Maximize Your Library Technology

Molly Bacon
Social Media Manager, TechSoup for Libraries
TechSoup for Libraries gathers and shares stories from the field so libraries can learn from each other.
Our Impact

$160.4M in lifetime savings for public libraries

Over Half of all public libraries in US served
# Our Corporate Partners

- Adobe
- Alpha Software
- Atlas Business Solutions
- Autodesk
- Azavea
- BetterWorld
- Bitdefender
- Blackbaud
- Bloomerang
- Box
- Brocade
- Bytes of Learning
- Caspio
- CDI Computer Dealers
- Cisco
- Citrix
- CitySoft
- CleverReach
- ClickTime
- Closerware
- Comodo
- Connect2Give
- Dell
- Dharma Merchant Services
- Digital Wish
- Dolby
- DonorPerfect
- Efficient Elements
- FileMaker
- GoDaddy
- GrantStation
- Guide By Cell
- Headsets.com
- Horizon DataSys
- HR Solutions Partners
- Huddle
- Idealware
- InFocus
- Informz
- InterConnection
- Intuit
- JourneyEd
- Litmos
- Little Green Light
- Mailshell
- Microsoft
- Mobile Beacon
- NetSuite
- Nielsen
- NonProfitEasy
- O&O Software
- OneNFP
- PayAnywhere
- PC Rebuilders & Recyclers
- People-OnTheGo
- PhilanTech
- Pitney Bowes
- Quickbooks Made Easy
- Reading Eggs
- ReadyTalk
- Red Earth Software
- Sage Software
- Shopify
- Simple Charity Registration
- Skillsoft
- Smart Business Savings
- Society for Nonprofit Organizations
- Sparrow Mobile
- Symantec
- Tableau
- TechBridge
- Tech Impact
- Teespring
- Telosa
- Tint
- Ultralingua
- Western Digital
- Zoner
Who Can Get TechSoup Technology?

- Public Libraries with an IMLS listing
  https://harvester.census.gov/imlssearch

- Public libraries with 501(c)3 status

- Friends of the Library or Library Foundation groups with 501(c)3 status

  http://www.techsoup.org/libraries
Discounted Hardware

Choose from discounted and donated desktops, laptops, tablets, hotspots, projectors, and more to enhance your library’s technology offerings!

http://www.techsoup.org/hardware
Who’s here today?

Library Type

- 63% Public
- 20% Academic
- 4% School
- 14% Other (Special, State, Consortium, non-library)

56% of registrants from small or rural communities
Resources

Webinar Series Learner Guide

Social Media and Libraries

Worksheet: Understanding FB Activities

Social Media Starter Kit

Understanding Facebook Activity: From the Personal to the Organizational

Created by Jessica Bacon

1. Go to Facebook, click on the down arrow in the menu, and select "Activity Log" [For help finding: https://www.facebook.com/help/38906882792446/helpdesk-faq-content]. Evaluate what made you engage or respond on Facebook during the last month, or, if you are very active on Facebook, look at your most recent 20 actions.

   Note how many of these types of posts you liked, commented on, shared, or posted a reaction to:

   A. Pictures of family/friends:
   B. Pictures without family/friends:
   C. Video:
   D. Text status:
   E. Linked article:
   F. Event:
   G. General info about a program/event:
   H. How many of these are from a personal account like family/friends/people you know?
   I. How many of these are from a page by a library/business/organization?
Have you taken the survey?

https://www.surveymonkey.com/r/libsSM

Initial analysis on 311 respondents, How Libraries Use Social Media

Over 400 respondents as of today!

Survey open through December 19

Final report available in early 2018
WebJunction’s Social Library Series

http://www.webjunction.org/explore-topics/social-library.html

Social Library, Volume 93

Jennifer Peterson / 10 October 2017

This week’s edition of our Social Library series represents a sampling of some of the exceptionally innovative programs, events, and news from the libraries we follow on Facebook. Whether picking up on the latest craze, or reaching unlikely patrons with new community partnerships, these libraries are definitely thinking outside the box! If you’d like to see your library featured in a Social Library edition, please let us know via social@webjunction.org or find us on Facebook. If you’d like to see your library featured in a Social Library edition, please let us know via social@webjunction.org or find us on Facebook.

