# Serving Readers: Beyond the Basics

**Description:** As libraries evolve and adapt to changing circumstances, it is crucial to our continued community relevance that we retain and serve our core constituency of readers. Reader's advisory specialists from The Seattle Public Library expand on the basic premises and practices of reader’s advisory, sharing how to apply these practices across new platforms and technologies, enlist social media and catalogs to serve readers, and use form-based and virtual reader's advisory. Learn expert techniques for using the latest generation of advisory resources and other ways to better serve readers in libraries large and small.

**Presented by:** David Wright and Andrea Gough, readers advisory librarians with the Seattle Public Library’s Reader Services Department

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |

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| **Discussion: Providing Basic Reader’s Advisory** | |
| Who else within your community is sharing information about books (newspaper, local blogger, bookstore)? What tactics do they use?  How does your library help readers help themselves?  What tools are available at your library to support reader’s advisory? How can staff members share expertise with one another to expand their RA skills? | |
| **Discussion: Forms-based RA** | |
| Spend some time looking at different examples of forms-based reader’s advisory. What kinds of information about reading tastes do different forms solicit?  Which types of questions—focus, genre, length, fiction/non-fiction, characters, online—would most appeal to your community and help your library staff? What are the advantages/disadvantages of the minimalist approach? | |
| **Activity: RA Patron Interactions** |
| Think of a time when you had a very positive interaction with a patron regarding Reader’s Advisory. Write down the top 5 words that you would use to describe that interaction.  1.  2.  3.  4.  5.  Use those words to guide your personal practice regarding Readers Advisory activities. |
| **Activity: RA on Social Media** |
| Do you have a significant portion of your community that you connect with on Facebook? What other social media tools work well to connect with your community members?  The presenters demonstrated several ways to use Facebook to foster discussion around books.  List 2-3 questions you could post to generate crowd-sourced reading lists, or teasers for a Facebook Reading Blitz.    1.  2.  3. |
| **Action Plan** (include next steps, who, when, etc.) | |
| What steps will you take to try new approaches to reader’s advisory? | |

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| **NOTES** |
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