



# Welcome!

**The webinar will begin at  
2:00 Eastern/11:00 Pacific**



# Audio Tips

Today's audio is streaming to your computer's speakers or headphones.

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



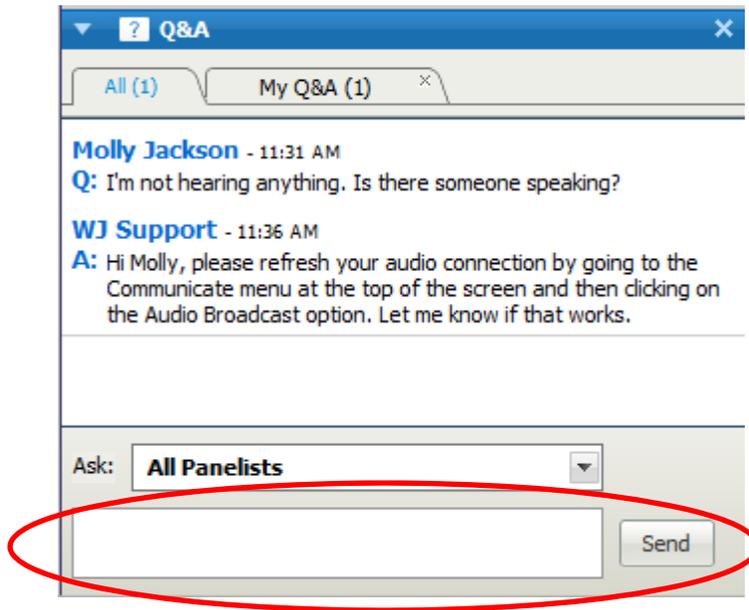
**Lost all sound? Hear an echo?** Click on the **small radio tower icon** (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.





# Need Help?

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



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

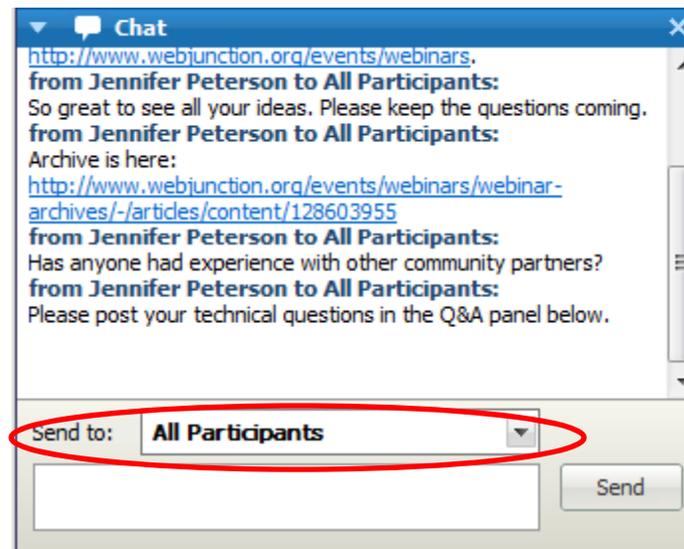
**Step 2:** Click **Send**.



# 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**



# Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.

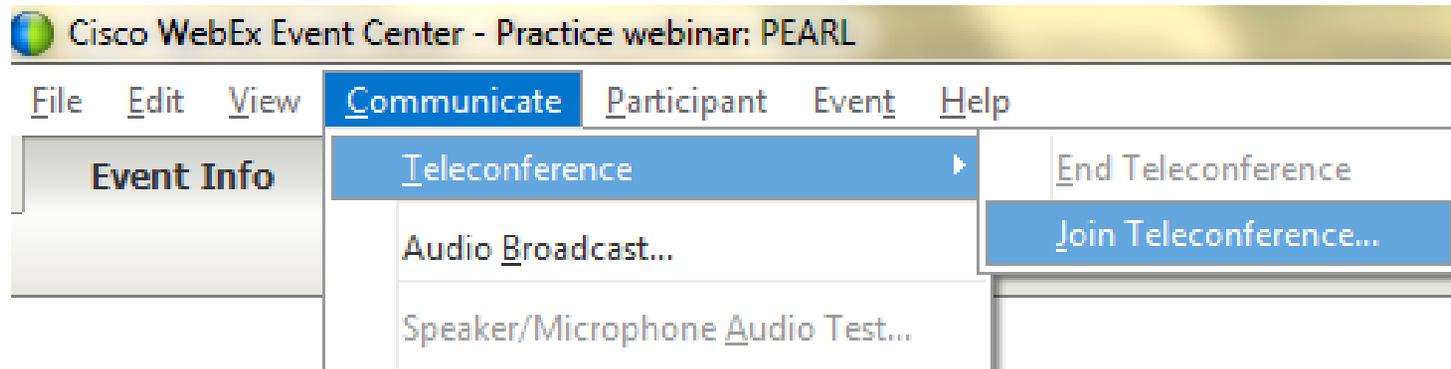


The screenshot displays a webinar interface with two main panels: 'Participants' and 'Chat'. The 'Participants' panel is at the top, showing 'Participants: 4' with a close button (X) circled in red. Below it, it lists 'Speaking: Jennifer Peterson (Host)', 'Panelists: 3' (Jennifer Peterson (Host), Susan Pieper, Marci Merola), and 'Attendees: 1 (1 displayed)'. The 'Chat' panel is at the bottom, showing a message from 'WJ Support to All Participants' with a 'Send' button. A red arrow points to the left edge of the chat panel, and another red arrow points down to the Q&A panel header.



# Telephone Access

If you not able to listen via your computer, you may join by phone.



**Step 1:** At top left corner, select

**Communicate > Teleconference >Join Teleconference.**

**Step 2:** Call the toll-free number provided.

**Step 3:** Enter the **Access Code** provided.



Remember to post to **Q&A panel** if you need technical assistance.

Other Technical problems?

