Series Resources

Webinar Series Learner Guide

Social Media and Libraries

LEARNER GUIDE

Produced in partnership with WebJunction

Social Media Starter Kit
Today’s Presenters

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Going Deeper with Social Media
A "Libraries and Social Media" Webinar
Lisa Bunker,
Pima County Public Library
PCPL social media org structure

- Team of media librarian (me) and branch staff at all levels
- Branch autonomy, allowed to use their own voice, reflect neighborhood
- I am a "Librarian I," and not a manager
- I work closely with Community Relations staff but usually write my own copy for social media
APL social media org structure

• Centralized in a Social Media Advisory Team of staff from across APL system
• Team governs strategy and pages listed at library.austintexas.gov/social
• I am a Reference Librarian and current team chair who contributes content to APL Facebook, Twitter, Instagram, etc.
What we'll cover today

- What is "content curation" and how can you fit it into your workday?
- How you can use your strategic plan (etc.) to create posts for social media
- How you can amplify your library's voice with the help of "ambassadors"
- How to add the spice of live broadcasts on Facebook
What is "curation?"

Pulling information together from various sources for a specific purpose.
What is "curation?"

- Collection development + storytelling
- Basing it all on community needs and aspirations (and the library's strategic plan)
Why it's important

• Gives you focus so you can plan ahead and recognize opportunities
• When you know why you're there you see stories all around you
• Aligns with library and community goals
Your customer’s needs & interests

Your unique brand, expertise, value
The good news is that you are already doing this at your public service desks.

And have for years.
Examples of curated content

- Link to an article about a neighborhood's history
- Fun and games about books, reading, and libraries
- Real-time video of the child who came in to read you a poem
- Report on a big program you just had
- Spectacular photos of where you live
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<thead>
<tr>
<th>Message</th>
<th>How can you show this on social media with stories, photos, short movies, or graphics</th>
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<tr>
<td><strong>We are a welcoming space for everyone, and we’re BUSY</strong></td>
<td>Consciously include all users in photos</td>
<td><strong>We understand what Tucson wants and needs</strong></td>
<td>Report on most responsive programs</td>
<td><strong>We are a place where people get surprised &amp; inspired</strong></td>
<td>Love Letters to the Library series</td>
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<td>Real-time photos of events for immigrants</td>
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<td>Share good news about Tucson/County</td>
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<td>WOW events like Seed Library, STEM</td>
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<td>Showcase multi-lingual staff</td>
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<td>Hyperlocal reports on weather, etc.</td>
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<td>Share real stories from customers</td>
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<td>Frequent real-time event photos</td>
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<td>Read Strong Success stories</td>
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<td>Report from cultural festivals we attend</td>
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<td>Share great stuff about modern libraries</td>
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<td>Share about innovative programming</td>
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<td>Feature staff book recommendations</td>
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<td>“What Will I Read Next” series</td>
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<td>Share WOW statistics in fun ways</td>
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<td>Updates on all facilities upgrades</td>
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<td>Prefer action shots over posed ones</td>
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<td>What happens behind-the-scenes?</td>
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<td>Showcase staff excellence</td>
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<td>No stock photography</td>
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<td>Share about all the hidden work we do</td>
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<td>Topical high quality articles &amp; infographics</td>
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<td>Seek articles that break library stereotypes</td>
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<td>Feature beauty of our buildings, settings</td>
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<td>How we’re experts on local history</td>
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<td>Showcase customer creativity</td>
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<td>Content idea / title</td>
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<td>TenWest (14th-22nd) - Local Music, Local Author - Betsy will do blog post</td>
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<td>Oscar Wilde's birthday - Have a staff list ready</td>
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<td>Daily Star Article - Tara Wright</td>
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<td>Intersex Awareness Day</td>
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<td>Moon Viewing Party (MAI) + circulating telescope</td>
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<td>Todd Parr LGBT event</td>
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<td>REMODEL - STU closes 10/29 - Remove any events, update mobile app, post to social</td>
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<td>Halloween</td>
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<td>Circle of Book Clubs - Foundation - Anne Hillerman event</td>
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<td>NaNoWriMo</td>
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<td>Tucson Comic Con</td>
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Today's Act of Kindness: Donate food to the Community Food Bank.

Help feed families and children throughout Pima County and southern Arizona. Here's a list of the most needed items.

Not sure where to go? Here's a link to find donation sites near you: http://www.communityfoodbank.org/.../Drop-Off-Location-Search...

Here's the link to our 25 Acts of Kindness advent calendar: https://www.facebook.com/AbbettLibrary/photos/a.351106951636625.83266.236263116454348/1213669322047046/?type=3&theater

Reverse engineer this

This post reached over 270% of the branch's following, and was a big success for their page. What about it worked on Facebook?
BEHOLD, our very first computer! This was 24 years ago, in March or April of 1992. #ThrowBackThursday

This was the headline: "Library set to move into the future - Patrons will soon be able to download computer info." (Arizona Daily Star, by Doug Kreutz).

