



#umlibraryscavengerhunt

Student Outreach via Social Media during Fall 2017



Background



Examples & Inspiration

- #selfiesinthestacks
 - Social media scavenger hunt to encourage a first year class to explore the library as a way to alleviate library anxiety (Wallis, 2014).



Library Scavenger Hunts: The Good, the Bad, and the Ugly

- Rugan & Nero (2013): Library Scavenger Hunts have a bad rap in some areas if they are poorly constructed, often by well-meaning course instructors
- Avoid tasks that don't represent real information needs or use research skills
 - E.g.: "Go anywhere deep inside the 3rd floor (South) wing of the library and take a deep breath. Describe the smell in one word." (Rugan & Nero, 2013, p. 8)
 - Location-based tasks should be about locating resources or library staff
 - E.g.: "Older bound journals are on the 3rd floor (South) of the library. What color was the binding of The Journal of Personality between 1973-2006?" (Rugan & Nero, 2013, p. 8)
 - While this task gets students to find the journal, the end goal (the color of the binding) is not a realistic information need

Planning



Goals for our project:

1. Familiarize new undergraduate students with UML locations, collections, and services
 - a. Reduce library anxiety among new undergraduate students
2. Create positive first impressions of UML system and staff
3. Increase social media engagement and follower count
4. Provide a gauge against which to measure future social media engagement projects

The Tasks

How To Enter

All you have to do is use Instagram, Twitter or Facebook to share a pic of:

- a great study spot in a library
- a selfie in any library
- a selfie with a library staff member
- the [MeeScan](#) self-checkout scanner
- a selfie or screenshot while using the [Ask Us library chat service](#)
- a book on Course Reserve
- a book about success in university

Include the hashtag [#umlibraryscavengerhunt](#) and tag any UM Library (see links to library social accounts below!)

- Created a landing page with full contest details: bit.ly/umlibraryscavengerhunt
- Includes FAQs, and help videos on how to find books and read call numbers

The Prizes

- The account with the most entries would automatically win a **\$25 Starbucks card**
- All other entries would be included in a draw for a **\$50 Starbucks card**



Promotion



In the Libraries

- Social media graphic
- LCD screens
- Posters



Join the
**UM Library
Scavenger
Hunt!**

September 11-15, 2017

Enter to win Starbucks cards
worth **\$25** or **\$50!**

#umlibraryscavengerhunt
bit.ly/umlibraryscavengerhunt

The poster features a background of a library bookshelf with books. The text is overlaid in white and yellow on a green background.

UM-wide promotion

- Story in UM Today
- Reposts of social media content
- Mini flyers at Orientation



UM Library Student Scavenger Hunt

Explore our libraries for a chance to win!

SEPTEMBER 5, 2017 — How well do you know the University of Manitoba Libraries?

Have you used the "Ask Us" library chat service or found a book on Course Reserve? Whether you're a new or returning student this fall, join us in exploring our libraries by entering the UM Library Scavenger Hunt.

Visit a library you haven't seen before, and pick up a few useful skills along the way — join the hunt, which runs from **September 11-15**.

>> **Everyone who enters will have the chance to win a Starbucks card.** The account with the most entries will automatically win a **\$25 Starbucks card**, while all other entries will be included in a draw for a **\$50 Starbucks card!**

Contest Management

During the week

- Monitored Facebook, Twitter, and Instagram accounts for activity
 - Used the RePost app to share our favorite submissions each day
- Most submissions came in during the afternoons and evenings
- Lots of submissions towards the end of the week
- Realized that rules needed to be more easily accessible

To enter the draw for a Starbucks card:

1. Share a photo of:

- **A great study spot in a library**
- **A selfie in any library**
- **A selfie with a library staff member**
- **The MeeScan self-checkout scanner**
- **A selfie or screenshot while using the Ask Us library chat service**
- **A book on Course Reserve**
- **A book about success in university**

2. hashtag #umlibraryscavengerhunt

3. Tag a library - @dafoe_library on



Analyzing Results



Qualitative findings

- Comments posted with the images were informative
 - Learning about library services
 - Making contact with staff
 - Overcoming library anxiety?



ukraitar

Following



dafoe_library, mack_takes_pictures, beccas.life.photos and naomi_andres_ like this

ukraitar Didn't even know what this was before today...
#umlibraryscavengerhunt @dafoe_library



I totally garnered the courage to ask for a selfie and she said "YASSS"

#umlibraryscavengerhunt

@dafoe_library

Finally became courageous enough to ask for a selfie with a librarian... #umlibraryscavengerhunt @dafoe_library



Quantitative stats

Submissions

- 110 submissions which met our criteria
 - All from 5 students
 - Over 2680 likes and 21 comments
 - All on Instagram



Quantitative stats

Instagram account

- Gained 19 new followers
- 90 likes and 7 comments

Other accounts saw little activity

What we learned



Ideas for Fall 2018

- Make **contest rules** clear and easy to find
- Consider **changes to prize options**
 - Possibly remove prize for account with most entries, replace with a grand prize draw that includes only contestants who complete all tasks
- **Timing** - consider making it later in September, or last longer
- Reach out to other groups on campus (e.g. student groups) to **collaborate in planning and promotion**
 - Suggested by Ellis & Peña (2015); Mickey (2011) suggests having a well-known person submit the first entry
- Take photos to **feature contest winners**
- Engagement tends to increase over time (McKee, 2017)



Additional Reading

- Ellis, L. A. ., & Peña, A. (2015). Crowdsourcing as an Approach to Customer Relationship Building in Academic Libraries. *College & Undergraduate Libraries*, 22(3/4), 273–295. <https://doi.org/10.1080/10691316.2015.1076364>
- McKee, A., amckee@cumberland.ed. (2017). Selfies, Scavenger Hunts, and Scrawls: How the Vise Library Used Social Media to Increase Usage. (cover story). *Computers in Libraries*, 37(9), 4–9.
- Mickey, B. (2011). Defining and Engaging Your Social Media Audience. *Audience Development*, 26(3), 18–21. Retrieved from <http://proxy.cityu.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=85626902&site=ehost-live&scope=site>
- Rugan, E. G., & Nero, M. D. (2013). Library Scavenger Hunts: The Good, the Bad, and the Ugly. *Southeastern Librarian*, 61(3), 7–10. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=lxh&AN=97573615&site=ehost-live>
- Wallis, L. (2014). #selfiesinthestacks: Sharing the Library with Instagram. *Internet Reference Services Quarterly*, 19(3–4), 181–206. <https://doi.org/10.1080/10875301.2014.983287>