

ACU Library Social Media Plan

The Arizona Christian University Library (“ACU Library”) Social Media Plan reflects the vision and mission of the ACU Library:

VISION: The Arizona Christian University Library creates well-informed, independent researchers who transform culture with God’s truth wherever it may be found.

MISSION: The Arizona Christian University Library facilitates the discovery and skilled use of information in the university community’s pursuit of a biblically integrated, liberal arts education.

Guided by these statements, this plan describes an ongoing marketing effort focused on the ACU Library Instagram account. This product has four purposes:

1. To advertise library resources, services, and spaces;
2. To make library-related announcements;
3. To build rapport with patrons; and
4. To minister to patrons.

Assigned library staff will post to the ACU Library Instagram account two or three times per week. Content will also be posted to the ACU Library Facebook Page via Instagram. The following table lists examples of content:

Purpose	Content
To advertise library resources, services, and spaces	<ul style="list-style-type: none"> • New items • Items of interest (“library finds,” archival materials) • Book displays • Textbooks available through the library • Databases and their features • Research tips and help • Citation tips and help • Reader’s advisory (staff picks and reviews, resource recommendations) • Study areas in the library (including their signage and rules) • Group study rooms • Outdoor areas around the library • Interesting or pleasant features of the library building
To make library-related announcements	<ul style="list-style-type: none"> • Hours of operation • News • Events
To build rapport with patrons	<ul style="list-style-type: none"> • Library staff bios, including student workers • Library humor (such as library memes) • Questions posed to patrons

To minister to patrons	<ul style="list-style-type: none"> • Resources and tips promoting Bible literacy, reading, and study • Biblical counsel and encouragement • Guidance in spiritual formation and the Christian life • Biblical basis for library policies, procedures, and operations
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To continue building rapport with patrons, the ACU Library Instagram account must follow several principles. First, the tone of posts should be professional and good-natured, showing a sense of humor when appropriate. Second, posts should anticipate patrons’ expectations, needs, and interests. Posts should be high-quality, free of typographical errors, consistent, timely, and patron-oriented. In other words, posts should show that we love our patrons. Third, assigned library staff should respond promptly to comments and questions coming through the ACU Library Instagram account (and the ACU Library Facebook Page). Social media serve as another way for patrons to contact and interact with us. The ACU Library’s response may range from “liking” a comment or a post by a “follower” to carefully crafting a statement addressing a concern. The latter may require input from the Head Librarian. Finally, the ACU Library Instagram account should “follow” its “followers” (especially ACU students), other ACU departments, and other libraries. Posts by other libraries can be sources of inspiration for future posts.

Assigned library staff must use an established list of subject-based hashtags, defined in the table below. These hashtags should reflect examples of content noted above. Hashtags should help people find similar posts; hashtags are a way to organize information. Hashtags should also draw users toward the ACU Library Instagram account; thus, library staff almost always apply hashtags commonly used by ACU, namely **#firestormfamily** and **#arizonachristianuniversity**. Ephemeral posts do not need hashtags. Finally, hashtags should not confuse the ACU Library with other institutions (such as Abilene Christian University Library).

Hashtag	Content
#firestormarchives	Items from the ACU Archives or ACU/Southwestern College history
#firestormreads	Featured reading material (books, eBooks, articles, etc.); book displays
#firestormresearches	Research help, strategies, and resources (e.g., databases and websites); citation help and resources
#firestormstudies	Featured study areas; study tips
#randisreadsacu	Randi’s Reads series (books, eBooks, etc. reviewed by Randi)
#robsreadsacu	Rob’s Reads series (books, eBooks, etc. reviewed by Rob)
#transformingculturewithtruth	Anything well in line with ACU’s mission, vision, or Core Commitments

The primary target market for the ACU Library Instagram account is undergraduate students at ACU. This market represents the majority of our patrons. Most undergraduate students at ACU are ages 18 to 24, a typical age range of Instagram users. These students are a diverse population from across the country (and even the world), mostly athletes, with about 60% living on campus and 40% commuting. The most popular majors are business, biology, education (early, elementary, and secondary), political science, psychology, behavioral health, and communication. Other majors include music, Biblical and theological studies, interdisciplinary studies (replacing Christian ministries), and family studies; and ACU is adding more majors in fields related to the current majors offered. Nearly all students go through a spiritual formation program; and students who come as freshmen earn a Biblical studies minor. Posts should consider these facts to further maintain consistency and to make the ACU Library Instagram account especially relevant for the community that we serve.