- In case you haven’t heard, there’s a growing fascination for painted rocks out there! N. P. Sims Library in Texas posted this colorful rock photo above to announce their new Reading Rock program. Young patrons are invited to check out a book, along with its matching rock, and then hide the rock around town for another child to find and return to the library (there’s a "please return to the library" message on the back of each rock). For each rock returned to the library, there’s a prize! One of the comments in the Facebook thread suggests hosting a book-themed rock painting contest—we love that idea too!
WebJunction’s Social Library Series

- Loads of inspiration
- Nearly 400 libraries featured
- We’d love to feature your library!

Social Library

The Social Library Series spreadsheet (xls) collects all volumes and can be sorted by state, library, and topic.
Geek the Library on Facebook

- WebJunction-managed
- Great content generator
- Please share our posts
- We love sharing yours!
Today’s Presenters

Amy Hitchner
Collaborative Programming Coordinator, Colorado State Library

Jessica Bacon
Executive Editor and Founder, The 5 Minute Librarian
Getting Started with Social Media: Tips for Beginners

Amy Hitchner
Collaborative Programming Coordinator
Colorado State Library
Session Objectives

- Learn how to make a **basic social media plan** that maximizes your limited resources and staff time.
- **Discover resources** useful for first-time library social media managers and content creators.
- Learn some basic **graphic design principles** that you can use when creating your social media content.
Social media is the digital space where you interact with your community.
No experts? No budget?
No problem.
Create a Social Media Plan.

- Assemble your team.
- Define your goals.
- Determine your budget.
- Plan to plan.
- Make a content calendar.
- Feed & water regularly.
- Refine with analytics.
Assemble your team.
Define your goals.
USE ALL THE SOCIAL MEDIA PLATFORMS!
Determine your budget.
Plan to plan.
Make a content calendar.
<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
</tr>
</thead>
<tbody>
<tr>
<td>x</td>
<td>5/17/17</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
<td>IMLS funds over 40 library programs and services, like CHNC &amp; OB4</td>
<td><img src="https://drive.google.com/uc?export=download&amp;id=" alt="" /></td>
</tr>
<tr>
<td>x</td>
<td>6/3/17</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>“100 Things To Do Before You’re 12.” Pick up a copy of the list</td>
<td><img src="https://drive.google.com/uc?export=download&amp;id=" alt="" /></td>
</tr>
<tr>
<td>x</td>
<td>6/5/17</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td>FREE webinar: Look at Me When I’m Talking to You, w/Jean Heilig,</td>
<td><img src="https://drive.google.com/uc?export=download&amp;id=" alt="" /></td>
</tr>
<tr>
<td>x</td>
<td>6/9/17</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
<td>Outside the Lines is Sept 10-16. What does your library have</td>
<td><img src="https://drive.google.com/uc?export=download&amp;id=" alt="" /></td>
</tr>
<tr>
<td>x</td>
<td>6/12/17</td>
<td></td>
<td>x</td>
<td>x</td>
<td></td>
<td>Join the new RIPL (Research Institute for Public Libraries)</td>
<td><img src="https://drive.google.com/uc?export=download&amp;id=" alt="" /></td>
</tr>
<tr>
<td>x</td>
<td>6/12/17</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td>Libraries as Community Catalysts Virtual Webinar 8/16/17 9-3</td>
<td><img src="https://drive.google.com/uc?export=download&amp;id=" alt="" /></td>
</tr>
<tr>
<td>x</td>
<td>6/13/17</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td>National Institute of Corrections is hosting a college</td>
<td><img src="https://drive.google.com/uc?export=download&amp;id=" alt="" /></td>
</tr>
<tr>
<td>x</td>
<td>6/14/17</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
<td>“Doc Susie” was a rare 19th century female dr who lived here in</td>
<td><img src="https://drive.google.com/uc?export=download&amp;id=" alt="" /></td>
</tr>
<tr>
<td>x</td>
<td>6/17/17</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>The Moffat tunnel was Dav</td>
<td><img src="https://drive.google.com/uc?export=download&amp;id=" alt="" /></td>
</tr>
</tbody>
</table>
Feed and water your social media channels regularly.
Use analytics to refine your plan.
Create better social media graphics.
(a quick primer on graphic design)
Visual Hierarchy & White Space

