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# **Social Media in der Praxis:**

**Automatisierung von Postings auf  
Google+, Facebook und Twitter  
mithilfe von Web-Tools**

# Bibliotheken im Netz

<http://www.bibcharts.eu/>

**BIBCHARTS** Bibliotheken und Informationszentren im Social Web ÜBER UNS

← Mai 2015

<input type="checkbox"/>	Name	Typ	f	↕	t	↕	g+	↕
<input type="checkbox"/>	AK Bibliothek Wien für Sozialwissenschaften	🎓	899	31	-	-	-	-
<input type="checkbox"/>	Bayerische Staatsbibliothek	🎓	5338	49	2243	39	259	-2
<input type="checkbox"/>	Bibliothek der Hochschule Augsburg	🎓	588	20	-	-	-	-
<input type="checkbox"/>	Bibliothek der Hochschule für angewandte Wissenschaften Würzburg-Schweinfurt	🎓	288	2	261	13	0	0
<input type="checkbox"/>	Bibliothek der Hochschule Hannover	🎓	-	-	924	15	-	-
<input type="checkbox"/>	Bibliothek der Medizinischen Fakultät Mannheim der Uni Heidelberg	🎓	709	23	15	0	3	0
<input type="checkbox"/>	Bibliothek der PH FHNW Solothurn	🎓	230	5	-	-	-	-
<input type="checkbox"/>	Bibliothek der Universität Konstanz - Buchbereich N	🎓	279	0	-	-	-	-
<input type="checkbox"/>	Bibliothek des Fachbereich Chemie / Uni Hamburg	🎓	52	1	260	3	-	-

Alle auswählen   Auswahl aufheben   Chart anzeigen

Screenshot: [www.bibcharts.eu](http://www.bibcharts.eu)

# Grund 1 für Automatisierung: viele Kanäle

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## Facebook

ZBW, Media Talk, GES



## Twitter

ZBW, Media Talk, GES,  
LFV Science 2.0



## Google Plus

ZBW, GES



## Youtube

ZBW, GES



## LinkedIn

GES



## Blogs

Media Talk, GES, (ZBW)



# Grund 2 für Automatisierung: Team/Einzel

## Organisationsform in der Bibliothek



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# Grund 3 für Automatisierung: Zeitfaktor

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Das Posting muss heute noch raus!

