

DROPPING INTO THE LIBRARY CAFÉ: A STUDENT ENGAGEMENT INITIATIVE BY MU LIBRARY'S TEACHING & RESEARCH DEVELOPMENT TEAM

GETTING STARTED

From October to December 2020, MU Library ran a weekly virtual Library Café as a way to connect and engage with our students in a relaxed and informal way. It was a tool for further support during the COVID-19 restrictions, and a way to build our community on social media

AIMS



- Offer support to students during a challenging time in an informal, relaxed, conversational, easy-to-access virtual space
- Promote resources and give advice around academic support and student wellbeing
- Increase student engagement with the Library's social media channels

APPROACH



- Develop a strategy to include scheduling, branding, promotion & content
- Deliver weekly via MS Team & Instagram Live by two TRD members
- Upload to all MU Library's social media platforms and our new Working Remotely Guide
- Promote in classes, Library Guides & student consultations

CONTENT



- Choose thematic focus eg Searching Skills, Successful Essay Writing, Staying Motivated Studying Remotely
- Share and demonstrate practical exercises
- Collaborate with University Partners; Students Union & Maynooth University Access Programme

ENGAGING USERS

STUDENT FEEDBACK



- Gather student feedback by utilising social media tools such as IG Stories, IG Question Boxes, IG Polls, the Library's YouTube Channel and our Working Remotely Guide.
- Post a question on IG each Monday related to our theme of the week to tailor our Café to meet the needs of our students

LIVE

LIVE ENGAGEMENT

- Use regular live updates and engagement to ensure that our online presence was consistent and coherent.
- Run live feeds to allow students to get to know the Teaching team and the supports and online resources we offer

MEASURING OUTCOMES

- Increased student followers & reach
- Enhanced our brand recognition
- Strengthened our relationship with other support units
- Upskilled in innovative use of technology and new communication approaches
- Responded quickly to students at their point-of-need with fun, easily accessible recordings
- Circulated and shared with academic colleagues to demonstrate our supports available to students

763

NEW FOLLOWERS ON IG SINCE
THE CAFÉ STARTED

2,500
VIEWS

2,500 VIEWS
FOR ALL TEN LIBRARY CAFÉS

1,768
REACH

THE HIGHEST NUMBER OF
ACCOUNTS REACHED
DURING ONE CAFÉ

Contact

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