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### Regram and Repost

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## Regram and Repost

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### PURPOSE

Creating new content for a library Instagram can be time-consuming and require a lot of planning. This entry will provide detail on strategies for “regram-ing” and “repost-ing” that can help with curating content and building relationships with other departments on your campus. This practice will connect with other library users (students, staff, or faculty) who are taking photos on Instagram and geotagging or using hashtags related to the library (Salomon, 2013).

### TARGET AUDIENCE

Libraries of Instagram, social media coordinators

### INGREDIENTS

- Library Instagram account
- Reposting application (e.g., Repost for Instagram)
- Social media coordinator

### INSTRUCTIONS

1. Establish a list of departments or groups on campus using Instagram and follow them on the platform. This may range from your institution’s official page, athletics departments, and academic departments to clubs and student organizations.
2. Become familiar with geotags on your campus. Determine if the entire campus is

a location or if there are multiple locations (e.g., the library, union buildings, academic buildings, etc.). Once you evaluate which locations are appropriate, be sure to check those regularly.

3. Curate a list of campus hashtags. At our institution, for example, each class year
4. Monitor content based on the campus groups that you follow, the geotags in

has a hashtag that allows for engagement with that specific group. It is important to maintain continuous awareness of the common tags in order to identify content for reposting.



Figure 13.1. A reposted image from on campus connects folks to the library to borrow the common read title.

the area, and the campus hashtags. Seek content for reposting that is related to the library or that could tie in to the larger campus.

5. Ask permission to repost the photo. This is a very important step and cannot be overlooked. Permission can be requested informally in the comments section of a photo or you can reach out to the department or campus group and ask explicitly.
6. Repost the photo using a reposting application (e.g., Repost for Instagram) and be sure that your photo provides proper attribution to the original content creator. Repost for Instagram will automatically provide you with some attribution language to include in the post. An example repost can be seen in figure 13.1.

### CAUTIONS/ADVICE

Reposting is limited to accounts that are public. Any content from a private account is not available to be reposted.

It is important not to skip over asking for permission to repost photos and always provide attribution.

Reposting draws attention to the account you are borrowing from. This might be a good or bad thing depending on the situation, so it is important to be aware of the effects of reposting. Some institutions might not feel comfortable reposting photos from personal accounts of library users and may choose to only repost from campus groups or departments.

### ASSESSMENT

Interaction with Instagram content can be gauged through likes and comments. Also, monitoring your library's activity as a geo-tagged location can informally help you assess how users are interacting and engaging with your library spaces.

### REFERENCES

- Salomon, D. (2013). Moving on from Facebook using Instagram to connect with undergraduates and engage in teaching and learning. *College & Research Libraries News*, 74(8), 408–412.