Series Resources

Webinar Series Learner Guide

Social Media and Libraries

LEARNER GUIDE

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A Nonprofit
Social Media
Starter Kit

Social Media Starter Kit

Today's Presenters

Lisa Bunker

Social Media Librarian, Pima County Public Library (AZ)

Cesar Garza

Reference Librarian, Chair Social Media Team, Austin Public Library (TX)

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

Cesar Garza,
Austin Public Library (APL)

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

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

Pima County Public Library
What do we want to communicate on social media?

Message **We are a welcoming space for everyone, and we're BUSY**	Message **We understand what Tucson wants and needs**	Message **We are a place where people get surprised & inspired**
How can you **show** this on social media with stories, photos, short movies, or graphics	How can you **show** this on social media with stories, photos, short movies, or graphics	How can you **show** this on social media with stories, photos, short movies, or graphics
Consciously include all users in photos	Report on most responsive programs	Love Letters to the Library series
Real-time photos of events for immigrants	Share good news about Tucson/County	WOW events like Seed Library, STEM
Showcase multi-lingual staff	Hyperlocal reports on weather, etc.	Share real stories from customers
Frequent real-time event photos	Share real stories from customers	Read Strong Success stories
Report from cultural festivals we attend	Share great stuff about modern libraries	Share about innovative programming
Feature staff book recommendations	"What Will I Read Next" series	"What Will I Read Next" series
Share WOW statistics in fun ways	Updates on all facilities upgrades	Prefer action shots over posed ones
What happens behind-the-scenes?	Showcase staff excellence	No stock photography
Share about all the hidden work we do	Topical high quality articles & infographics	Seek articles that break library stereotypes
Feature beauty of our buildings, settings	How we're experts on local history	Showcase customer creativity

☐	🔒	A Content idea / title
104		TenWest (14th-22nd) - Local Music, Local Author - Betsy will do blog post
105		Oscar Wilde's birthday - Have a staff list ready
☐	↗	Daily Star Article - Tara Wright
107		Intersex Awareness Day
108		Moon Viewing Party (MAI) + circulating telescope
109		Todd Parr LGBT event
110		REMODEL - STU closes 10/29 - Remove any events, update mobile app, post to social media a
111		Halloween
112		Circle of Book Clubs - Foundation - Anne Hillerman event
113		NaNoWriMo
114		Tucson Comic Con

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 th

Interest of reader in page x Post virality x Past success x Type x How new is pos

This is what is referred to as Facebook's algorithm, the formula its software uses to decide whether or not to show (and keep sh

Pima County Public Library

Published by Lisa Waite Bunker [?] · August 11 · 🌐

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

Get More Likes, Comments and Shares

3,854 People Reached

165 Reactions, Comments & Shares

126 👍 Like	85 On Post	41 On Share
4 ❤️ Love	1 On Post	3 On Share
1 😄 Haha	0 On Post	1 On Share
9 😮 Wow	7 On Post	2 On Share
16 Comments	9 On Post	7 On Share
9 Shares	1 On Post	8 On Share

381 Post Clicks

88 Photo Views	0 Link Clicks	293 Other Clic

NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Caro Area District Library with Sangeeta Narang and 4 others

Published by Erin Kischnick Schmändt [?] · March 30 at 1:56pm · 🌐

#librariestransform #cultivatecuriosity #carolibrary #caromichigan

949,771 People Reached

72,854 Reactions, Comments & Shares

56,719 👍 Like	**2,319** On Post	**54,400** On Share
2,283 💗 Love	**69** On Post	**2,214** On Share
860 😆 Haha	**38** On Post	**822** On Share
113 😮 Wow	**3** On Post	**110** On Share
3 😢 Sad	**0** On Post	**3** On Share
5 😠 Angry	**1** On Post	**4** On Share
4,066 Comments	**99** On Post	**3,967** On Share
9,328 Shares	**9,328** On Post	**0** On Share

46,508 Post Clicks

7,337 Photo Views	**39** Link Clicks	**39,132** Other Cli

If you could write

2 words

to your younger self,

what would they be?

