**Social Media for Libraries**

**Event Description:** Libraries are using social media tools to market programs and services, and to connect and engage with their communities beyond the library walls. This webinar explores Facebook, Twitter, and Pinterest as examples of tools that are being used successfully by libraries. Learn how to create, administer, moderate, and leverage your library’s online presence. Some basic security settings for each social media tool will be discussed as well.

**Presented by:** Roberto Gallardo, project director, Extension Broadband Education and Adoption Team (e-BEAT) in Mississippi

|  |  |
| --- | --- |
| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |

|  |
| --- |
| **Discussion question 1** |
| Spend some time looking at how other libraries are using Facebook, Twitter, and Pinterest. What kinds of posts are generating the most engagement from their community? In what other ways are they using these tools to help market library activities and services? |
| **Discussion question 2** |
| Some libraries have a presence on Facebook, Twitter, and Pinterest. Others choose one platform and devote more time to it. What does your library want to accomplish using these tools? If you devote time to building a social presence, which tool will best help you meet these goals? |

|  |  |
| --- | --- |
| **Activity 1** | |
| The presenter suggests a number of ways to better manage your Facebook account.  List 2-3 Facebook settings you can change on your library’s Facebook page that can help you moderate and monitor content being exchanged.  1.  2.  3. | |
| **Activity 2** |
| Do you think Twitter is a good tool to engage with your patrons?  If so, list 2-3 “tweets” you could post about your library:  1.  2.  3.  What hashtag(s) could you use to go with these posts, for summer reading programs, for example? |
| **Discussion question 3** |
| From the social media best practices described by the presenter, which one(s) do you think will make the biggest difference in your library’s social media presence? |

|  |
| --- |
| **Action Plan** (include next steps, who, when, etc.) |
| What are the next steps you will take to maximize your library’s social media presence and engage your users? List steps that are actionable and can be accomplished in the near future.  Step 1:  Step 2:  Step 3: |

|  |
| --- |
| **NOTES** |
|  |
|  |
|  |
|  |