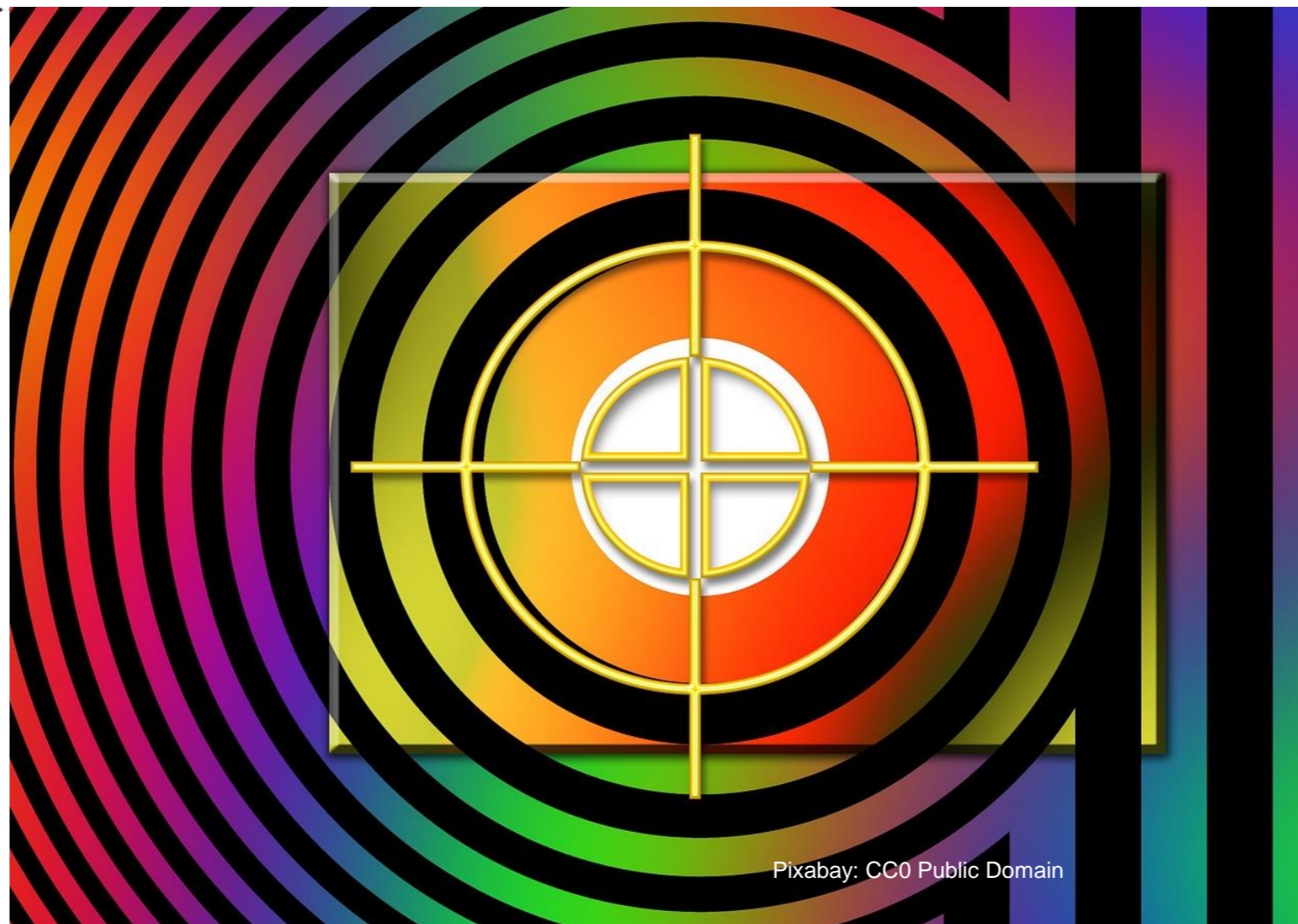
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Pixabay, CC0 Public Domain

# Grund 4 für Automatisierung: Spezielle Ziele

Aktionen, Events, Steigerung von Fanzahlen, Reichweite,  
Messung von Kennzahlen (Monitoring) ...



# Ziele



# IFTTT (Automatisierung, Organisation)

If This Then That – [www.ifttt.com](http://www.ifttt.com)

The screenshot shows the 'Trending' section of the IFTTT website. It features three columns of recipe cards. The first column is titled 'Trending' and contains three cards: 'Keep yourself informed! Get a weekly digest of big stories from the NY Times.' by maxwhite (232 users, 2 hearts), 'Send a direct message to your new follower.' by leovbranco (189 users, 7 hearts), and 'Find my phone' (no user info). The second column is titled 'Do Recipes' and contains two cards: 'Tweet Instagram video on Twitter with image & link back to IG to see the video' by ggroovin (104 users, 3 hearts) and 'Thank new Twitter followers!' by terrymassey (288 users, 7 hearts). The third column is titled 'IF Recipes' and contains three cards: 'Invite to LinkedIn any new Twitter Follower' by nicolacois (134 users, 10 hearts), 'Add a random Wikipedia article to Pocket' by kev (90 users, 2 hearts), and 'Amazon Alexa To Do List items added to Google' (no user info).

A vertical list of IFTTT recipes on the right side of the page. Each recipe card shows the 'if' trigger, the 'then' action, and some metadata. The recipes include: 'Send a direct message to your new follower.' (created less than a minute ago, never run), 'WP to FB' (created October 17, 2013, never run), 'wp in' (created October 17, 2013, last run June 19, 2014, run 24 times), 'WP to Twitter' (created October 17, 2013, last run June 19, 2014, run 23 times), 'WP to Google Plus' (created October 17, 2013, last run June 19, 2014, run 24 times), 'Archive my IFTTT recipes on Evernote.' (created July 26, 2013, never run), 'Save my iOS photos to Dropbox' (created July 26, 2013, never run), and 'Archive my IFTTT recipes on Evernote.' (created July 26, 2013, never run).

