



**Sistema
de Bibliotecas**

A year on IG - reflections

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Contexto

👍 + 10 years
👎 < interaction
2020



- 📌 1 year 1 month
- 📌 Younger population
- 📌 > interaction

📌 Use of viral trends:
increases the flow of visits.

Some figures

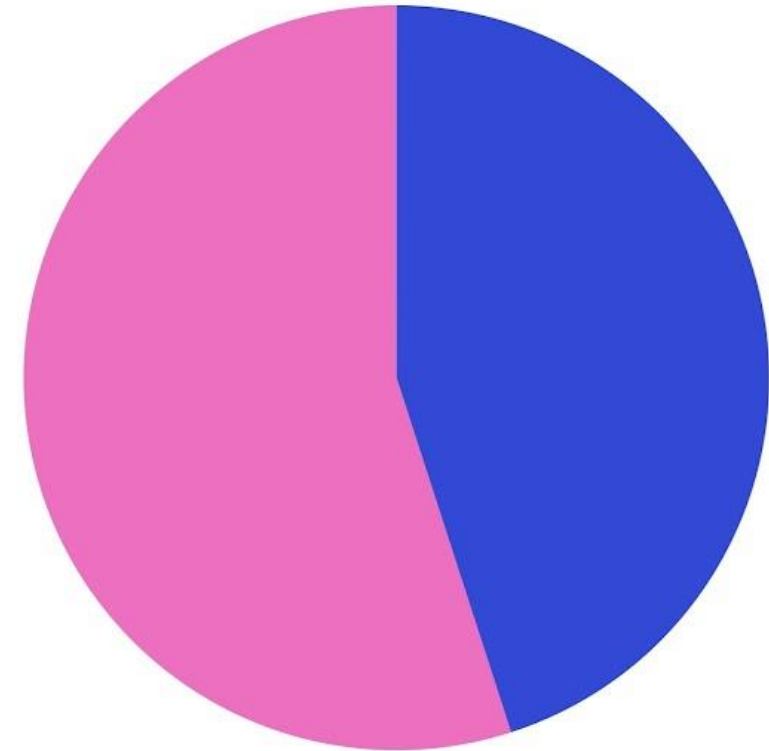
Total followers: 2,575



More than 20 thousand accounts reached

The growth achieved was obtained organically, we have exceeded 20 thousand accounts reached with our reels, posts and interactive stories. In addition, we obtained more than 50 thousand views.

Women 55% Men 45%



Age range:

**50% from 18 a 25 years old
32% from 25 a 35 years old**

IG experience, one year after creating the account



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Stories: 360

Post: 116

Reels: 28



IG experience, one year after creating the account



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Reels with more impact



Views: 14.8 mil
Likes: 765
Shared: 48
Saved: 116
New followers: 160
Reach: 11 thousand accounts



Views: 14.5 mil
Likes: 394
Comentarios: 22
Shared: 42
Saved: 20
New followers: 22
Reach: 6 thousand accounts



