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8-2013

### Using Social Media to Build an Engaged Community

Gulcin Cribb

*Singapore Management University*, [cribb.gulcin@gmail.com](mailto:cribb.gulcin@gmail.com)

Yuyun W. Ishak

*Singapore Management University*, [ywirawatii@smu.edu.sg](mailto:ywirawatii@smu.edu.sg)

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# Using social media to build an engaged community

**Gulcin Cribb, University Librarian**

**Yuyun W. Ishak, Research Librarian, Business**

## engage

Pronunciation: /ɪnˈɡeɪdʒ, ɛn-/

Translate **engage** | [into French](#) | [into German](#) | [into Italian](#) | [into Spanish](#)

### Definition of **engage**

*verb*

**1** [*with object*] occupy or attract (someone's interest or attention):

*he ploughed on, trying to outline his plans and engage Sutton's attention*

*I told him I was **otherwise engaged***

- (**engage someone in**) involve someone in (a conversation or discussion):

*they attempted to engage Anthony in conversation*

**2** [*no object*] (**engage in** or **be engaged in**) participate or become involved in:

*organizations engage in a variety of activities*

*some are actively engaged in crime*

- (**engage with**) establish a meaningful contact or connection with:

*the teams needed to engage with local communities*

# Why Engage?

- Enhance awareness



**Li Ka Shing Library@SMU**

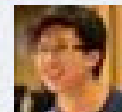
April 10, 2012

A parent called library today, asking, "Is it true that library opens for 24 hour?". Folks, remember to update your parents 😬

Like · Comment · Share

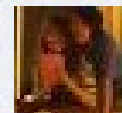
👍 100 💬 4 📄 26

👍 Alyssa Chua, Tan Bing Sheng, Lara Dall'Armellina and 97 others like this.



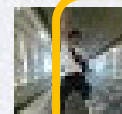
**Lim Quan Heng** "No Dad, I wasn't Clubbing!"  
"See! I TOLD YOU SO."

April 10, 2012 at 8:47pm · Unlike · 👍 3



**Joshua Koh** What a badly planned lie

April 10, 2012 at 9:06pm · Like



**Har Gau Siang** is it open 24 hours ?

April 10, 2012 at 9:50pm · Like



**Lim Quan Heng** Well it is... I wonder if anybody really tried that trick

April 11, 2012 at 12:20pm · Like

# Why Engage?

- Enhance public relations



Li Ka Shing Library@SMU  
November 21, 2012

awwww... so sweet, a thank you cupcake from students ❤️ (or is it a bribe to let smuggers set up tent & campsite? 😊)

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Chelsea Ho, Shu Yi Tan, Robert Sim and 137 others like this.  
1 share

Anson Ho Gary Liang Jun Hao recipients of your wonderful event!!  
November 21, 2012 at 5:35pm · Unlike · 5

Vishal Jain If that's for the library, who gets to eat it?  
November 21, 2012 at 7:14pm · Like · 1

Li Ka Shing Library@SMU good point, Vishal. Well, we eliminate those who are lactose intolerant, got no sweet tooth, or on diet. Still, a few more cupcakes wont hurt 😊  
November 21, 2012 at 7:54pm · Like · 3

Majella Tay Om Nom  
November 22, 2012 at 1:03pm via mobile · Unlike · 2

Write a comment...

# Why Engage?

- Enhance customer service



**Wei Yuan Chua**  
Saw this while on exchange. This equipment looks expensive, but I urge the library to at least consider it. It could save many many more trees – and I think it's faster than photocopying!



Like · Comment · Share · November 5, 2012 at 3:51pm

72 people like this.

1 share

View 21 more comments

**Terentius Fong** if no budget...  
<http://arstechnica.com/gadgets/2013/02/diy-book-scanning-is-easier-than-you-think/>  
March 13 at 9:19pm · Like · 1

# Why Engage?



**Qin Hao**

Hi, library, recently the thomson one has some problems:

- 1) i always cannot log in because all IDs are being used? can you verify that no one is using it for 247?
- 2) is thomson not compatible with IE10? my internet browser cannot work...

Like · Comment · February 2 at 9:46pm near Singapore



Tilottoma Sequeira likes this.