LET'S HAVE SOME FUN. TYPE THE TITLE OF YOUR CURRENT READ INTO THE GIF BAR AND POST WHAT YOU FIND.

Pima County Public Library
Like This Page · July 15 · Edited · 🌐

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.

👍 Like   💬 Comment   ➥ Share

😍😂❤️ 47   Top Comments ▾

17 Shares   232 Comments

Carolyne Greeno

Write a comment...   😊 📷 GIF 🎁

Chat (On)

Pima County Public Library

Published by Lisa Waite Bunker [?] · July 17 at 3:49pm · 🌐

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

00:32

✅ **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

63,424 people reached   **Boost Post**

👍😮❤️ 424   39 Comments 863 Shares

👍 Like   💬 Comment   ➤ Share

63,424 People Reached

36,592 Video Views

5,420 Reactions, Comments & Shares

2,110 👍 Like	**256** On Post	**1,854** On Shares
86 ❤️ Love	**18** On Post	**68** On Shares
40 😀 Haha	**0** On Post	**40** On Shares
1,642 😮 Wow	**150** On Post	**1,492** On Shares
30 😢 Sad	**0** On Post	**30** On Shares
1 😡 Angry	**0** On Post	**1** On Shares
668 Comments	**61** On Post	**607** On Shares
863 Shares	**863** On Post	**0** On Shares

9,505 Post Clicks

1,752 Clicks to Play ⓘ	**56** Link Clicks	**7,697** Other Click

NEGATIVE FEEDBACK

Pima County Public Library
Published by Lisa Waite Bunker [?] · August 9 · 🌐

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.

5,725 people reached

Boost Post

😊❤️😲 Diana Englert, Georgia Ehlers and 85 others · 2 Comments · 46 Shares

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 your 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.
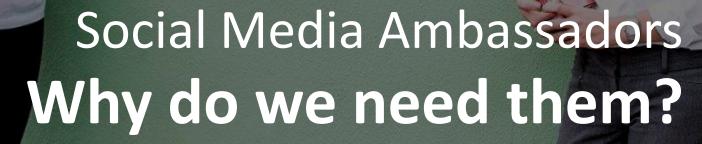
Social Media Ambassadors
APL story

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

BLOG / SOCIAL

By: Kaylynn Chong

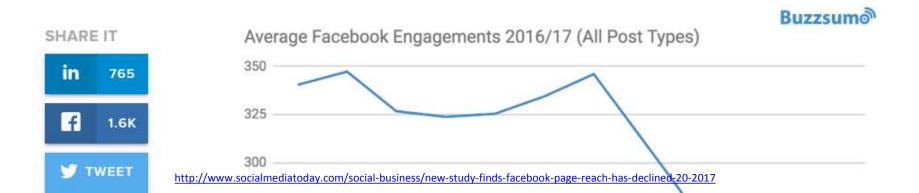# New Study Finds Facebook Page Engagement Has Declined 20% in 2017

AUTHOR

Andrew Hutchinson
@adhutchinson

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.

SHARE IT

in   765

f   1.6K

TWEET

Buzzsumo

Average Facebook Engagements 2016/17 (All Post Types)

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

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
o good! We can't wait to go back. It officially opens on 10/28!
Lambassador

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
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

PCPL story

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

Facebook Live

APL story

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

Facebook Live

Why do we need it?

Top 10 Video Marketing Trends And Statistics Roundup 2017

TJ McCue, CONTRIBUTOR

FULL BIO ∨

Opinions expressed by Forbes Contributors are their own.