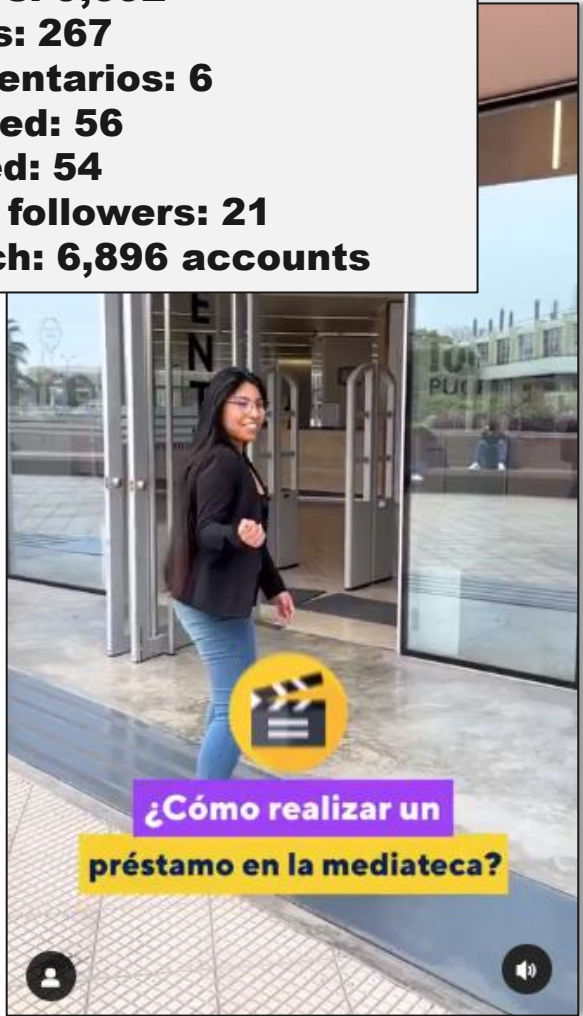
Views: 10.2 mil
Likes: 250
Comentarios: 5
Shared: 20
Saved: 47
New followers: 26
Reach: 7,879 accounts

IG experience, one year after creating the account



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Views: 9,092
Likes: 267
Comentarios: 6
Shared: 56
Saved: 54
New followers: 21
Reach: 6,896 accounts



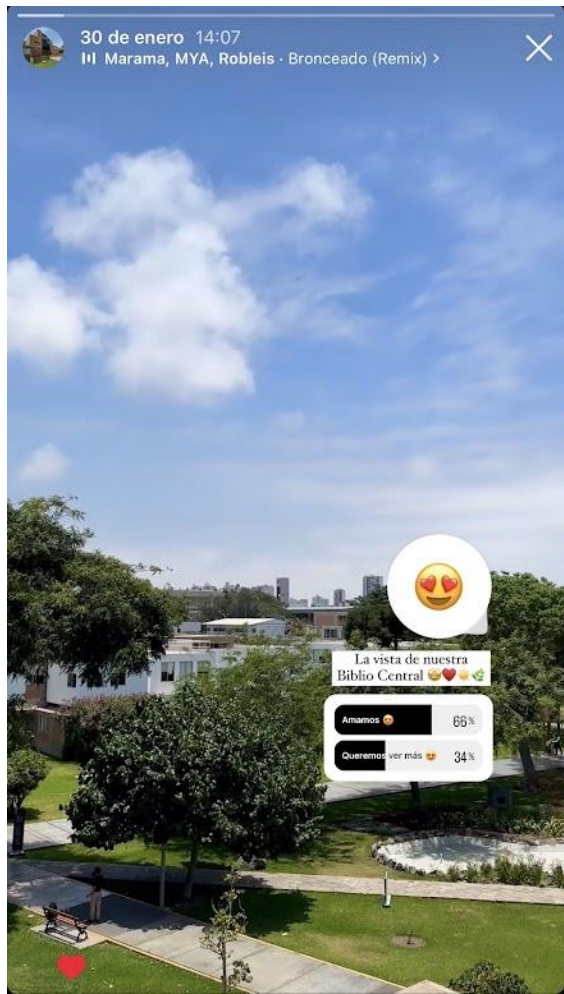
Nosotros esperando que los alumnos devuelvan a tiempo sus préstamos 🙄🍷



Views: 7,801
Likes: 384
Comentarios: 27
Shared: 40
Saved: 15
New followers: 24
Reach: 3,527 accounts

IG experience, one year after creating the account

Stories with less impact



IG experience, one year after creating the account



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Top performing fixed organic content



Reach: 1,408 accounts
Likes: 187
Shared: 10
Saved: 11
Profile views: 22

¿Cuántos libros puedo llevar a casa?

