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The webinar will begin at 2:00 Eastern/11:00 Pacific
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Today’s audio is streaming to your computer’s speakers or headphones.

Too loud or soft? Adjust volume level in the Audio broadcast box:

Lost all sound? Hear an echo? Click on the small radio tower icon (above chat box) OR go to the Communicate menu (at the top of the screen) and select Audio Broadcast to refresh your connection.
Need Help?

Please post **technical support questions** into the **Q&A Panel**.

**Step 1:** Type the problem in the **dialog box**.

**Step 2:** Click **Send**.
Chat Etiquette

Use Chat to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.

And if you’re tweeting, use this hashtag: #wjwebinar
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   Communicate > Teleconference > Join Teleconference.
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Step 3: Enter the Access Code provided.
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**Washington** State Library

And to the **Bill & Melinda Gates Foundation** for their continued support of WebJunction.
Today’s Presenter

Dr. Roberto Gallardo
Project Director, Extension Broadband Education and Adoption Team (e-BEAT), Mississippi
THE BIG “THREE”

- Facebook
  - Positives: Free; very popular; very graphical
  - Negatives: No control over page (you do not own it!); complicated interface; privacy concerns; ad invasion!

- Twitter
  - Positives: Free; short & sweet updates; simple interface; powerful search capability
  - Negatives: Limited characters, constant presence to remain relevant, tweets easily lost in user’s feed; limited graphical capabilities

- Pinterest
  - Positives: Free; very graphical; powerful search capability
  - Negatives: bit more high maintenance; user interface not quite as simple; limited text; security concerns; copyright issues
FACEBOOK – WHO, WHEN?

- 1 billion users, including 600 million mobile users, 552 million daily active users
- 60% Male Vs. 40% Female
- Largest user age group: 18 to 25 (29%)
- Avg. time (minutes) per user per month: 405

Source: mediabistro.com; socialcaffeine.com
FACEBOOK - PROFILES, GROUPS, OR PAGES

- Profiles
  - Generated when an individual creates Facebook account
  - Designed for individuals, not organizations or corporations
  - Terms of service allow only one page per individual

- Groups
  - Communities centered around a subject (private/invitation-only/open)
  - Book club groups, alumni, courses, etc.
  - Focused on discussion and community, not on promotion

- Pages
  - Designed for organizations, businesses, and institutions
  - Fans have to “Like” your page to see your posts in their news feed
  - Multiple individuals can be setup as administrators/managers
  - Most resembles an interactive website, embedded in Facebook
FACEBOOK – TIMELINE

- Shows page’s “activity”; it is what “likers” see when they visit your page.

Click here to access your news feed.
FACEBOOK – NEWS FEED

- Posts (status updates, photos, videos, etc.) from PAGES you “like”

Click here to access your timeline
FACEBOOK PAGES - MANAGE YOUR ACCOUNT
FACEBOOK PAGES – MANAGE YOUR ACCOUNT

<table>
<thead>
<tr>
<th>E-Beat</th>
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<tr>
<td></td>
<td><strong>Page Info</strong></td>
<td><strong>Settings</strong></td>
<td><strong>Admin Roles</strong></td>
<td><strong>More...</strong></td>
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<tr>
<td>Category</td>
<td>Companies &amp; Organizations : Education</td>
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<tr>
<td>Topics</td>
<td>Choose three words to describe your Page</td>
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<tr>
<td>Start Info</td>
<td>Started on September 2011</td>
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</table>
FACEBOOK PAGES - MANAGE YOUR ACCOUNT

- Update Page Info (Admin panel/edit page/update page info)
  - Change page type and category
  - Customize page address (facebook.com/msuebeat)
  - Add hours, location, enable maps, etc.
  - Modify contact information

- Settings (Admin panel/edit page/settings)
  - Page visibility (unpublish and seen only by administrators)
  - Restrictions (age, country)
  - Post ability/visibility
  - Page moderation (add a custom list of words to block from the page)
  - Profanity filter (will block commonly reported words or phrases)
  - Merge pages
  - Delete page

- Administrative roles (Admin panel/edit page/admin roles)
  - Add/remove page managers/moderators/etc.
FACEBOOK PAGES – MANAGE YOUR ACCOUNT

Check box to “unpublish” page and make it only visible to administrators; useful when building page, making major modifications, and/or potential damage control.
FACEBOOK PAGES – MANAGE YOUR ACCOUNT

All Page admins can have a different role assigned to them, depending on what they need to work on.