Make it easy to find the most important information.

https://collection.cooperhewitt.org/objects/18790061/
Word Art and Clip Art

Just say no to 90s graphics.
Fonts and Colors

Limit to 2-3 of each. The fewer the better.

https://collection.cooperhewitt.org/objects/18655385/
Images

Crop them or resize them proportionately. Don’t distort them by stretching.
Templates

You’ll wonder why you didn’t use them before.
Blogs & Articles

- How to get your word out the “right way”
- Creating compelling visual content for social media
- 12 common image formatting mistakes
- Smashing Magazine (blog)
- Ad/Lib (blog)

Learning & Training

- TechSoup webinars
- Library Marketing & Communications Conference
- Wyoming State Library Training Calendar
- ACRL Library Marketing and Outreach Interesting Group (Facebook group)
- ALA PR Talk (mailing list)

Images

- Nobacks.com Free stock images with no backgrounds
- Vecteezy Free vector art
- Noun Project Free icons
- Free high-resolution images
  - Pixabay
  - Unsplash
  - Public Domain Archive
  - Wikimedia Commons
- 2017 Social Media Image Sizes Cheat Sheet

Design Tools

- Canva
- Piktochart
- GIMP
Amy Hitchner
ahitchner@coloradovirtuallibrary.org
@hitchlib
Social Media Usage
Social media sites as pathways to news

% of U.S. adults who use each social media site and % of U.S. adults who get news from each site

- Facebook: 45% use site, 66% get news on site
  - Use site: 15
  - Get news on site: 11

- YouTube: 58% use site, 18% get news on site
  - Use site: 26
  - Get news on site: 7

- Twitter: 18% use site, 5% get news on site
  - Use site: 18
  - Get news on site: 5

- Snapchat: 6% use site, 4% get news on site
  - Use site: 6
  - Get news on site: 4

- Reddit: 4% use site, 1% get news on site
  - Use site: 4
  - Get news on site: 1

- LinkedIn: 21% use site, 5% get news on site
  - Use site: 21
  - Get news on site: 5

- WhatsApp: 11% use site, 2% get news on site
  - Use site: 11
  - Get news on site: 2


PEW RESEARCH CENTER

Twitter, YouTube and Snapchat have grown since 2016 in portion of users who get news on each site

<table>
<thead>
<tr>
<th>Sites where news usership increased since 2016</th>
<th>'16-'17 CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>74%</td>
</tr>
<tr>
<td>2017</td>
<td>+15*</td>
</tr>
<tr>
<td>2016</td>
<td>59%</td>
</tr>
<tr>
<td>2013</td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>21</td>
</tr>
<tr>
<td>2017</td>
<td>+11*</td>
</tr>
<tr>
<td>2016</td>
<td>20</td>
</tr>
<tr>
<td>Snapchat</td>
<td>17</td>
</tr>
<tr>
<td>2017</td>
<td>+12*</td>
</tr>
<tr>
<td>2016</td>
<td>29</td>
</tr>
</tbody>
</table>

Sites where news usership did not change since 2016

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>2016</th>
<th>2017</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reddit</td>
<td>68</td>
<td>62</td>
<td>-2</td>
</tr>
<tr>
<td>Facebook</td>
<td>68</td>
<td>66</td>
<td>+2</td>
</tr>
<tr>
<td>Tumblr</td>
<td>31</td>
<td>29</td>
<td>+8</td>
</tr>
<tr>
<td>Instagram</td>
<td>13</td>
<td>13</td>
<td>+4</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>23</td>
<td>23</td>
<td>N/A</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>23</td>
<td>23</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*Change from 2016 to 2017 is statistically significant.
Note: Snapchat not asked about in 2013. WhatsApp not asked about in 2013 or 2016.
Source: Survey conducted Aug. 8-21, 2017.
“News Use Across Social Media Platforms 2017”
# Social media news user profiles

% of each social media site's news users who are ...