Reach: 1,503 accounts
Likes: 150
Shared: 3
Saved: 35
Profile views: 27



VIVE LA AMPLITUD *Sé Grande*
Nuestra biblioteca del CIA cuenta con importante certificación ambiental



Inicio del ciclo de verano

Reach: 1,375 accounts
Likes: 140
Shared: 5
Saved: 6
Profile views: 49

IG experience, one year after creating the account



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Entrega de donativos a otras instituciones



Reach: 1,309 accounts
Likes: 123
Shared: 5
Saved: 5
Profile views: 10

Reach: 875 accounts
Likes: 110
Shared: 17
Saved: 17
Profile views: 25



IG experience, one year after creating the account

Lower performing fixed organic content

Capacitaciones de Derecho

Estudiantes de pregrado, PS y posgrado

Agosto	Septiembre
<p>3 - 5 pm</p> <p>19</p> <p>Sábado Conoce los recursos bibliográficos virtuales de derecho.</p>	<p>3 - 4 pm</p> <p>02</p> <p>Sábado Taller especializado en vLex.</p>
<p>3 - 4 pm</p> <p>26</p>	<p>3 - 5 pm</p> <p>16</p>

Reach: 588 accounts
Likes: 9
Shared: 0
Saved: 3
Profile views: 2

Capacitaciones de Derecho

Docentes, adjuntos de docencia y jefes de práctica

Agosto	Septiembre
<p>6 - 7:30 pm</p> <p>21</p> <p>Lunes Conoce los recursos bibliográficos virtuales de derecho.</p>	<p>6 - 7 pm</p> <p>23</p> <p>Miércoles Cómo y dónde publicar una investigación científica (revisión por pares, índices académicos, rankings,</p>
<p>6 - 7 pm</p> <p>28</p> <p>Lunes Taller especializac en vLex y Tirant.</p>	<p>6 - 7 pm</p> <p>04</p> <p>Lunes Evaluación y gestión de la información con Zotero. (Gestor de referencias bibliográficas)</p>

Reach: 534 accounts
Likes: 10
Shared: 1
Saved: 2
Profile views: 1

Nivel int

ASESORÍAS VIRTUALES

Dirigidas a toda la comunidad PUCP con énfasis en las Ciencias Sociales

Del 17 de noviembre al 28 de noviembre

17 NOV	USO ÉTICO DE LA INFORMACIÓN ACADÉMICA - NORMAS APA EDICIÓN 7
21 NOV	GESTIÓN DE INFORMACIÓN ACADÉMICA
22 NOV	CÓMO Y DÓNDE PUBLICAR UNA INVESTIGACIÓN CIENTÍFICA
23 NOV	EVALUACIÓN Y GESTIÓN DE LA INFORMACIÓN CON MENDELEY
28 NOV	ELABORACIÓN DE ESTADOS DEL

Reach: 628 accounts
Likes: 14
Shared: 1
Saved: 5
Profile views: 5

IG experience, one year after creating the account



Sistema de Bibliotecas



Reach: 430 accounts
Likes: 17
Shared: 0
Saved: 3
Profile views: 6



Lugar: **Reach: 533 accounts**
Presen **Likes: 20**
Gestora **Shared: 0**
Saved: 0
Profile views: 4

IG experience, one year after creating the account

What works?

- ✓ The humor.
- ✓ Identification with the story.
- ✓ Transversality.
- ✓ Recognize the library staff.

What doesn't work?

- X Too specific or specialized topics.
- X Dissemination of workshops for a very limited audience.

Challenges

- ❑ As an academic library, our content must be very well presented and at the same time follow the trends.
- ❑ Measure the impact of the reel, post or story on the services.
- ❑ Our publications are for students, that's why we must look for publications that are of interest to them. How to achieve balance?
- ❑ Achieve interaction during vacation time. How to avoid losing visibility?
- ❑ Human resources for reels and stories are limited.
- ❑ All our posts are organic.
- ❑ Quickly adoption of new platforms by our target audience.
- ❑ Technical aspects. Mobile devices and their quality of image and video.



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Thank you

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@bibliopucp



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