**Contact WebEx support**

**Event Number: 718 045 430**

**Phone: 1-866-229-3239**



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# Stay Informed

## On WebJunction

[webjunction.org](http://webjunction.org)

**Crossroads** (monthly newsletter)

Subscribe on homepage

## Events

[webjunction.org/calendar](http://webjunction.org/calendar)



Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

**Florida** Department of State's Division of  
Library and Information Services

**Idaho** Commission for Libraries

**Illinois** State Library

**Indiana** State Library

**Maine** State Library

**Minnesota** State Library Agency & Minitex

**Mississippi** Library Commission

**Montana** State Library

State Library of **North Carolina**

State Library of **Ohio**

Access **Pennsylvania**

**Texas** State Library & Archives Commission

Library of **Virginia**

**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

**MISSISSIPPI STATE  
UNIVERSITY,  
EXTENSION SERVICE**



# SOCIAL MEDIA FOR LIBRARIES

Roberto Gallardo, Center for Technology Outreach  
Mississippi State University Extension Service  
July 17, 2013



<http://library.blogs.delaware.gov/2010/12/03/social-media-best-of-list/>

facebook®

twitter

*Pinterest*



# 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

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**facebook®**

# 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](http://mediabistro.com); [socialcaffeine.com](http://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

The screenshot shows the Facebook interface for the 'E-Beat' page. At the top, there is a navigation bar with the Facebook logo, a search bar, and links for 'E-Beat', 'Home', and a settings icon. Below this is an 'Admin Panel' with options for 'Notifications', 'Edit Page', 'Build Audience', 'Help', and 'Show'. A right-hand sidebar contains an 'Ads Manager' button and a year selector (Now, 2013, 2012, Started). The main content area features a large cover photo of blue fiber optic cables. Below the cover is the profile picture, a circular logo for the 'EXTENSION DISTRICT EDUCATION & ADOPTION TEAM'. The page name 'E-Beat' is displayed with 150 likes and 3 people talking about it. Below the name is a 'Local Business' section with address and phone number. To the right are 'Photos' and 'Likes' tabs, with a 'Thank you' graphic and a '150' like count. A 'Highlights' dropdown is centered below the tabs. At the bottom, there is a 'Status' section with a text input field and a 'Photo / Video' button, and a 'Recent Posts by Others on E-Beat' section with a post by 'Andy Collins'.



# FACEBOOK – NEWS FEED

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

Click here to access your timeline

The screenshot shows the Facebook News Feed interface. At the top, there is a search bar and navigation links for 'E-Beat', 'Home', and a settings icon. Below the search bar are options to 'Update Status', 'Add Photos/Video', and 'Ask Question'. A text input field asks 'What's on your mind?'. On the left sidebar, the 'E-Beat' profile is shown with an 'Edit Profile' link. Below this are sections for 'FAVORITES' (News Feed, Insights, Messages, Events, Photos) and 'PAGES' (Pages Feed, Like Pages). The main feed area shows a post from 'Mississippi Library Commission' with a text update about 'The Origin of Species' and a quote from Eudora Welty. Below it is a post from 'Mississippi MarketMaker' featuring a photo of a red Case IH combine harvester in a wheat field. The photo caption reads: 'Wheat harvest is well underway here in Mississippi. It takes a modern combine about 9 seconds to harvest enough wheat to make 70 loaves of...'. On the right, an 'Insights Summary' box shows 0 New Likes, 1 Talking About This, and 102 Weekly Total Reach.

# FACEBOOK PAGES - MANAGE YOUR ACCOUNT

The screenshot shows the Facebook interface for the 'E-Beat' page. At the top, the Facebook logo and search bar are visible. The 'Admin Panel' is located at the top left, and the 'Edit Page' menu is open, showing options like 'Update Page Info', 'Edit Settings', and 'Manage Admin Roles'. The page cover features a blue fiber-optic background and the 'E-Beat' logo, which is a globe with the text 'EXTENSION EDUCATION & ADOPTION TEAM'. The page name 'E-Beat' is displayed with 150 likes and 3 talking about this. The 'About' section lists the page as a local business with the address '190 North Bost Box 9662, 39762' and phone number '(662) 325-3226'. A 'Thank you' graphic and a '150 Likes' counter are also visible. On the right, the 'Ads Manager' section shows a timeline starting from 'Now'.

# FACEBOOK PAGES – MANAGE YOUR ACCOUNT

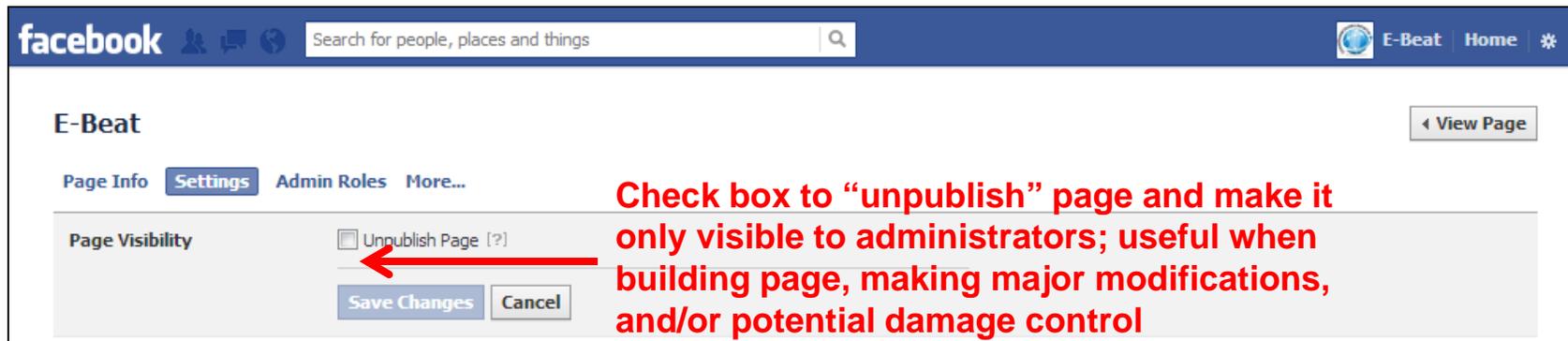
The screenshot shows the Facebook page management interface for 'E-Beat'. At the top, there is a search bar with the text 'Search for people, places and things' and a magnifying glass icon. To the right of the search bar, there is a profile picture of 'E-Beat', the name 'E-Beat', and a 'Home' button with a gear icon. Below the search bar, the page name 'E-Beat' is displayed on the left, and a 'View Page' button is on the right. A navigation menu is located below the page name, containing four items: 'Page Info', 'Settings', 'Admin Roles', and 'More...'. The 'Page Info' item is highlighted with a red rectangular box. Below the navigation menu, there is a table with five rows, each representing a different piece of page information. Each row has a label on the left, a value in the middle, and an 'Edit' link on the right.

