

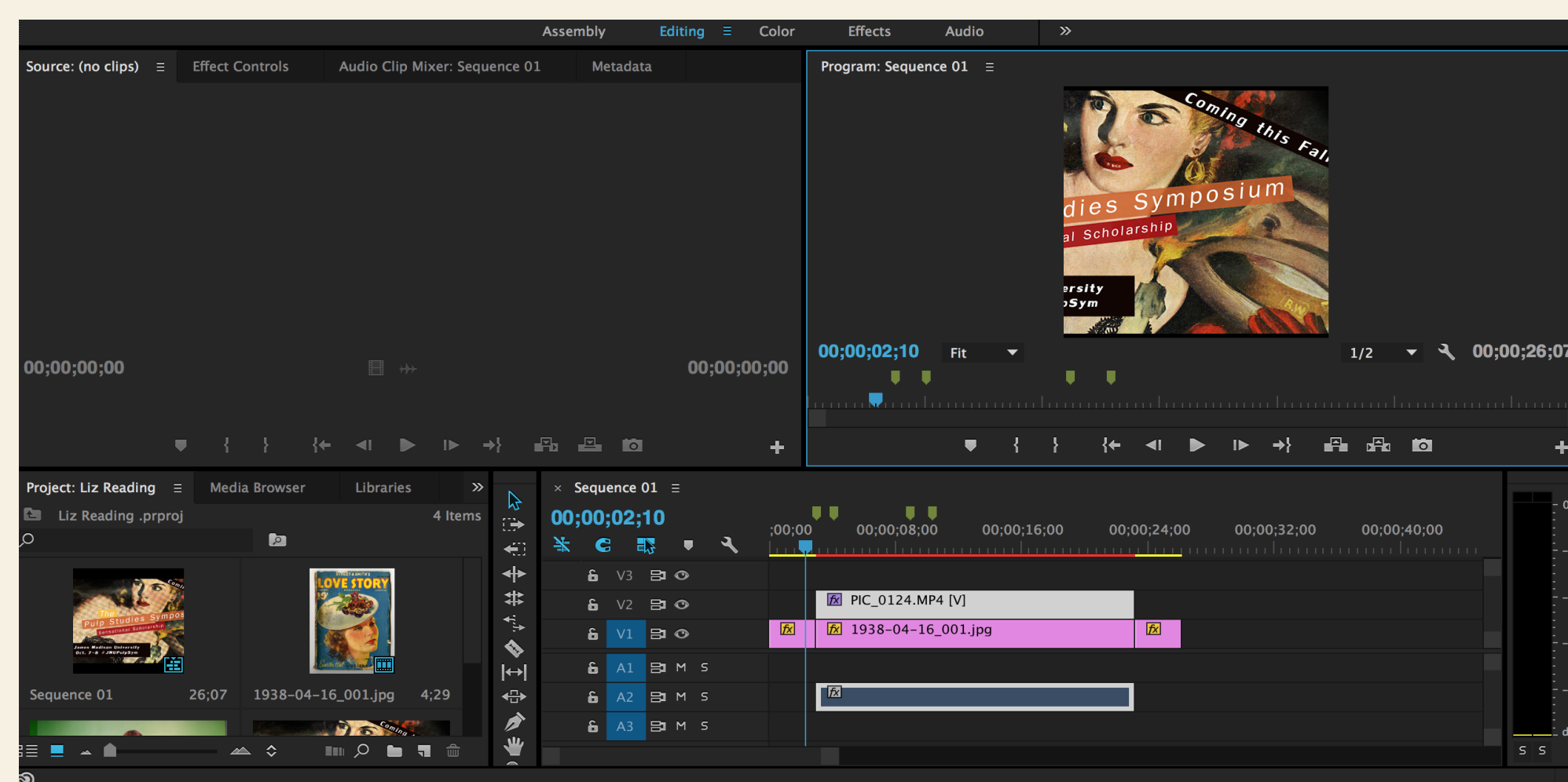
# Evaluating the Outcomes of Social Media Marketing Alongside Traditional Promotional Techniques in Library Outreach

