

Twittering in the Robinson Library

What did/do you do?

The Robinson Library uses [Twitter](#).

Who is involved?

Stuart Bradley is the Robinson Library's Marketing and Communications Project Officer. He uses Twitter as [robinsomnia](#) (the name makes sense when you read about it). As do other members of staff in the Library, including the [Arts and Humanities Liaison Team and others](#).

How do you do it?

- To let students ask and quick questions and receive quick answers. Not necessarily instant, but faster than other means of communication.
- To publicise changes to opening hours. Tweets include the informative "24hr opening for the exam period starts at the Robinson Library from Monday 10th January. Details can be found here: <http://bit.ly/e9QAtd>", and the more ad hoc (but still informative) "We're open until 9pm tonight, but please don't get too disheartened at the sight of library staff dismantling the Christmas Tree".
- To publicise policies and how they work, for example "Just done our first 'keep it clean and quiet' sweep on L3. Very busy, but very quiet - thanks everyone, keep it up! <http://bit.ly/fM5gmV>"

Why do you do it?

A number of reasons, including:

- the Library's Twitter users were using it in a professional-related manner anyway, so the content of their Library Twitter feeds seemed a natural extension rather than a forced chore.
- to demonstrate the different things the Library does and increase the visibility of the Library's services, particularly the work of its liaison staff and other things less tangible than books on shelves. Having different Twitter pages can help students match feeds to their interests, rather than following (or ignoring) The Official And Possibly Quite Intimidating Robinson Library Twitter Account.

Does it work?

As an example of broadcast, Stuart said that the Library has some 800 followers across its different Twitter pages. Yes, this includes repeats and not all followers will be current students, but apparently it's well over double Liverpool University's Twitter followers.

As an example of interaction, Stuart also said a request for books made on Twitter and passed to Arts Liaison was dealt with within 2 days: also an example of efficient communication and action.

Teaching and Learning Case Study

HaSS 'communicating with students' project, 2010/11

Robinson Library

Coherent Curriculum theme:

- Student Engagement