| Field        | Value                                    | Action |
|--------------|--|--------|
| Name         | E-Beat                                   | Edit   |
| Page Address | www.facebook.com/MSUeBEAT                | Edit   |
| Category     | Companies & Organizations : Education    | Edit   |
| Topics       | Choose three words to describe your Page | Edit   |
| Start Info   | Started on September 2011                | Edit   |

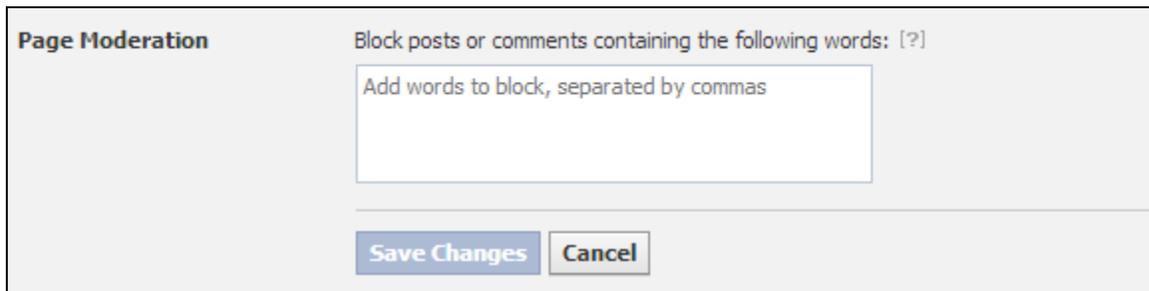
# FACEBOOK PAGES - MANAGE YOUR ACCOUNT

- ❑ 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



The screenshot shows the Facebook interface for the 'E-Beat' page. The top navigation bar includes the Facebook logo, a search bar, and the page name 'E-Beat' with a 'Home' link and a settings icon. Below the navigation bar, the page name 'E-Beat' is displayed, followed by a 'View Page' button. The 'Settings' tab is selected, showing options for 'Page Info', 'Settings', 'Admin Roles', and 'More...'. The 'Page Visibility' section is highlighted, featuring an 'Unpublish Page' checkbox with a red arrow pointing to it. Below this checkbox are 'Save Changes' and 'Cancel' buttons. A red text annotation reads: 'Check box to “unpublish” page and make it only visible to administrators; useful when building page, making major modifications, and/or potential damage control’.



The screenshot shows the 'Page Moderation' settings. It includes a heading 'Page Moderation' and a sub-heading 'Block posts or comments containing the following words: [?]'. Below this is a text input field with the placeholder text 'Add words to block, separated by commas'. At the bottom of the section are 'Save Changes' and 'Cancel' buttons.



The screenshot shows the 'Profanity Filter' settings. It includes a heading 'Profanity Filter' and a dropdown menu set to 'Strong' with a '[?]' link. Below this are 'Save Changes' and 'Cancel' buttons.

# FACEBOOK PAGES – MANAGE YOUR ACCOUNT

## E-Beat

[Page Info](#) [Settings](#) **Admin Roles** [More...](#) [View Page](#)

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.

|  |   |  |   |
|--|---|--|---|
|  <b>Andy Collins</b><br>Manager ▾<br>Andy can manage admin roles, send messages and create posts as the Page, create ads, and view insights.        | × |  <b>Roberto Gallardo E</b><br>Manager ▾<br>Roberto can manage admin roles, send messages and create posts as the Page, create ads, and view insights. | × |
|  <b>Chance McDavid</b><br>Content Creator ▾<br>Chance can edit the Page, send messages and create posts as the Page, create ads, and view insights. | × | <input type="text" value="Specify an email address"/><br>Manager ▾<br>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

|                                | Manager | Content Creator | Moderator | Advertiser | Insights Analyst |
|--------------------------------|---------|-----------------|-----------|------------|------------------|
| Manage Admin Roles             | ✓       |                 |           |            |                  |
| Edit the Page and Add Apps     | ✓       | ✓               |           |            |                  |
| Create Posts as the Page       | ✓       | ✓               |           |            |                  |
| Respond to and Delete Comments | ✓       | ✓               | ✓         |            |                  |
| Send Messages as the Page      | ✓       | ✓               | ✓         |            |                  |
| Create Ads                     | ✓       | ✓               | ✓         | ✓          |                  |
| View Insights                  | ✓       | ✓               | ✓         | ✓          | ✓                |