Screenshots: [www.ifttt.com](http://www.ifttt.com)



# CoSchedule – WP-Plugin

Kleines Team, Posting & Tasks – [www.coschedule.com](http://www.coschedule.com)

The screenshot displays the CoSchedule interface for editing a social media post. On the left, a calendar titled 'ZBW Editorial Schedule' shows a grid of posts for May 11th and 12th. The main area is titled 'EDIT SOCIAL MESSAGE' and shows a post from 'ZBW\_MediaTalk' scheduled for May 12, 2015, at 10:49 AM. The post content includes an event tip for 'Der ZBW-Workshop auf dem @BibTag2015 mit @dieHauteCulture' and a link to a Facebook event. Below the text is a featured image with the text 'SOCIAL MEDIA IN DER PRAXIS: AUTOMATISIERUNG VON POSTINGS AUF GOOGLE+, FACEBOOK UND TWITTER MIT HILFE VON WEB-TOOLS'. The right sidebar contains settings for 'STATUS' (Scheduled), 'SCHEDULE' (date and time), 'TASKS' (with a 'New Task' button), and 'COMMENTS' (with an 'Add Comment' button).

Screenshot: [www.coschedule.com](http://www.coschedule.com)

# Shareaholic/Jetpack – WP-Plugins

## Sharing & Statistiken

The image shows two screenshots of WordPress.org plugin pages. The left screenshot is for the 'Shareaholic' plugin, and the right is for 'Jetpack by WordPress.com'.

**Shareaholic | share buttons, related posts, social analytics & more**

The easiest, most effective way to grow your website traffic, effectively engage your audience, monetize, and gain insights for free.

Download Version 7.6.1.4

Description Installation FAQ Screenshots Other Notes Changelog Stats Support Reviews Developers

Shareaholic is an all-in-one content amplification and monetization platform, that includes related content recommendations, promoted content, social sharing, following, site monetization apps such as affiliate linking, and social analytics. This module makes it a snap for any website — big or small — to engage and grow their traffic, market their content, gain insights, and monetize their traffic, all from one powerful but easy-to-use dashboard.

**Recent Updates**

- Promoted Content
- Affiliate Linking - earn revenue from your existing product links with zero additional effort
- Post-Share Follow Buttons
- Floating Share Buttons
- Shareable Images (Pinterest "pin it" button for images)
- Bonus: EU / UK Cookie Compliance Banner App
- Localized in 15+ languages
- Related Content support for post keywords specified in the "All in One SEO Pack", "WordPress SEO by Yoast", "Add Meta Tags", etc plugins.

Requires: 3.0 or higher  
Compatible up to: 4.2.2  
Last Updated: 2015-4-28  
Active Installs: 100,000+

**Ratings**

3.5 out of 5 stars

5 stars	101
4 stars	10
3 stars	4
2 stars	11
1 stars	54

Author: Shareaholic (2 plugins)

**Jetpack by WordPress.com**

Your WordPress, Streamlined.

Download Version 3.5.3

Description Installation FAQ Screenshots Changelog Stats Support Reviews Developers

Jetpack adds powerful features previously only available to WordPress.com users including customization, traffic, mobile, content, and performance tools.

**Features include:**

- Customization.** Make your WordPress site uniquely yours with *Custom CSS*, *Carousels*, spam-free *Contact Forms*, *Sidebar Widgets*, *Infinite Scroll*, and *Tiled Galleries*.
- Mobile theme.** Instant and customizable lightweight responsive theme designed for phones and tablets.
- Content tools.** Create and publish richer content with *Post by Email*, *Shortcode Embeds*, *Markdown*, *Beautiful Math*, *Spelling*, and *VideoPress*.
- Visitor engagement.** Increase your traffic and keep visitors coming back with *Enhanced Distribution*, spam-free *Comments*, *Shortlinks*, *Likes*, *Notifications*, *Related Posts*, *Publicize*, *Social Sharing*, *Subscriptions*, and *Site Verification Tools*.
- Site performance.** Speed up image delivery with the *Photon CDN* and access to visitor *Stats*.
- Security.** Keep your WordPress site up, safe, and protected with *Single Sign On*, *Jetpack Monitor*, and *Akismet* anti-spam.