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>YouTube</th>
<th>Twitter</th>
<th>Instagram</th>
<th>Snapchat</th>
<th>LinkedIn</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>38%</td>
<td>55%</td>
<td>53%</td>
<td>40%</td>
<td>38%</td>
<td>56%</td>
</tr>
<tr>
<td>Female</td>
<td>62%</td>
<td>45%</td>
<td>47%</td>
<td>60%</td>
<td>62%</td>
<td>44%</td>
</tr>
<tr>
<td>Ages 18-29</td>
<td>25%</td>
<td>36%</td>
<td>28%</td>
<td>51%</td>
<td>82%</td>
<td>14%</td>
</tr>
<tr>
<td>30-49</td>
<td>40%</td>
<td>34%</td>
<td>43%</td>
<td>36%</td>
<td>15%</td>
<td>50%</td>
</tr>
<tr>
<td>50-64</td>
<td>24%</td>
<td>19%</td>
<td>21%</td>
<td>11%</td>
<td>3%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>65+</td>
<td>11%</td>
<td>11%</td>
<td>6%</td>
<td>2%</td>
<td>&lt;1%</td>
<td>11%</td>
</tr>
<tr>
<td>High school or less</td>
<td>35%</td>
<td>33%</td>
<td>22%</td>
<td>39%</td>
<td>35%</td>
<td>59%</td>
</tr>
<tr>
<td>Some college</td>
<td>33%</td>
<td>37%</td>
<td>33%</td>
<td>36%</td>
<td>39%</td>
<td>28%</td>
</tr>
<tr>
<td>College+</td>
<td>32%</td>
<td>30%</td>
<td>45%</td>
<td>25%</td>
<td>26%</td>
<td>59%</td>
</tr>
<tr>
<td>White</td>
<td>65%</td>
<td>49%</td>
<td>59%</td>
<td>32%</td>
<td>27%</td>
<td>58%</td>
</tr>
<tr>
<td>Nonwhite</td>
<td>34%</td>
<td>50%</td>
<td>39%</td>
<td>68%</td>
<td>73%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Note: Tumblr, Reddit, and WhatsApp not shown. Nonwhite includes all racial and ethnic groups, except non-Hispanic white. Source: Survey conducted Aug. 8-21, 2017. “News Use Across Social Media Platforms 2017”

PEW RESEARCH CENTER
<table>
<thead>
<tr>
<th>Platform</th>
<th>Do you use it?</th>
<th>Best Uses</th>
<th>Primary Audience</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pinterest</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Snapchat</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Time for a Virtual Brainstorm
<table>
<thead>
<tr>
<th>Platform</th>
<th>Best Uses</th>
<th>Primary Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Getting Started with Facebook for Your Library

Jessica Bacon
The 5 Minute Librarian Founder and Editor in Chief
Session Objectives

- To provide an understanding of Facebook’s role in social media.
- How to **harness the power of Facebook** for library outreach.
- Developing a list of resources you can use to **save time on content creation** and **increase your reach**.
Why Libraries Need to be on Facebook

- 86% use the internet
- Nearly 8 in 10 online users are on Facebook.
- On average, US users are on Facebook 50 minutes daily.
Personal Account

Jessica Bacon (Lafortune)

What's on your mind?

+ What's your favorite food?

Page Account

Five Minute Librarian
@5minlib

All you need to know in the time you have
Personal Account

- Top priority: Friends and Family
- “Inform” posts
- “Entertain” posts
- Interactions builds newsfeed
- May hide and unfollow

Page Account

- Competing for views under “inform” and “entertained”
- Typically, organic reach = 2% to 6% of followers
- Must post 1x a day
- Interactions = Better Reach
- Must be social
- Track and measure results
How Does Facebook Choose What To Show In News Feed?