# FACEBOOK - ENGAGING WITH “LIKERS”

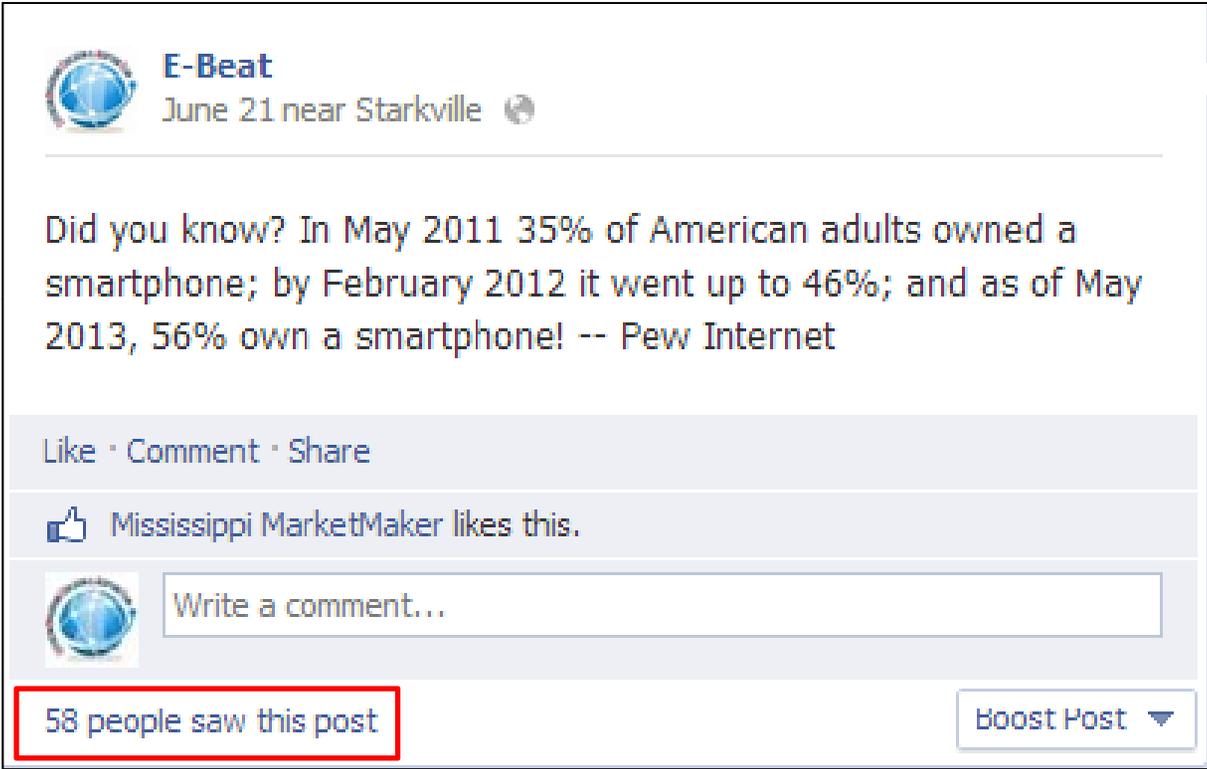
## □ Build audience

- 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”



A screenshot of a Facebook post from the user 'E-Beat'. The post is dated 'June 21 near Starkville' and contains text about smartphone ownership statistics. Below the text are interaction options: 'Like · Comment · Share', a notification that 'Mississippi MarketMaker likes this.', and a comment box. At the bottom left, a red box highlights the text '58 people saw this post'. At the bottom right, there is a 'Boost Post' button with a dropdown arrow.

 **E-Beat**  
June 21 near Starkville

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

Like · Comment · Share

 Mississippi MarketMaker likes this.

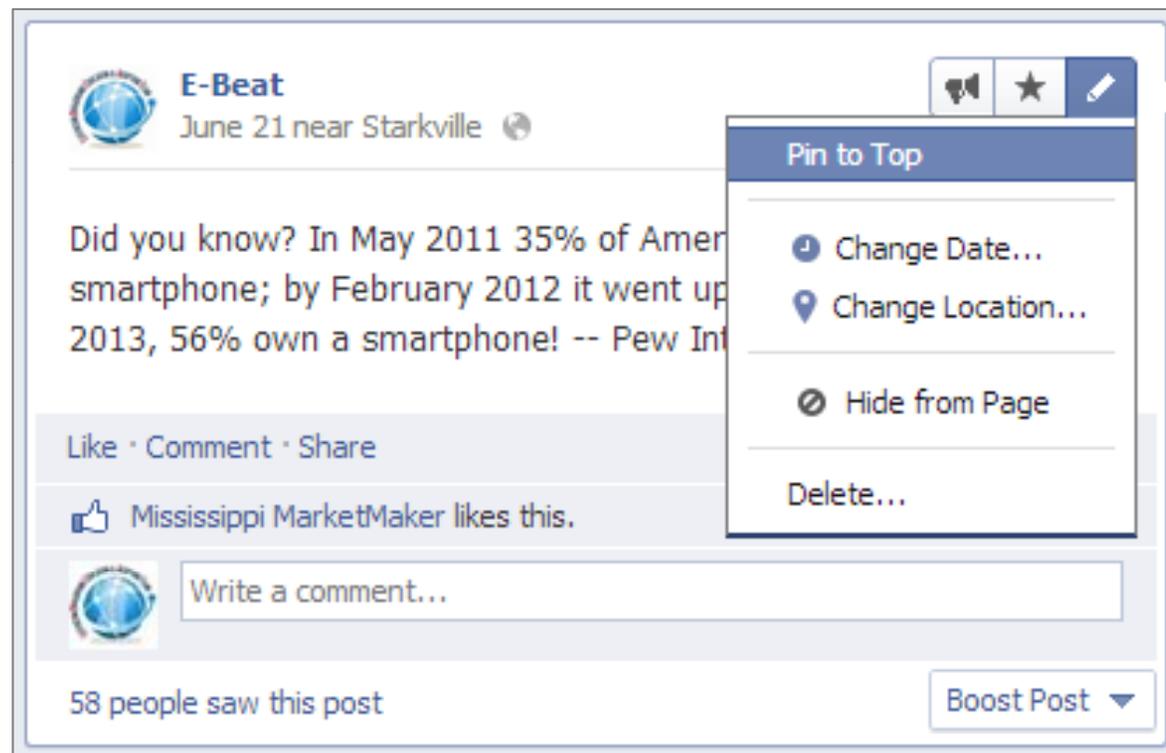
 Write a comment...