Requires: 4.1.1 or higher  
Compatible up to: 4.2.2  
Last Updated: 2015-5-6  
Active Installs: 1+ Million

**Ratings**

3.9 out of 5 stars

5 stars	331
4 stars	66
3 stars	36
2 stars	28
1 stars	99

Authors: automattic (69 plugins)

Screenshots: [www.wordpress.org/plugins](http://www.wordpress.org/plugins)

# Hootsuite

## Newsfeeds, Sharing, Analysen

The screenshot shows the Hootsuite website's 'App Directory' section. At the top, there is a navigation bar with the Hootsuite logo, a 'Products' menu (highlighted), and links for 'Solutions', 'Plans', 'Services', 'Resources', 'About Us', and a green 'Sign Up' button. In the top right corner, there are links for 'Free Trial', 'Blog', 'Help', 'Careers', 'Contact Us', and 'Login'. The main content area features a 'PRODUCTS' sidebar on the left with links to 'Platform', 'Hootlet', 'App Directory', 'Mobile Apps', 'uberVU via Hootsuite', and 'Campaigns'. The main content area lists four product categories, each with an icon, a title, a brief description, and a 'Learn more' button:

- App Directory**: Check out our apps that improve your workflow, increase productivity, and simplify your life.
- Mobile Apps**: Manage your social media from your iOS or Android device.
- uberVU via Hootsuite**: Get the real-time social media marketing platform that delivers deep data from across the social web.
- Campaigns**: Build and customize engaging social contests and campaigns.

Screenshots: [www.hootsuite.com](http://www.hootsuite.com)

