

Beyond events: getting bang for the buck

Because of social media, we're beginning to learn how to be a living, breathing library online. The tools may be digital, but have no doubt that the people you can reach and interact with are real.

Match the post to the goal!

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| <p>A. At the branch level, I hope our accounts will develop into nodes for neighborhood information, not just library/book news. At the service level, I hope our accounts will build community on that topic.</p> <p>B. People will have a better idea of the effort that goes into what we're doing: visible professionalism.</p> <p>C. For all accounts, to build a place online where people feel like the library is part of their family.</p> <p>D. We provide news with immediacy and spontaneity in their lives.</p> <p>E. We are interesting as people and love what we do.</p> <p>F. To foster joy and have fun.</p> <p>G. We are very in tune with our communities & events around us, especially ones concerning the literary/education world.</p> <p>H. Our library is more human & real to people who are online.</p> <p>I. We listen, we share, we want to help, and are interested in what people have to say.</p> <p>J. People will have a better idea of what we are offering, what work we're doing.</p> <p>K. Our library is more visible to people who are online.</p> | <p>1. Post about ebooks or a resource from our e-library that is timely.</p> <p>2. Share a story about a great customer interaction (with their consent).</p> <p>3. Show a great photo of the bookdrop after a long weekend.</p> <p>4. Post your 3 best photos of a really successful event.</p> <p>5. Post a spontaneous photo of staff working on a big project together.</p> <p>6. The UA made it to the Sweet 16 and staff went out front and did a cheer. Or, it's snowing and staff made a snow angel. Or, there's an astronomical event tonight.</p> <p>7. The local neighborhood association is doing a fundraiser, or was in the newspaper.</p> <p>8. Post about staff and what they read, interesting hobbies.</p> <p>9. A chicken walks into the library and staff have to figure out what to do with it.</p> <p>10. Share a news story about a teacher in the nearby school congratulating her on the recognition, or share news of a book award just announced.</p> <p>11. Share high quality quotes from authors, really funny cartoons, and great news articles about the joy of reading.</p> |
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