58 people saw this post

Boost Post ▼

# FACEBOOK – ENGAGING WITH “LIKERS”

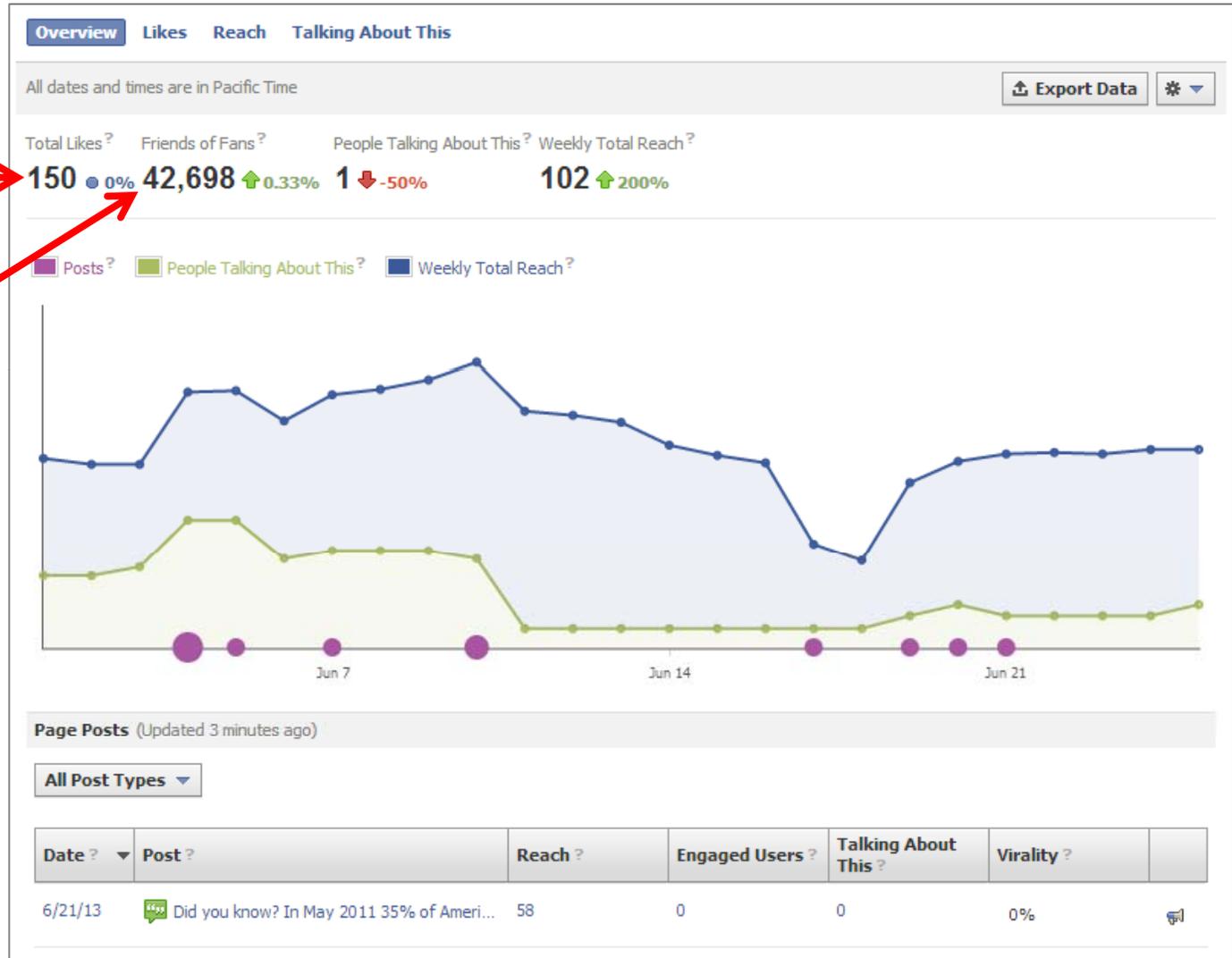
- ❑ Want to keep important posts always at the top of your timeline?
- ❑ Hover over post, click on pencil icon and select “Pin to Top”