# Buffer

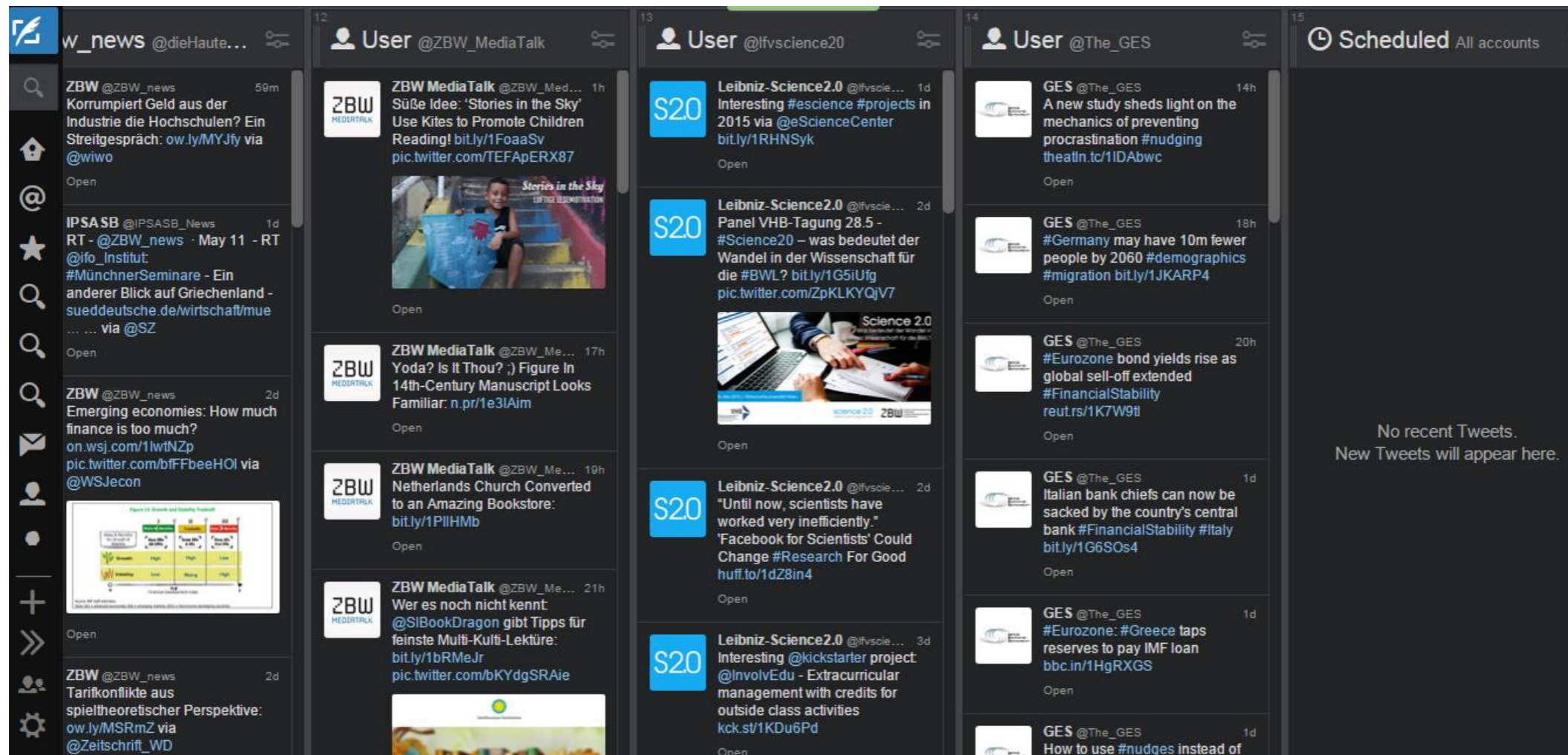
## Sharing

The screenshot displays the Buffer web interface. At the top left is the Buffer logo. To its right is a blue button labeled "Upgrade to Awesome", followed by links for "Help" and "My Account". Below the logo is a navigation menu with "Accounts" (with a plus icon), "Content" (with a list icon), "Analytics" (with a bar chart icon), "Schedule" (with a calendar icon), and "Settings" (with a gear icon). The "Accounts" section is expanded, showing a list of accounts: "Ifvscience20" (Twitter) with a checkmark, "ZBW Dummy" (Facebook Page) with a zero notification badge, and a "Connect More Profiles and Pages" button with icons for Twitter, Facebook, LinkedIn, and Google+. Below the accounts list are buttons for "Available on the App Store", "Google play", a Facebook "Gefällt mir" button with 36,358 likes, and a "Follow @buffer" button. At the bottom of the sidebar are links for "Get Support", "FAQ", and "The Awesome Plan". The main content area is titled "Queue" and "Suggestions" (with a badge for 25). It features a "Hey there!" greeting and the message "Looks like we have sent all of your updates. Share below!". A large empty text input field is provided for sharing, with a camera icon at the bottom left. At the bottom right of the input field is a "136" badge and a blue "Add to Queue" button with a dropdown arrow.