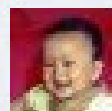
**Li Ka Shing Library@SMU** aww, Qin Hao, those are tough questions because the database is a real pain... Currently we subscribe for 5 concurrent users - so yes, getting into T1.com is a huge challenge during term time. We managed to login just now, hence 9am is a good time. As for IE10, we're checking with T1.com - ehm... but the likelihood is that they may not have heard about IE10 yet...

February 4 at 8:28am · Like



**Li Ka Shing Library@SMU** Confirmed, T1.com is not fully compatible with IE10 yet.

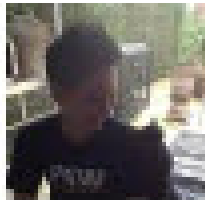
February 4 at 8:56am · Like



**Qin Hao** K thx so much!

February 4 at 12:09pm via mobile · Like

# Why Engage?

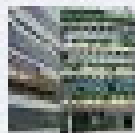


## Julius Lim

Will the library be playing any Christmas songs soon instead of Closing Time? Closing time is depressing.

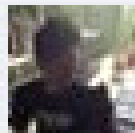
Like · Comment · October 30, 2012 at 8:42pm via mobile

 9 people like this.



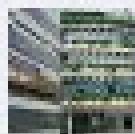
**Li Ka Shing Library@SMU** Julius, Library plays the depressing Closing Time because it does what it should - chasing people out 😊  
But fret not, we are thinking of auditioning SMU students for a new closing song.

October 31, 2012 at 9:09am · Like ·  3



**Julius Lim** Awesome! And by the way, i would like to thank the research librarian (Yuyun) for the help in my projects!

October 31, 2012 at 9:22am · Unlike ·  4



Write a comment...



# Why Engage?

- Protect reputation



**Li Ka Shing Library@SMU**

March 4

Dear smuggers,  
The collaborative area and quiet area at L2 will be closed between 5-6pm as there will be a battle between Pest Control and Lord of the Flies. Please stay clear of the battleground.

Like · Comment · Share

222 13

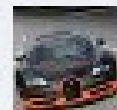


Janice Tay, Eileen Corwalch, Aaron Ng and 219 others like this.



**Zhi Tao** Biggest flies i've ever seen in my life.

March 4 at 10:10am · Like · 8



**John-Kim Vuong** Thanks Lib. If possible, please also alert the fighters to kill the cockroaches that infest SOB's level 3 coffee machine before any regrettable casualty occurs. 😊