# 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

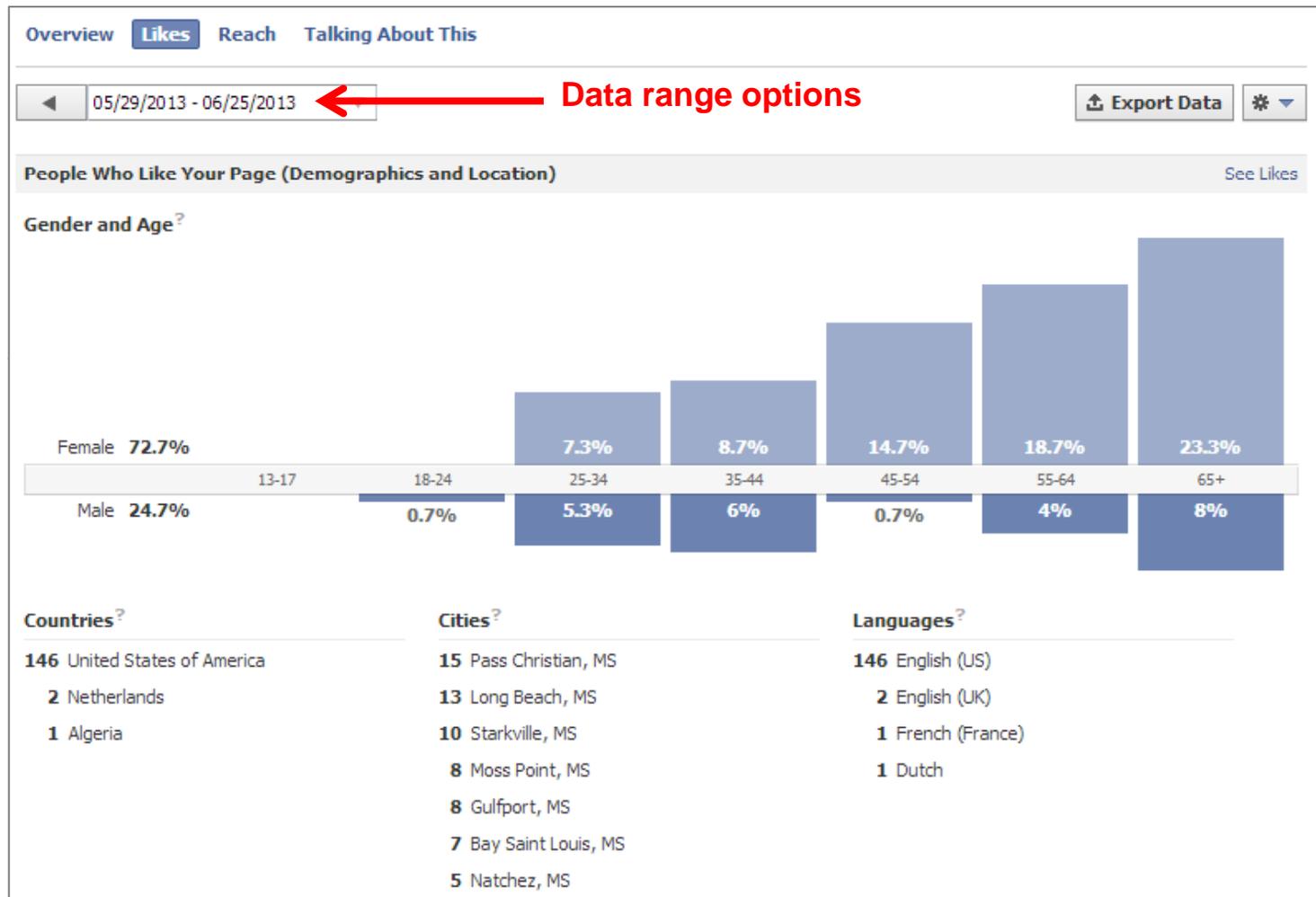


# of Likes →

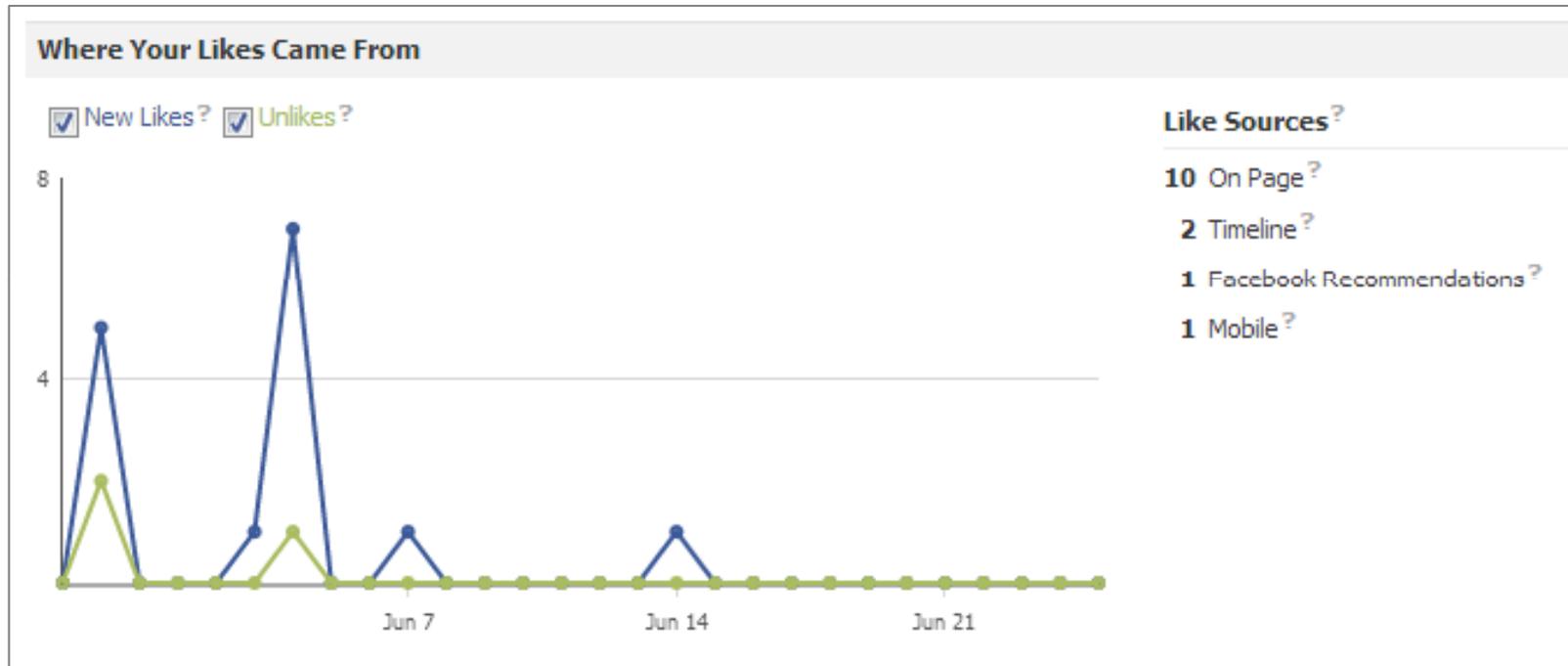
Potential reach  
(power of social  
media!)



# FACEBOOK – INSIGHTS



# 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>

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twitter



# 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

The screenshot displays the Twitter home page for a user named e-BEAT. The top navigation bar includes 'Home', 'Connect', 'Discover', and 'Me', along with a search bar and settings. The user's profile card shows 952 tweets, 72 following, and 132 followers. Below the profile is a 'Compose new Tweet...' box. The 'Who to follow' section lists LG USA Mobile, Twitter Media, and Twitter Search. The main 'Tweets' section features three tweets: CNET @CNET (2m), Mashable @mashable (7m), and TechRepublic @TechRepublic (8m).

| Account | Tweets | Following | Followers |
|---------|--------|-----------|-----------|
| e-BEAT  | 952    | 72        | 132       |

| Tweet   | Account                    | Time |
|---|----------------------------|------|
| For Microsoft, it's Haswell that ends well <a href="http://cnet.co/12ruWen">cnet.co/12ruWen</a>   | CNET @CNET                 | 2m   |
| We chatting Social Media Day LIVE right now with global #smday organizers in a Google+ Hangout <a href="http://on.mash.to/17169al">on.mash.to/17169al</a> | Mashable @mashable         | 7m   |
| Getting the most from 4G and wireline networks <a href="http://tek.io/1cvNEmx">tek.io/1cvNEmx</a>   | TechRepublic @TechRepublic | 8m   |
| Five more apps to replace Google Reader <a href="http://tek.io/1cvNGe9">tek.io/1cvNGe9</a>  | TechRepublic @TechRepublic | 8m   |