By: Liana Bayne, English M.A. '17, and Caroline Hamby, Clinical Mental Health Counseling M.A. and Ed.S, '18

## Surfacing the Pulps

>> James Madison University's First Annual Pulp Studies Symposium brought an interdisciplinary range of scholars together. In planning the Symposium, our marketing and engagement approach needed to be equally as interdisciplinary. Social, digital, and physical modalities came together to highlight JMU Special Collections' extensive holdings of archival pulp magazines. Hashtags, archival ephemera, and everything in between melded in this multi-part exhibit.

>> Since one of the least known and studied genre of pulps are the romance pulps, **Love Story Magazine** was the focus of our social media outreach project. Its florid narratives led organically to the idea of dramatic performance. Members of the JMU community worked with Special Collections and **Madison Academic Library Associates (MALA) graduate assistants** to create a rich collection of dramatic readings from the magazine. These videos served as the first content on Special Collections' new Instagram account. They helped to both market the conference on multiple social media platforms in an eye-catching and original way, and to surface the content of the magazine to those unfamiliar with it.



An example of the view of video editing in Adobe Premier. MALA students logged many hours editing during summer 2016.



The conference WordPress site featured a hashtag tracker monitoring and aggregating uses of #JMUPulpSym. Videos created by MALA students meshed with content from conference attendees.

## Multimodal Methodology

### >> Video Creation

Forty JMU students, faculty and staff were featured in recorded readings. MALA students edited the raw video footage into Instagram-ready packages. Sharing the videos and other content on social media helped JMU Libraries engage with those inside and outside our immediate community.

### >> Exhibit Curation

MALA students researched, designed, and installed two physical exhibits in Carrier and Rose Libraries. Each exhibit contained materials from JMU's collections of pulp magazines. Carrier's exhibit also included various ephemera and related texts from the library's collection.



