Finding Your Social Media Voice

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Introductions: Who Are We?

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Disclaimer

This is not an introduction to social media.

(If that’s what you’re looking for, please see/tweet us later.)
Where might you start? Where might you go?

New Accounts vs. Old Accounts
Policy Status
Social Media Environment
Number of contributors

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AN - Something funny is happening today. Check out our blog to see what we’re talking about! ow.ly/L5hip

Good morning, NOVA! Get your coffee and come to the library to start the week off right. #mondaymotivation

stopped by #ANCampus Library to create a book display on issues facing undocumented immigrants.
Developing your voice

What does your voice say about you?

What do you want it to say?
The Quince Orchard and the White Oak branches will close for refresh on Saturday, April 15, at 6 pm; they will be open that last day from 10 am to 6 pm. Both branches will be closed for approximately six months so the facilities can be refreshed.

“Physical construction for the refresh projects at Quince Orchard and White Oak will begin in May, but we are closing two weeks ahead of the construction start date to complete the internal reorganization of collections and shelving, and the packing up of materials, service desks, and other spaces,” noted Library Director Parker Hamilton. “We look forward to welcoming Quince Orchard and White Oak customers back to their branches in the fall of 2017, and hope they will visit nearby branches and our 24/7 website while their facilities are undergoing the refresh process.”

Read the full press release: ow.ly/CTVN309Z08b
How many contributors do you have?
Sustainability of your voice
Social Media Environment

Politics: Local, National, or Internal

Activity Level of your Users: Engagement vs. Lurking

Who are you talking to?

Current trends, memes, and hashtags
Using Personal Accounts
Contacts

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