# TWITTER – INTERFACE (@CONNECT)

- ❑ See all interactions & mentions involving your account
- ❑ See full “conversations” or exchanges

The screenshot displays the Twitter interface for the @Connect account. The top navigation bar includes Home, @Connect (selected), Discover, and Me, along with a search bar and settings. The main content area is divided into two columns. The left column features a sidebar with 'Interactions' and 'Mentions' sections, and a 'Who to follow' section listing accounts like LG USA Mobile, Twitter in The City, and CFRA Tweets. The right column shows a list of interactions: a tweet favorited by kallie klemm and lyndsey mccant, Connect S Carolina following the user, and mississippi.org retweeting the user.

**Interactions**

Mentions

Who to follow · Refresh · View all

- LG USA Mobile @LGUSAMo...  
Follow Promoted
- Twitter in The City @TwitterSF  
Follow
- CFRA Tweets @cfra  
Followed by Broadband Access M...  
Follow

Popular accounts · Find friends

**Interactions**

- ★ **kallie klemm** and **lyndsey mccant** favorited your Tweet 5h  
21 Jun: @z4ck4ri4h06c @DeBorahDraytonW @natchez01 @JanetBeatty  
Thank you for joining us today!
- 🐦 **Connect S Carolina** and 6 others followed you 21 Jun
- ↻ **mississippi.org** retweeted you 24 Apr  
24 Apr: Check out our social media material for entrepreneurs!  
mucare.com/ebeat @MSUeBEAT #smallbusiness

# TWITTER – INTERFACE (@CONNECT)



The screenshot shows a Twitter thread on a mobile interface. It features three tweets. The first tweet is from Heather Sophia (@heatherbfac) posted 24 hours ago, with the text "Go state!" and an "Expand" link. The second tweet is from MS State Univ Libs (@msu\_libraries) also posted 24 hours ago, with the text "We second what she said >>> #HallState RT @heatherbfac Go state!" and an "Expand" link. The third tweet is from Heather Sophia (@heatherbfac) posted 23 hours ago, with the text "@msu\_libraries :-)", and interaction options for "Hide conversation", "Reply", "Retweet", and "Favorite". Below the tweets is a text input field with the placeholder "Reply to @heatherbfac".

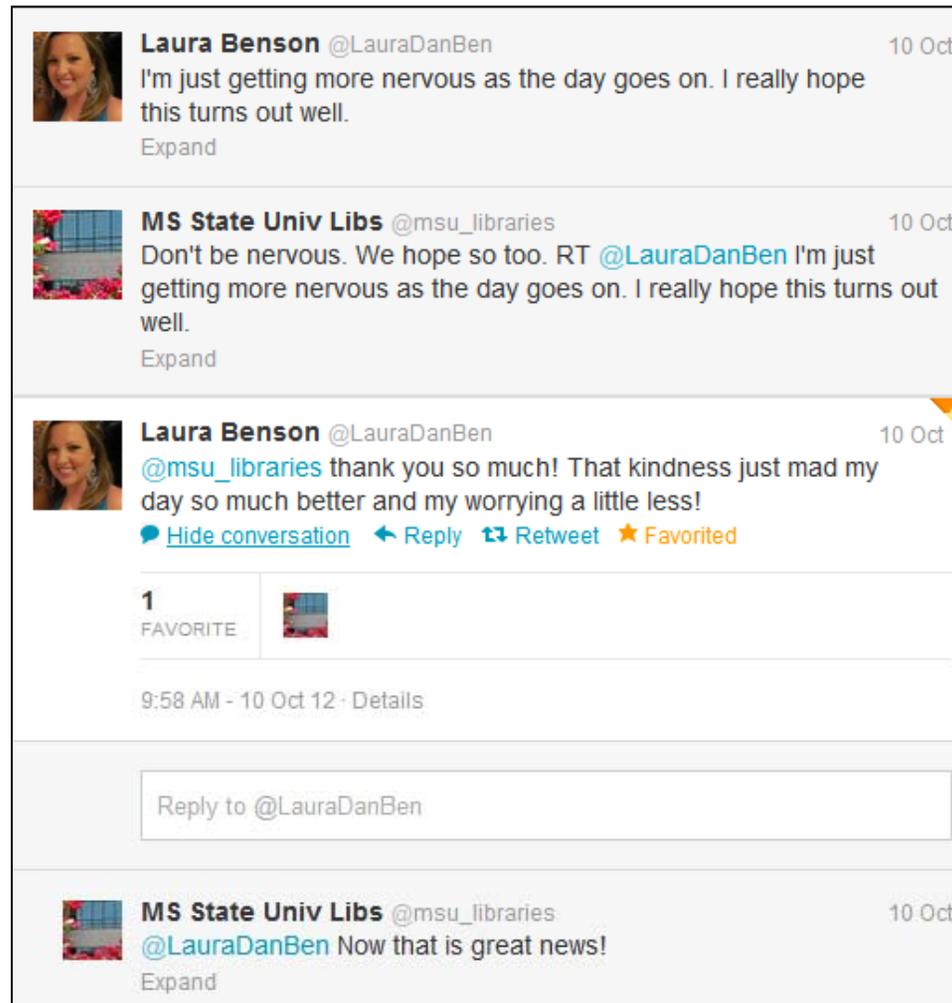
**Heather Sophia** @heatherbfac 24h  
Go state!  
Expand

**MS State Univ Libs** @msu\_libraries 24h  
We second what she said >>> #HallState RT @heatherbfac Go state!  
Expand

**Heather Sophia** @heatherbfac 23h  
@msu\_libraries :-)  
Hide conversation Reply Retweet Favorite  
7:28 PM - 20 Oct 12 · Details

Reply to @heatherbfac

# TWITTER – INTERFACE (@CONNECT)



The screenshot shows a Twitter thread with four tweets. The first tweet is from Laura Benson (@LauraDanBen) dated 10 Oct, stating she is nervous. The second tweet is a retweet from MS State Univ Libs (@msu\_libraries) dated 10 Oct, expressing hope. The third tweet is from Laura Benson (@LauraDanBen) dated 10 Oct, thanking @msu\_libraries. Below this tweet are interaction options: 'Hide conversation', 'Reply', 'Retweet', and 'Favorited'. A '1 FAVORITE' section shows a profile picture of MS State Univ Libs. The timestamp '9:58 AM - 10 Oct 12 - Details' is visible. A reply box is present with the text 'Reply to @LauraDanBen'. The final tweet is from MS State Univ Libs (@msu\_libraries) dated 10 Oct, saying '@LauraDanBen Now that is great news!'.