Learn more about different kinds of admin roles.

- **Andy Collins**
  - Manager
  - Andy can manage admin roles, send messages and create posts as the Page, create ads, and view insights.

- **Chance McDavid**
  - Owner
  - Chance can edit the Page, send messages and create posts as the Page, create ads, and view insights.

- **Roberto Gallardo**
  - Manager
  - Roberto can manage admin roles, send messages and create posts as the Page, create ads, and view insights.

Add Another Admin

[Save][Cancel]
FACEBOOK PAGES – MANAGE YOUR ACCOUNT

<table>
<thead>
<tr>
<th></th>
<th>Manager</th>
<th>Content Creator</th>
<th>Moderator</th>
<th>Advertiser</th>
<th>Insights Analyst</th>
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<td>Edit the Page and Add Apps</td>
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<td>Respond to and Delete Comments</td>
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<td>Send Messages as the Page</td>
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<td>Create Ads</td>
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<td>View Insights</td>
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FACEBOOK - ENGAGING WITH “LIKERS”

- Build audience
  - Invite your contacts (from multiple sources) to “like” your page
  - Additional marketing helps build an audience (website, twitter, etc.)
  - Promote page and/or posts using Ads Manager

- Interacting with “Likers”
  - Private messages: Make sure to reply to private messages on a timely fashion (NOTE: Can only reply to messages sent to your page, cannot initiate a private message)
  - Posting/Commenting/Liking: The more the better!
  - Uploading pictures/managing albums: Pictures are the most commented
  - Creating polls: Ask about newly released books? Potential activities in the library?
FACEBOOK – ENGAGING WITH “LIKERS”

Did you know? In May 2011 35% of American adults owned a smartphone; by February 2012 it went up to 46%; and as of May 2013, 56% own a smartphone! -- Pew Internet

58 people saw this post
FACEBOOK – ENGAGING WITH “LIKERS”

- Want to keep important posts always at the top of your timeline?
- Hover over post, click on pencil icon and select “Pin to Top”
FACEBOOK - INSIGHTS

- Provides key data on your Facebook page

- Key terms
  - Total likes: unique people that like your page
  - Friends of fans: number of unique people who were friends with people who “liked” your page
  - People talking about this: number of unique people who have created a story (when someone comments, likes, shares, answers polls, or responds to events) about your page
  - Weekly Total Reach: # of unique people who have seen your posts
  - Engaged users: # of unique people who have clicked on your posts
  - Viral: number of unique people who have seen your post because one of their friends interacted with it
  - Virality: engaged users (clicked) divided by reach (saw)
FACEBOOK – INSIGHTS

- **# of Likes**: 150
- **Potential reach (power of social media!)**: 42,698
FACEBOOK – INSIGHTS
FACEBOOK PAGE BEST PRACTICES

- Get to the point
- Pin important posts to the top of your Page
- Be casual and conversational
- Use images.
- Post consistently.
- Post the same types of content on the same day of the week.
- Give fans access to exclusive information or content.
- Find your optimal time to post.
- Take advantage of Insights

Source: http://www.davidleeking.com/2012/10/16/facebook-page-best-practices
TWITTER – WHAT IS IT?

- Micro-blogging; real-time

- Key Terms
  - **Tweet**: status update; up to 140 characters; can embed links, pictures
  - **Handle**: your username; defines URL; twitter.com/msuebeat
  - **Name**: can differ from handle; used to find you on Twitter
  - **Follow**: subscribe to somebody’s tweeter feed
  - **Follower**: twitter users that subscribe to your twitter feed
  - **Hashtag**: denotes keywords, topics, categories, and/or trends
  - **Mention**: use somebody’s else handle in your tweet
  - **RT = Retweet; MT = Modified Tweet; HT = Hat tip (credit for idea, link)**
TWITTER – INTERFACE (HOME)

