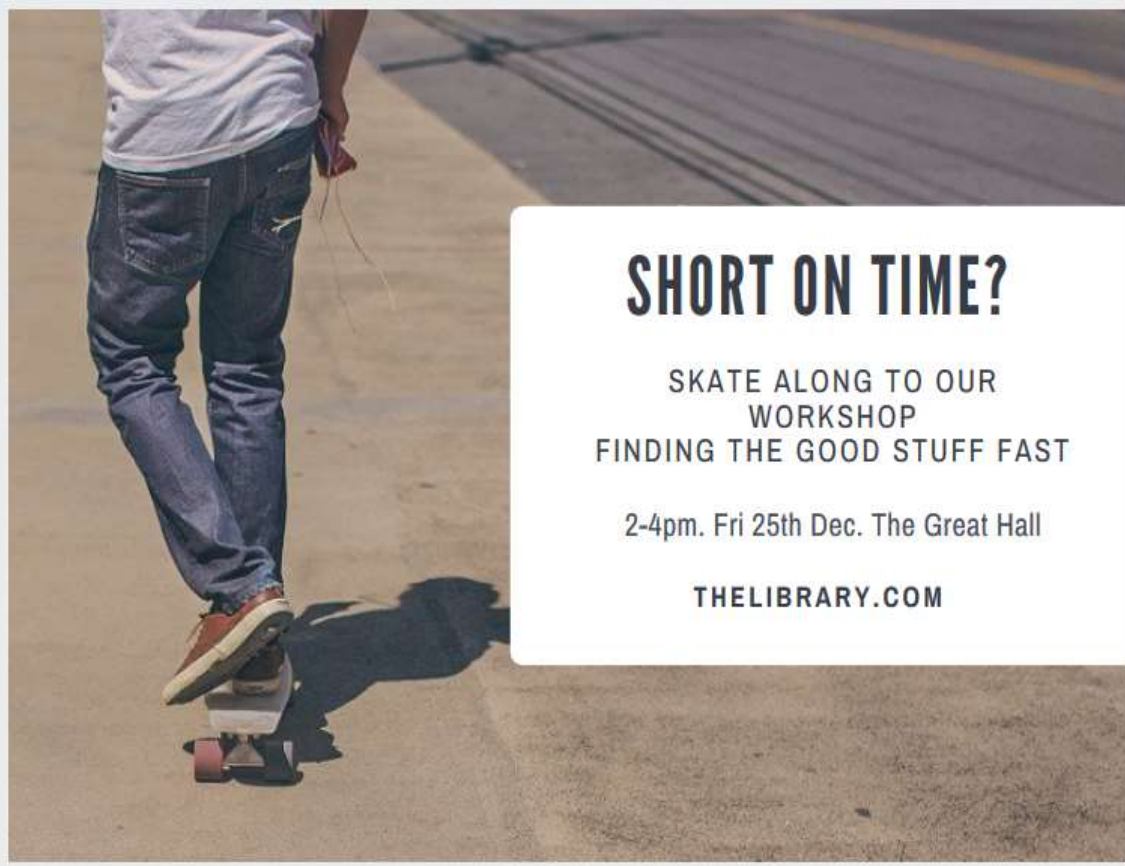
TEXT



BKGROUND



UPLOADS



SHORT ON TIME?

SKATE ALONG TO OUR
WORKSHOP
FINDING THE GOOD STUFF FAST

2-4pm. Fri 25th Dec. The Great Hall

THELIBRARY.COM

+ Add a new page



What will your next steps be?

Any questions?



<http://www.lisajeskinstraining.com/>
lisa@lisajeskinstraining.com
[@LisaJeskins](#)

Flickr CC: <https://flic.kr/p/6cuKAg> by Aih