

# Assessment 1 – Social networking proposal

Length: 2,000 words

## TASK

Read the following scenario:

You are employed in a small regional/rural public library - Riverland Library.

The Library has the following mission statement:

*The Riverland Public Library is a strong community partner that provides services, programs, and resources to bring the community together, to encourage lifelong learning, and to facilitate creativity. The Library aims to preserve the past, enrich the present lives of the community, and position itself for the future.*

Your library already has a simple Facebook page however it is not well used, and postings are infrequent and inconsistent. The library has no other social media platforms.

Your manager is keen to further explore the use of social media to promote strong community engagement and to market services and resources. You have been tasked with putting together a proposal that will take Riverland Library's social media presence into the future.

The Library has a number of volunteers who help out at different times. Currently rosters and internal communication are managed on an office computer in the Library. This has become ineffective as the volunteers can't access the roster or vital training information from their homes.

You will present a Social Network Strategy Proposal to management that suggests how social platforms could be used to meet the following goals in the organisation:

- a) raise the profile of the library;
- b) help manage internal communication and shared access to training resources and to the rosters.

As a guide your strategy will need to include the following sections:

1. A table of contents.
2. A brief background that explains the benefits of social media use in information organisations.
3. An overview of other social platforms that are currently being used by similar libraries for external marketing and communication and a discussion of the contribution they make to the organisation. You will need to provide at least **two real examples** to support your discussion.

4. An overview of how social media can be used internally in organisations for information management, communication, training, and staff development.
5. Suggestions for the revitalisation of the Riverland Library Facebook page that outlines how and why improvements could be made.
6. A description AND a justification of two new social platforms to be trialled. One platform should focus on external clients and one on internal information needs. The description should include an analysis of the features of each tool. The justification should outline why you chose each tool and include an analysis of how each will help the organisation to meet one or more of their goals.
7. An outline of any ongoing activities that might be needed to support your initiatives into the future.
8. A brief conclusion.
9. Reference list.

Your proposal will require you to discuss and synthesise ideas and issues relating to the content of this subject, as well as analyse and evaluate existing theories and practices relating specifically to your proposed strategy.

You will need to refer to both the literature and appropriate web resources in your strategy and will be expected to include in text references within the body of the strategy, and a reference list at the end. You will need to read outside of the module content and set readings, and will be expected to conduct independent searches for appropriate material to inform your strategy.

All included material should be referenced correctly using **APA 7th style**.