Screenshot: www.buffer.com

# Tweetdeck

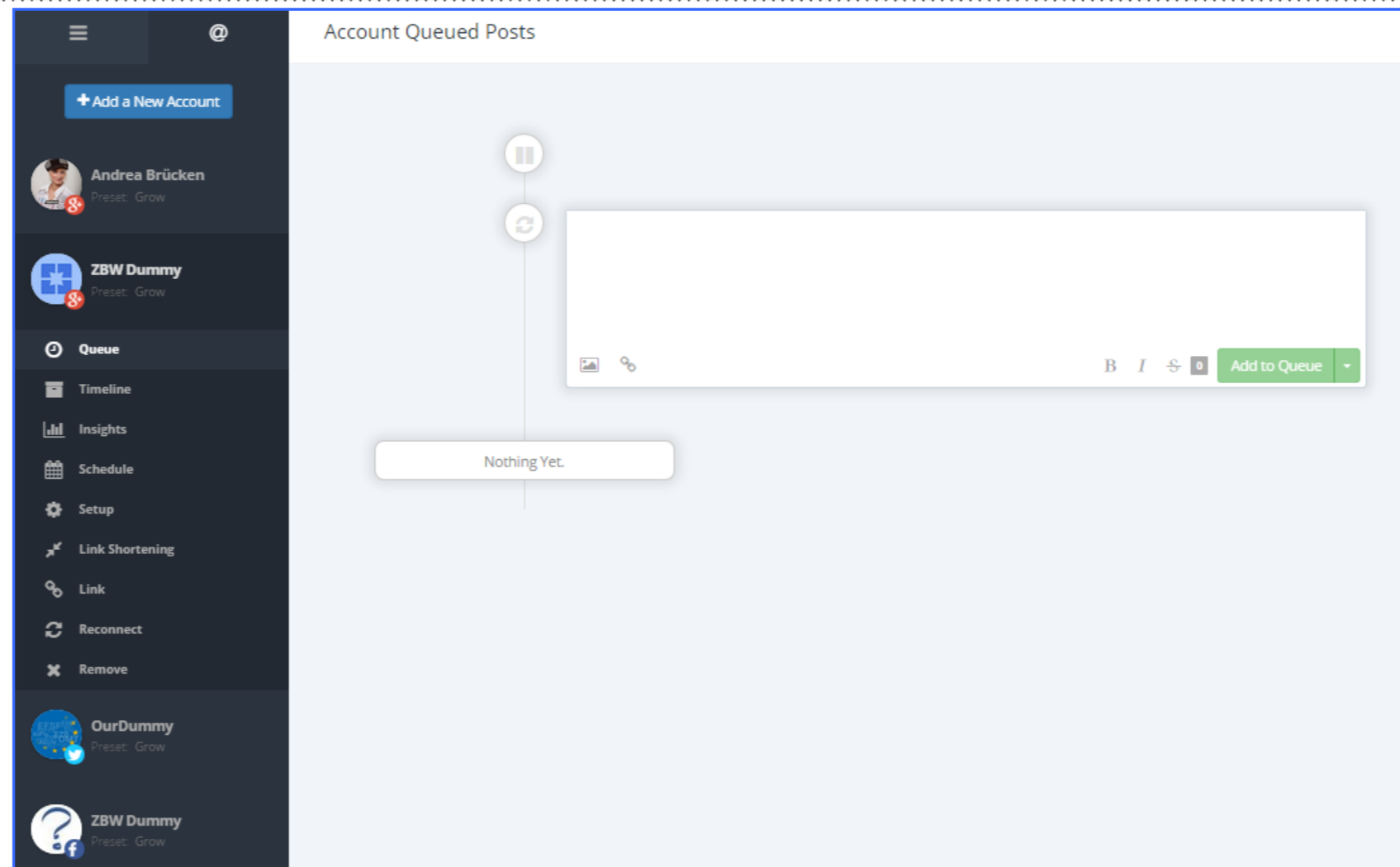
## Sharing & Feed, Recherche, Engagement



Screenshot: <https://tweetdeck.twitter.com/#>

# Friends + Me

## Sharing, Analysen, Engagement



Screenshot: <https://friendsplus.me/>

# Bei der Auswahl zu beachten

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Tool passend wählen unter Beachtung verschiedener Aspekte

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- Anzahl der Accounts, die „bewirtschaftet“ werden (Limits in freien Versionen)
  - Datenschutz-Konformität (Firmensitz, Link-Shortener etc.)
  - Mobile Apps, Browser-Plugins
  - Art des Contents (Bild-, Link-, Event-, Video-Posting) wird von Tool zu Tool unterschiedlich „aufbereitet“
  - Interaktions-Optionen des Community-Managements
  - Interne Organisationsform der Bibliothek (Team nötig?)
  - Recherche-Optionen (nötig oder separate Lösung)
  - Ziele des Social Media-Auftritts
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# Auf geht es in die Praxis!

Neben Übungen mit den Tools haben wir Raum zum Bearbeiten von Fragen, die Sie mitgebracht haben.





# Vielen Dank für Ihr Interesse

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# Ask me Anything mit Klaus Tochtermann

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Moderierte Frage-Session zum Bibliotheksjahr 2015: Trends, Publikationsprozesse, Science 2.0, Open Access & more

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**11. Juni 2015, ab 13.00 Uhr, Livestream auf dem Media Talk-Blog**

Reichen Sie vorab Ihre Fragen ein:

- Per *Formular* unter

[www.zbw-mediataalk.eu/ask-me-anything-prof-klaus-tochtermann/](http://www.zbw-mediataalk.eu/ask-me-anything-prof-klaus-tochtermann/)

- Via *Twitter* über den Hashtag **#amabib**