You notice there’s no mention of the internet! This computer was for business research downloads only, and cost $5,000 (donated by U.S. West). See More
Caro Area District Library with Sangeeta Narang and 4 others.
Published by Erin Kischnick Schmäntd on March 30 at 1:56pm.
#librariestransform #cultivatecuriosity #carolibrary #caromichigan

LIBRARY
BECAUSE NOT EVERYTHING ON THE INTERNET IS TRUE
If you could write 2 words to your younger self, what would they be?
Let's have some bookish fun. Type the title of your current read into the GIF bar and post what you find.

The GIF button should be located within your comment box.
It's Monday, July 17th, and I am reporting from the Santa Cruz River which is running at almost 6' deep, bank to bank. That's a lot of water.

#flashfloodadvisory
How wonderful! These topo maps *are* formatted for normal-sized paper.

Nat Geo Launched a Free Website for Printing Detailed Topographical Maps

The folks at National Geographic just did a solid favor for all the adventurous outdoor photographers out there. They put every US Geological Survey (USGS)

PETAPIXEL.COM

Get More Likes, Comments and Shares
Boost this post for $20 to reach up to 4,800 people.
Examples of WHYs
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!

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.

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
Ten questions for inspiration about what to write for social media

1) What’s your biggest unique offering of value in the community? How is the library special compared to similar businesses and nonprofits?

2) How about you? What unique skills/interests do you bring to your workplace? Is there something of value to your customers that you can teach in small bits online?

3) Do you partner with charities or civic activities? Talk about them, photograph them. What is the impact your library has on the community? How are you working to make things better? This is news you want to share.

4) What’s one awesome thing that happened at your library this week -- that the public couldn’t see?

5) What do customers/donors ask you about the most? When you talk face to face, what do your customers ask about? Share with you? What seems to surprise them? Delight them? These are great clues for subjects to post about.

6) What do your customers/donors do in their free time? This is possible content if it’s related to your library.
What may be missing is how it can fit into the flow of your other work.
Social Media Ambassadors

i love you so much

APL story
APL Social Media Ambassadors

• Citizens who love the library and share that love on social media
• Simply sign up to an email list at library.austintexas.gov/ambassador
• Get a short, personal email from the library about once a month
APL Social Media Ambassadors

• Use the program hashtag 
  #APLambassador as you wish and/or the hashtag we email you about

• 1,100 Austin Public Library ambassadors (as of December 2017)
Social Media Ambassadors
Why do we need them?
Organic Reach on Social Media is Declining—Here’s What to Do About It

By: Kaylynn Chong

https://blog.hootsuite.com/organic-reach-declining/
New Study Finds Facebook Page Engagement Has Declined 20% in 2017

It's not just you and your Page - according to new research by BuzzSumo, the average number of engagements with Facebook posts created by brands and publishers has fallen by more than 20% since January 2017.

BuzzSumo analyzed more than 880 million Facebook posts from publisher and brand Pages over the past year, noting a clear decline in engagements since early 2017.
APL Social Media Ambassadors

A few reasons why we need them:

• Decline of organic (free) reach
• Increasing emphasis on ads (money)
• Increasing demands on staff time
• Reality: no social media budget and no social media staff at the library
• So we share responsibility with ambassadors
Embody organic (free) reach and more

Social Media Ambassadors

Embody organic (free) reach and more
Example: Social Media Ambassadors Amplify Austin's #NewCentralLibrary
Amplify Austin's #NewCentralLibrary, over the long-term

- Nov 2015: APL launches ambassadors program
- Nov 2015 - Oct 2017: Occasionally APL emails them new library updates, they share updates on social media (organic / free reach)
APL Social Media Ambassadors

• Oct 22, 2017: Ambassadors get a sneak preview of new library, they share photos and excitement on social media (more organic / free reach)

• Oct 28, 2017: New library opens to the public
Social Media Ambassadors
Preview Austin's #NewCentralLibrary 10/22/17
APL Social Media Ambassadors

- Most active on Facebook, Twitter and Instagram
- Browse #APLambassador and #NewCentralLibrary for posts dated 10/22/17 (sneak preview day)
Laura Lee Daigle added 11 photos and a video — at New Central Library, Austin Public Library.

October 22 at 4:16pm · Austin

to take my social media team to the #NewCentralLibrary today. Y'all look good! We can't wait to go back. It officially opens on 10/28!