News Feed Visibility = Creator x Post x Type x Recency

Creator
Interest of the user in the creator

Post
This post’s performance amongst other users

Type
Type of post (status, photo, link) user prefers

Recency
How new is the post

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what’s shown.

Think Facebook is still easy?
7 Factors of a Successful FB Page

- 100+ organic reach
- Consistent engaging posts
- Follower interaction
- Page responds to comments
- Page answers messages quickly
- Images designed for desktop and mobile
- URL is updated
9 Ways to Maximize Your Reach
9 Ways to Maximize Your Reach

#1. Post Often
   - Once in the morning
   - Once in the evening
   - EVERY day
Post Often

- Schedule ahead of time (1-2 weeks)
- Reshare, Reshare!
- Google Alerts
- IFTTT
#2. You Live and Die by Clicks

- Only post engaging content
- Likes, emotions, comments, shares, clicks to read/watch MATTER!
- Don’t be too self focused -- share content based on shared values (reading, authors, book humor, community, etc.)
You Live and Die By Clicks

Join us today for Storytime Surprise at 5:30 pm! We'll read stories, sing some songs and make a paper cup penguin.

Storytime Surprise!
Wednesdays from 5:30 - 6:15

Each Wednesday, Ms. Jennie hosts a storytime filled with fun! (ages 3-6, with a caregiver)
REGISTRATION NOT REQUIRED!

Drop in to the Children's Room today between 1 and 2 and read to Odie, a certified therapy dog who loves to hear stories! Practice your reading, build your confidence, and make a new furry friend.

This program is designed for children from K to 2nd grade.
You Live and Die By Clicks

Take the title of your latest read and add "with a chainsaw" to the end. Post it here.

https://www.facebook.com/groups/ShareableClique/permalink/1608570249401080/

The turtle beacon has been lit! Quickly, Spike! The city needs you!

https://www.facebook.com/MarlboroughPublicLibrary/photos/a.402620709795.177333.218138244795/10153586585104796/?type=1&theater

https://www.facebook.com/groups/ShareableClique/permalink/1604616473129791/
You Live and Die By Clicks

https://www.facebook.com/boulderlibrary/posts/10153276231681827

https://www.facebook.com/ggckaufmanlibrary/photos/a.411330931989.196686.12965156989/10152846618671990/?type=3&theater

https://www.facebook.com/TopekaLibrary/photos/a.380087232975.161981.5530982975/10153311642752976/?type=3&theater
9 Ways to Maximize Your Reach

#3. Don’t Kiss and Tell
- Don’t treat Facebook like a library bulletin board
- It is SOCIAL network for a reason -- All posts should be of high interest
9 Ways to Maximize Your Reach

#4. Make a Facebook Event for Events
- Don’t make a post about it
- Only include big events
- Harness the power of “interest” button
9 Ways to Maximize Your Reach

#5. Share Popular Content from Page Feed and other Libraries

- Proven quality
- Facebook bump in reach
- Saves you lots of time!
Pages Feed

- Visit a Page
- Like it as Your Page
- Visit Pages Feed
# Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

<table>
<thead>
<tr>
<th>Page</th>
<th>Total Page Likes</th>
<th>From Last Week</th>
<th>Posts This Week</th>
<th>Engagement This Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goodwill Librarian</td>
<td>714.4K</td>
<td>▲ 0.3%</td>
<td>55</td>
<td>44.4K</td>
</tr>
<tr>
<td>Librarian Problems</td>
<td>23.7K</td>
<td>▲ 0.2%</td>
<td>2</td>
<td>1.8K</td>
</tr>
<tr>
<td>The Lipstick Librarian!</td>
<td>17.4K</td>
<td>▲ 0.2%</td>
<td>19</td>
<td>2.1K</td>
</tr>
<tr>
<td>Teen Librarian's Toolbox</td>
<td>3.4K</td>
<td>0%</td>
<td>4</td>
<td>25</td>
</tr>
</tbody>
</table>