March 4 at 10:15am · Like · 2

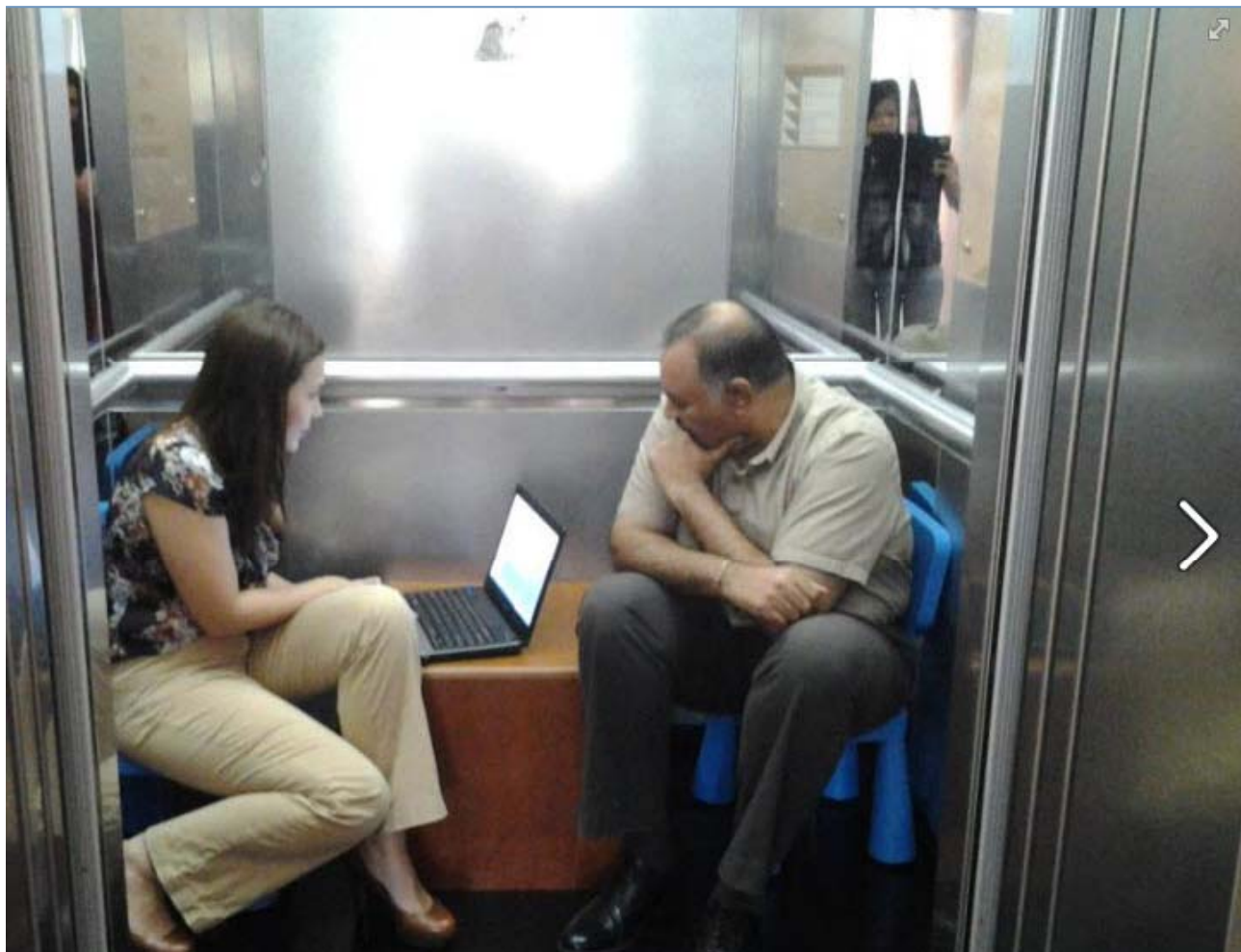


**Li Ka Shing Library@SMU** JK, we forwarded your cockroaches report to LKCSB peeps. Can't imagine what the coffee is like - 'roach roast coffee?!?

March 4 at 10:18am · Like · 29

# Why Engage?

- Build community



Li Ka Shing Library@SMU

April 1

Dear followers,

As you can see, the catbrarians are extremely busy today. We are in the midst of solving the issues that you all highlighted:

Extra Study Space – CHECK!

Extra Project Rooms – CHECK!

De-stressing Corner – CHECK!

... See More — with Charlotte Gill and Rajendra Munoo.

Tag Photo

Add Location

Edit

Like · Comment · Share · Edit

Teng Yi Tong, Christine Chuah, Kevyna Pang and 402 others like this.

84 shares



**Samantha Choo** the SMU library is the coolest!!!!!!!

Like · Reply · 12 · April 1 at 12:03pm



**Li Ka Shing Library@SMU** Oh, shut the meow up... the sand will be here soon 😞

Like · Reply · 10 · April 1 at 11:22am



**Li Ka Shing Library@SMU** tsk..tsk..tsk... you call this fun????!!? This is cat-power at work, kiddo 😊

Like · Reply · 8 · April 1 at 11:30am

# Why Engage?



**V. Kumar Sharma**

16 hours ago via mobile

On Li Ka Shing Library@SMU's profile · Remove

About time something was done about the lack of space in the library — with Mark Vincent, Pradeep Nair and Law Catbrarian.

Tags: Li Ka Shing Library@SMU

Like · Comment · Share



Law Catbrarian and 53 others like this.



**Michael Maung Tint Khine** Can I ask for curtain so that...

16 hours ago via mobile · Like



**Pradeep Nair** I'm really liking the new project room in the lift.

16 hours ago via mobile · Like · 2



**Mark Vincent** Machans turning everywhere into a coffeeshop

15 hours ago · Like · 2



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# Why Engage?



