

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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| <ul style="list-style-type: none">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.B. People will have a better idea of the effort that goes into what we're doing: visible professionalism.C. For all accounts, to build a place online where people feel like the library is part of their family.D. We provide news with immediacy and spontaneity in their lives.E. We are interesting as people and love what we do.F. To foster joy and have fun.G. We are very in tune with our communities & events around us, especially ones concerning the literary/education world.H. Our library is more human & real to people who are online.I. We listen, we share, we want to help, and are interested in what people have to say.J. People will have a better idea of what we are offering, what work we're doing.K. Our library is more visible to people who are online. | <ul style="list-style-type: none">1. Post about ebooks or a resource from our e-library that is timely.2. Share a story about a great customer interaction (with their consent).3. Show a great photo of the bookdrop after a long weekend.4. Post your 3 best photos of a really successful event.5. Post a spontaneous photo of staff working on a big project together.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.7. The local neighborhood association is doing a fundraiser, or was in the newspaper.8. Post about staff and what they read, interesting hobbies.9. A chicken walks into the library and staff have to figure out what to do with it.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.11. Share high quality quotes from authors, really funny cartoons, and great news articles about the joy of reading. |
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