#APLambassador

Jennifer @j_unit2014 · Oct 22

Where can you find a roof top butterfly garden, special reading nooks, amazing views & be a kid again? #NewCentralLibrary #APLAmbassador – at New City Center Austin Library
Lessons & Tips

• Ambassadors share and thus amplify your community's #LibraryLove from the grassroots
• Ambassadors are a long-term strategy to both organize and build your library's online identity
Lessons & Tips

How to start your own ambassadors program:
• Make it simple to sign up and, like the library, open to everyone
• Build an email list - APL uses MailChimp, but Constant Contact and other email marketing services work
Lessons & Tips

• Strategize emails long-term based on your library's "big moments" - e.g., opening a new facility, launching a new service, program, partnership, etc.

• Turn a "big moment" into an incentive to sign up as an ambassador - e.g., a sneak preview of a new facility
Remember our goals

• Man, I love my library
• Wow, I didn't know I could do that at the library!
• The library helps make our community strong
• The library is everywhere
• I am welcomed at my library
What do you always need more of?

- Stories of the library in people's lives
- Examples of staff excellence
- Ways to connect with people and local business and community groups
- Reinforce sense that the library is synonymous with your community
Case study: Build capacity internally
Staff are ambassadors, too
"The Library" by Barbara A. Huff
Lessons & Tips

• Be hyperlocal
• Share in real time more often than you schedule
• Empower front line staff with tools, training and time
• Have a camera or tablet handy
APL Facebook Live

To date (December 2017):
• 28 broadcasts, archived at facebook.com/austinlibrary/videos
• Topics: crafting, Austin history, eBooks, live music, closing Old Central Library, etc.
• Viewership (during broadcast): avg. 0 - 30 viewers
APL Facebook Live

- Viewership (after broadcast): 350 - 6,100 video views
- Flagship series: "Q&APL Live" (19 episodes to date), we pose a library-related Question & Answer it live, viewers join with related Qs
Why do we need it?

Facebook Live
Top 10 Video Marketing Trends And Statistics Roundup 2017

TJ McCue, CONTRIBUTOR
FULL BIO ▼
Opinions expressed by Forbes Contributors are their own.

TWEET THIS

Twitter
Over 500 million (that’s half a BILLION) people are watching video on Facebook every day. Whoa. #VideoMarketing

Internet Video Traffic will be over 80% of all consumer internet traffic in 4 yrs.

Over 500 million (that’s half a BILLION) people are watching video on Facebook every day. Whoa. #VideoMarketing

Internet Video Traffic will be over 80% of all consumer internet traffic in 4 yrs.

Look around: How common is it to see someone deeply engrossed in a video on their mobile device? In just a few years, it will take an individual more than 5 million years to watch the amount of video that will cross global IP networks each month. Every second, a million minutes, or almost 17,000 hours of video content will cross the network by 2021, according to Cisco.

Lessons & Tips

• Benefit of Facebook Live is straightforward: video = stronger customer engagement = more shares, more reach
• Now for some Facebook Live tips...
Tip 1: Borrow Ideas From Other Libraries

Live from the Library

By Jennifer Koerber on April 10, 2017

At Pennsylvania’s Peters Township Public Library (PTPL), the lobby is a light-filled atrium often occupied by special events. We know this

1 Comment
Tip 2: Equip Yourself: Smartphone and Tripod

Smartphone 6-inch Tripod
Helps stabilize video, reduces handheld shakiness
Tip 3: Promote the Broadcast as a Library Event

Q&APL Live: How do I reserve a meeting room at the Central Library?

1:30 PM to 2:00 PM
Thursday, November 30,
Facebook
Tip 4: Broadcast a Fun, Focused Conversation

- Fun as in casual, not overly scripted (spontaneity, mistakes are OK)
- Focused on a question, topic, event
- If possible, stage 3 people: 1 behind camera, 1 on camera, 1 monitoring comments (chat amongst yourselves, invite viewers to join your conversation)
Questions?
Thank you!

Lisa.Bunker@pima.gov

Cesar.Garza@austintexas.gov
Have you taken the survey?

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

Initial analysis on 311 respondents, How Libraries Use Social Media

Survey closes tomorrow!

Final report available in early 2018
What Libraries Use Social Media For

- Share about library events
- Share pictures from library events
- Share about library services
- Highlight library collections
- Share others’ book- or library-related posts
- Invite comments from followers
- Share other community events or news
- Artwork made or displayed in the library
- Topics of hyperlocal interest
- Provide reference or readers' advisory
- Pop culture news
- Images of work life behind the scenes
- Leveraging hashtags
- Focused engagement (e.g. Twitter chats)
- Staff, volunteer, and customer profiles
- Live streaming
- To advocate on public policy issues

Legend:
- Currently
- Have dabbled
- Would like to start
- No plans to
- Not sure
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

Part 1: Getting Started with Social Media for Your Library
Presented by Jess Bacon and Amy Hitchner

Part 2: Social Media Analytics: What to Measure and Why
Presented by Molly Bacon and Cherise Mead

Part 3: Going Deeper with Social Media
Presented by Lisa Bunker and Cesar Garza

Connect with each other in Libraries & Social Media Facebook group