This week's top posts from Goodwill Librarian:

Robert Pattinson: If you find a girl who reads, keep her close. When you find her up at 2 AM clutching a book to her chest and weeping, make her a cup of tea and hold her. You may lose her for a couple of hours but she will always come back to you. She'll talk as if the characters in the book are real, because for a while, they always are. Date a girl who reads because you deserve it. You deserve a girl who can give you the most

Like · 7.2K
Comment · 201 Comments
Share · 3.6K Shares
148 Saves
The Shareable Clique

- Share your top performing posts
- Reshare popular posts
- Do not use the time stamp!
- Use the direct post link
- Crowdsource for ideas
9 Ways to Maximize Your Reach

#6. Reach Out
- Join Facebook Groups for schools and town/city
- Invite non-fans who liked post to follow page
- Works up to 100K followers
- On posts that has a lot of likes
- Advertise
9 Ways to Maximize Your Reach

#7. Create & Link Your Page to a Group
- Groups get higher priority
- Targeted advertising
- Comment and like as your page
- Admins can create and schedule posts
9 Ways to Maximize Your Reach

#8. Words Matter
- Avoid specific words: Buy, sale, click, win
- Highlight Milestones: Anniversary, Birthday, Retirement
9 Ways to Maximize Your Reach

#9. Experiment with Facebook Insights
- Try a variety of content
  - Video, Pictures, Articles, etc.
- Retry content at different times
- Vary length, character count, or video time
<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/30/2016</td>
<td>The ultimate Literary Holiday Calendar for the programming and</td>
<td></td>
<td></td>
<td>16.3K</td>
<td>1.2K</td>
<td>Boost Post</td>
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<tr>
<td>01/06/2017</td>
<td>Feeling like you need a boost to start this new year? Here are 5 t</td>
<td></td>
<td></td>
<td>4.7K</td>
<td>516</td>
<td>Boost Post</td>
</tr>
<tr>
<td>02/10/2017</td>
<td>Libraries have joined the resistance! The Que(e)ry Librarians kic</td>
<td></td>
<td></td>
<td>2.6K</td>
<td>217</td>
<td>Boost Post</td>
</tr>
<tr>
<td>01/27/2017</td>
<td>With the new Youth Media Award Winners announced last Mon</td>
<td></td>
<td></td>
<td>2.1K</td>
<td>90</td>
<td>Boost Post</td>
</tr>
</tbody>
</table>
Questions?
Experts to Follow

- Mari Smith, the Queen of Facebook
- Social Media Examiner
  - Podcast: Social Media Marketing
  - Live Video Show: Social Media Marketing Talk
- Social Media Today
  - Free webinars
- Libraries & Social Media (Facebook Group)
Great Content Generators

- The Shareable Clique (Facebook Group)
- Goodreads
- Bookstr
- Goodwill Librarian
- Epic Reads
- Awesome Librarians
- Grammarly
- For Reading Addicts
- Book Riot
Citations

Citations


Annotation Tools

Find the **grey marker pen** in top left corner of the presentation screen.

Click to open the tool buttons in a column on the left side; the marker pen will turn **blue**.

**Check mark**

- Click on square shape, half-way down.
- Use the drop-down menu and choose the check mark.
- Click on slide to indicate choice.
We would like to **start** using social media more for:

- Live streaming
- Staff, volunteer and customer profiles
- Focused engagement, e.g. Twitter chats
- Images of work life behind the scenes
- Provide reference or readers' advisory
- Leveraging hashtags
- Artwork made or displayed in the library
- To advocate on public policy issues
Social Media and Libraries Webinar Series

- Use the Learner Guide between sessions to take action
- Connect with each other in Libraries & Social Media group

Part 2: Social Media Analytics: What to Measure and Why
Thursday, November 30, 2:00-3:30 pm Eastern Time
Presented by Molly Bacon and Cherise Mead

Part 3: Going Deeper with Social Media
Tuesday, December 19, 2:00-3:30 pm Eastern Time
Presented by Lisa Bunker and Cesar Garza