- Basic account information: number of tweets, followers, following
- Contains twitter feed; read tweets from those you follow
TWITTER – INTERFACE (@CONNECT)

- See all interactions & mentions involving your account
- See full “conversations” or exchanges
TWITTER – INTERFACE (@CONNECT)
TWITTER – INTERFACE (#DISCOVER)

- See latest activity for the accounts you follow
- Find news stories chosen for you
- Who to follow suggestions
- Find potential followers
TWITTER – INTERFACE (ME)

- Access activity, lists, favorites, and pictures linked to tweets; edit profile
- Access direct messages (DM)
PINTEREST – KEY CONCEPTS

- Pinterest is an online pinboard that allows you to organize and share things.

**A BIT OF LINGO**

Mastering any new social platform can be a challenge. Here’s a primer on basic Pinterest vocabulary.

**Pin**

“This recipe on Cupcakes.com looks so good I have to pin it.”

An image or video added to Pinterest either from a website using a Pin It button or uploaded from a person’s computer.

**Repin**

“This cupcake recipe Sarah found looks great, I’m going to repin it.”

Similar to a retweet on Twitter, users can repin items they come across that other users have pinned, adding them to one of their boards.

**Board**

“I’m pinning so many cupcake recipes I should just make a cupcake board.”

A set of pins. Users can create boards on any topic (recipes, birthday ideas, dream home) and can add as many pins as they like.
PINTEREST – MANAGING YOUR ACCOUNT

- Personal Profile (private)
PINTEREST – MANAGING YOUR ACCOUNT

- Home Page (public)
PINTEREST – HOW TO USE FOR MY LIBRARY?

- Pinning book covers
- Showcasing historic archives, learning-related infographics
- Creating reading lists
- Sharing new acquisitions, craft projects, etc.
- Promoting library activities (add fliers, etc.)
- Collecting ideas, materials, library displays, etc.
- Highlighting library staff
- Showing off things in the local community/library pictures
PINTEREST – EXAMPLES

- http://pinterest.com/msstatelibrary/
- http://pinterest.com/addisonlibrary/
- http://pinterest.com/nplibrary/
- http://pinterest.com/missoulalibrary/
TOP TEN GUIDELINES FOR ADMINISTRATORS

1. You are your employer on the web—all the same standards apply online as they do in person.
2. Remember your audience—post to them, not to yourself.
3. Be friendly, informal, accessible, but still professional.
4. If you are in doubt, don’t post it. Think twice, post once.
5. Stay away from posts related to politics or legal issues.
6. Be accurate and add value—always. You are the library!
7. Do not post confidential information.
8. If conflict happens, respond immediately to diffuse it. Best practice is to solve it publicly, and not suppress it, if possible.
10. Cite and link to sources. Attribution is critical.

Source: Amanda Powers, Mitchell Memorial Library, Mississippi State University
7 TIPS FOR BUILDING YOUR AUDIENCE

2. Make sure people know how to find you – put your Twitter handle or FB ID on all your virtual and print materials.
3. Success isn’t necessarily about numbers—it’s about engagement. Think quality, not quantity to begin. Quantity follows.
4. Use URL shorteners to track “clicks”
5. Use Facebook Insights and Twitter tools to track engagement
6. Compare stats and content to uncover your audience’s interests
7. Develop a “personality” – make choices about who you are and what your goals are for the venue. Your Twitter account will likely not have the same “identity” as your Facebook, Pinterest, etc.

Source: Amanda Powers, Mitchell Memorial Library, Mississippi state university
5 IDEAS FOR MANAGING SOCIAL MEDIA WORK

1. In general, the more voices contributing, the more likely you will reach your audience.
2. Build a team with a common purpose. Establish a mission and get consensus. Social media shouldn’t be lonely work.
3. Trust your employees/colleagues to post responsibly.
4. No one can be made to “do” social media—empower the people that want to do it.
5. Have fun and celebrate successes!
6. Take advantage of social media management tools such as Hootsuite, Sprout Social, Sendible, TweetDeck, SocialFlow, and others.

Source: Amanda Powers, Mitchell Memorial Library, Mississippi state university
THANK YOU! – QUESTIONS