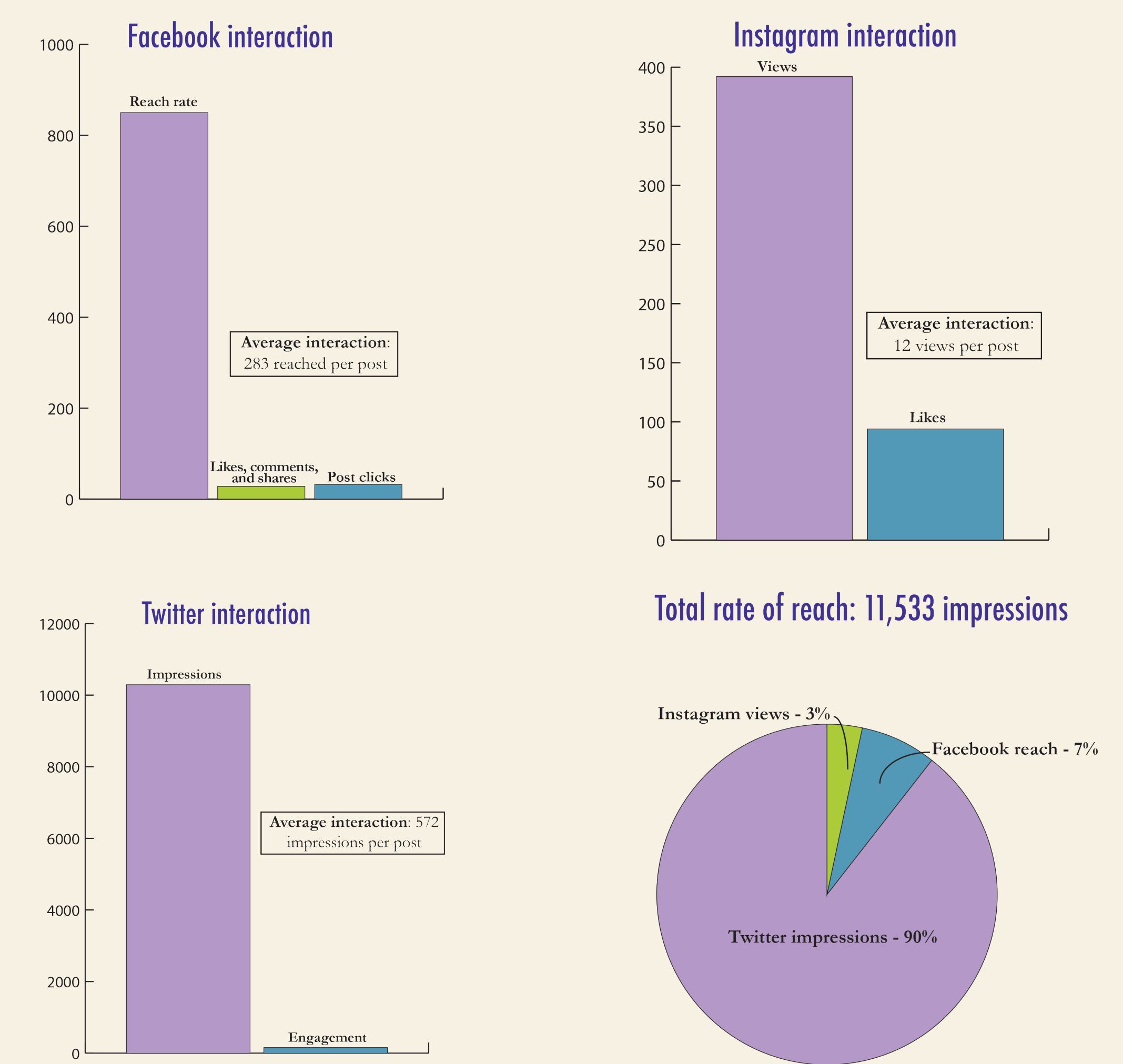
MALA students created a physical exhibit on display in both Carrier and Rose Libraries. Cross-platform work enhanced the quality and knowledge of both physical and digital content.

### >> Hashtag Use

#JMUPulpSym was the official hashtag for the conference and was used across social media platforms, including Twitter, Instagram, and Facebook. Instances of use were aggregated in a page on the conference's Wordpress website, showing community engagement.

## Social Results

Social media content was shared to both the JMU Special Collections and JMU Libraries' official Instagram, Twitter, and Facebook handles. Below, we aggregate results of those shares, and posit some initial conclusions.



### >> Most Popular Posts On Each Platform



>> With 10,291 total impressions, **Twitter** represented, by far, the largest share of our outreach. Facebook came in second, and Instagram, our initial target platform, came in third. While video content was hosted on Instagram, the cross-posting of a select few to Twitter alongside photographs and information about the conference increased our reach substantially. Videos saw more engagement than photographs or text posts across all platforms.

>> Each platform had a relatively low amount of active engagement (clicks, likes, and shares) as compared to passive engagement (impressions, reach, and views).

>> Connecting to the larger, more influential (in terms of presence and followers) **JMU Libraries'** accounts was the decision that had the largest positive impact on our reach.



The Madison Academic Library Associates (MALA) program, sponsored by Libraries & Educational Technologies (LET), is a two-year graduate assistantship open to students from all graduate programs at James Madison University. The MALA program is a practice- and project-based complement to a student's academic coursework. The program provides each student with applied, practical experience with primary resources, makerspaces, physical and online exhibits, emerging technologies, content development, and forward-thinking digital scholarship. It provides an opportunity to learn best practices working in the robust, cross-disciplinary collaborations with technologists, makers, media specialists, archivists, librarians, and academic departments. Liana Bayne and Caroline Hamby are the members of the first inaugural MALA cohort.