## SMU Confessions

3 hours ago \*

#9506

=====

to whichever organization who put the stool and table in the library lift ..

what you call some art or a joke, i call a waste of time and real estate ! your waste of space could have fit 2 extra persons in the lift and saved some time !

=====

#9506

Confess at: <http://confessing.in/smusg/confess>

# Why Engage?

Like · Comment · Share

 AT Low, Yip Yang and Unbelievaboy Desmond like this.



**Tan Ruiwen** i have an idea. why not run up the stairs. you sound like you need it.

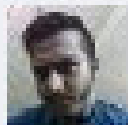
...and chillout. its the library's way of celebrating april fool's. at least our librarians are cool enough to have some fun once in awhile. you on the other hand sound like you need a beer.

Like · Reply ·  35 · 2 hours ago



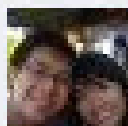
**Nicholas Yon** Sam Matthias Yong

Like · Reply · 2 hours ago



**Jared Dass** Or you could just use the stairs instead of complaining

Like · Reply ·  4 · about an hour ago



**Tan Wei Hao** i was waiting exactly for someone with no sense of humour to post this, and voila! here it is!

Like · Reply · 4 minutes ago

Henry & Harte's Social Equivalent Advertising Value: 4 categories

- **Post impression**

Views of brand posts in a social medium.

- **Page impression**

Views of a brand owner's social platform.

- **Personal action**

Consumption of brand content through an action such as a click on a photo or video or a link.

- **Public action**

Sharing brand content socially, such as liking or commenting on content or proactively recommending content to others.





# How to Engage?

## 1. What works for us may not work for you

- Experiments: keep things that are working, let go those that are not (this includes the social media platforms).

- It is **YOUR** community.

“A squirrel dying in front of your house may be more relevant to your interests right now than people dying in Africa. “ – Mark Zuckerberg



# How to Engage?

## 1. What works for us may not work for you

### ➤ Frameworks

Use various communication channels appropriately.

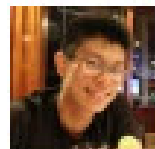


**Ivan Chang**

Its' amazing that our Library has teams monitoring social media to make uni life just so much more interesting!

Unlike · [Comment](#) · Wednesday at 3:11pm near Singapore

### ➤ Freedom of creativity



**Kang Tai Tat Clarence**

This is why, even halfway round the world, I miss SMU's library!!! :)

Unlike · [Comment](#) · October 31, 2012 at 5:17pm



# How to Engage?

2. Make sure you know the answer to this question:

**“What’s in it for me?”**

- Freebies?
- Information overload?
- Curiosity, interest, voyeurism, unexpected
- Example: [Singapore Police Force](#)

# How to Engage?

## 3. Have a **conversation** with your community

- Ask, listen, reply, tell stories, say ‘thank you’, ...
- Humanize



Like · Comment · Share · Edit

Janice Tay, Jean Lor, Seungha Kim and 560 others like this.

117 shares

**Desmond Ong** Is that Joe Kennedy? NICE!  
October 31, 2012 at 11:38am · Like · 2

**Ellora Lim** hahahahaha LOL  
October 31, 2012 at 11:40am · Like

**Abel Poon Jia Wen** The dead students in Week 11 and the evil librarian enjoying our suffering.  
October 31, 2012 at 12:56pm · Like · 18

**Karl Gan** That's Joseph Kennedy!  
October 31, 2012 at 1:13pm via mobile · Like

**Ashima Jain** Hahahaha! That IS Joe Kennedy! I'm so going to the library to just see this! 😊  
October 31, 2012 at 1:29pm · Like · 4

**Li Ka Shing Library@SMU** Abel Poon Jia Wen ... True story 😊  
October 31, 2012 at 1:36pm · Like · 9

**Shikaye Yap** ADORBZ  
October 31, 2012 at 2:14pm · Like

**Satiah LV** superb...  
October 31, 2012 at 2:19pm · Like

# Discussion Points

- You have heard about the **benefits** of engaged community. What do you think is the **cost** of creating and retaining engagement?
- What do you think you can do to “humanize” your conversation? (Does this mean that we are not humans when we communicate with emails?)