TWEET THIS

🐦 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…

LIBRARY JOURNAL

BOOKPulse
Your daily update
on new books
and book news

Check
To...
Pulse

Q Search the

Tip 1: Borrow Ideas From Other Libraries

LATEST STORIES   FEATURES   INFODOCKET   ACADEMIC   TECHNOLOGY   MANAGING L

SUBSCRIBE TO LJ   AWARDS   RESEARCH   CASE STUDIES   PROFESSIONAL DEVELOPMENT

You are here: Home / Live from the Library

Live from the Library

By Jennifer Koerber on ▦ April 10, 2017 ▢ 1 Comment

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

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!
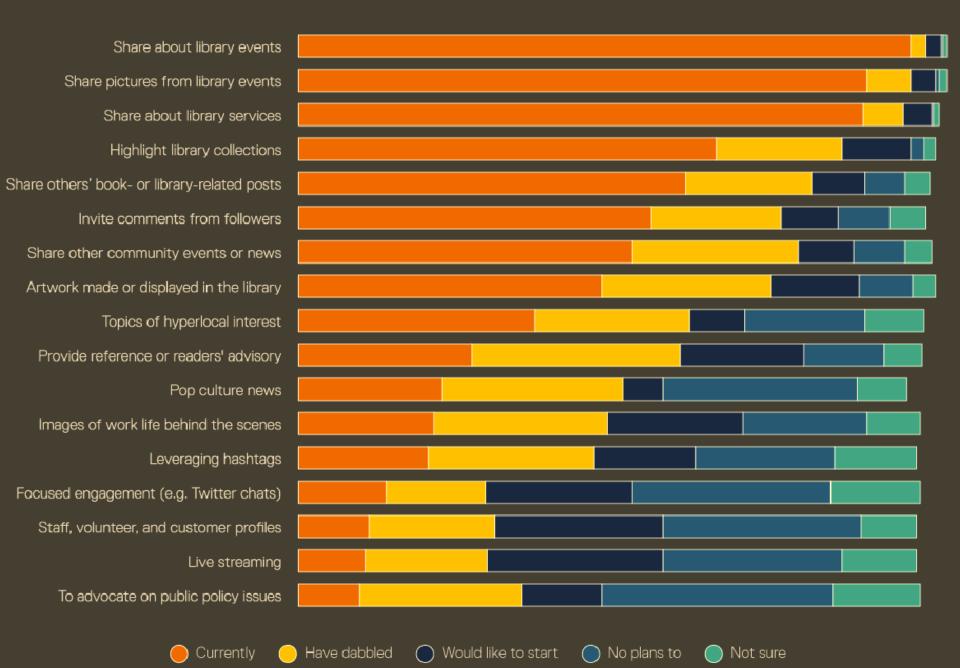
Final report available in early 2018

What Libraries Use Social Media For

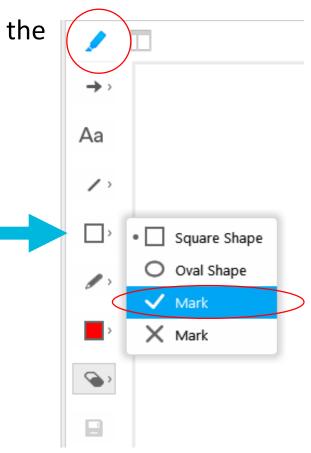|	Currently	Have dabbled	Would like to start	No plans to	Not sure

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
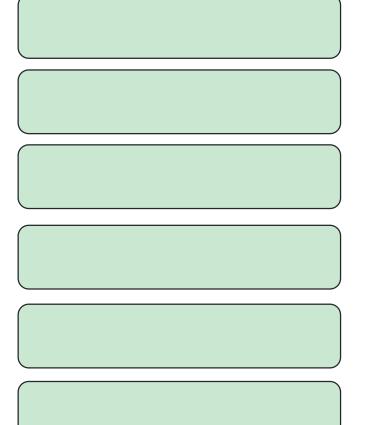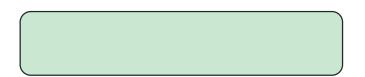
Social Media and Libraries Webinar Series

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