**Laura Benson** @LauraDanBen 10 Oct  
I'm just getting more nervous as the day goes on. I really hope this turns out well.  
Expand

**MS State Univ Libs** @msu\_libraries 10 Oct  
Don't be nervous. We hope so too. RT @LauraDanBen I'm just getting more nervous as the day goes on. I really hope this turns out well.  
Expand

**Laura Benson** @LauraDanBen 10 Oct  
@msu\_libraries thank you so much! That kindness just mad my day so much better and my worrying a little less!  
[Hide conversation](#) [Reply](#) [Retweet](#) [★ Favorited](#)

**1 FAVORITE**

9:58 AM - 10 Oct 12 - Details

Reply to @LauraDanBen

**MS State Univ Libs** @msu\_libraries 10 Oct  
@LauraDanBen Now that is great news!  
Expand

# 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)



The screenshot shows the Twitter interface for the e-BEAT profile. The top navigation bar includes Home, Connect, Discover, and Me. The profile header for e-BEAT (@MSUeBEAT) features a logo for the Extension Education & Adoption Team, the name e-BEAT, the handle @MSUeBEAT, and a bio: "e-BEAT is a statewide initiative in Mississippi looking to increase broadband adoption among local governments, small businesses, and households" with the website ebeat.ms. The profile statistics show 952 tweets, 72 following, and 132 followers. A tweet from June 26th is visible, mentioning an exhibitor role at the MS Economic Development Council's event.

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*Pinterest*

# 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)

The screenshot shows a Pinterest page with a search bar at the top, the Pinterest logo, and a user profile 'e-BEAT'. The main content is a blog post titled 'Marketing On Pinterest' by Christina Mendoza, dated June 27, 2013. The post includes a 'Pinned by' section with 'Pinnable Business' and 'Pinterest Marketing'. Below the post are two identical infographics titled 'Going from Pinterest to Store Purchase'.

**Going from Pinterest to Store Purchase**

41% Time Elapsed When Item Pinned and Item Bought by Purchasers

- 9% within 24 hours
- 32% within 24 hours and 1 week
- 39% within 1-3 weeks
- 9% within 4-8 weeks
- 11% after 8 weeks

The percentage that do "Reverse Showrooming." People who browse online and then purchase in stores.

**Did Pinning the Item Influence Your Decision to Buy It?**

- 36% answered "Yes, a lot." (Heart icon)
- 43% answered "Yes, a little bit." (Checkmark icon)
- 21% answered "No." (X icon)

**When You Pinned the Item, Were You Already Thinking of Buying It?**

49% Yes 51% No

**How did Pinterest Affect Your Purchase Decision?**

# PINTEREST – MANAGING YOUR ACCOUNT

Home Page (public)



## e-BEAT

e-BEAT is a statewide initiative in Mississippi looking to increase broadband adoption among local governments, small businesses, and households

[msucares.com/ebeat](http://msucares.com/ebeat) · 

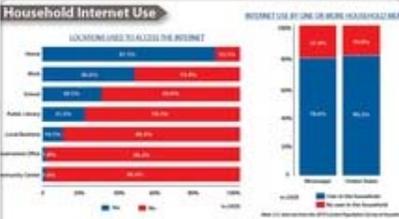
Repins from

-  Mladen Malik Barba
-  Pierre Cappelli

 CMT

4 Boards    120 Pins    0 Likes    [Follow All](#)    54 Followers    5 Following

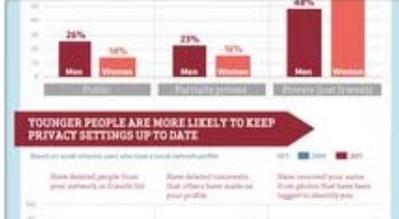
### Internet Use in MS



9 pins

Follow

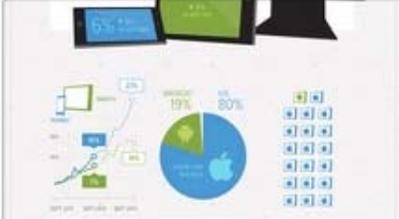
### Internet Related Information



96 pins

Follow

### Mobile Related



11 pins

Follow

### Small Business Infographics



5 pins

Follow

# 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/>

The screenshot shows a Pinterest profile for 'Love Libraries'. The profile header includes a search bar, the Pinterest logo, and navigation links for 'Add', 'About', and 'e-BEAT'. The profile picture is a building with red flowers in the foreground. The bio reads 'I work in a library' and the location is 'Starkville, MS'. A 'Repins from' section lists Amanda Powers, Lissie Mer, and Patty. Below the profile, there are statistics: 17 Boards, 240 Pins, 0 Likes, Activity, Follow All, 16 Followers, and 1 Following. The main content area displays six boards: 'Mitchell Memorial Lib...' (16 pins), 'Hail State' (15 pins), 'The IMC' (5 pins), 'We Love Libraries' (28 pins), 'Books Worth Reading' (44 pins), and 'Libraries of Days Gon...' (9 pins). Each board has a representative image and a 'Follow' button.

# SOCIAL MEDIA **BEST** PRACTICES

Best Social Media  
Tips and Practices



# 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.
9. Don't promote commercial establishments. Delete commercial posts.
10. Cite and link to sources. Attribution is critical.

Source: Amanda Powers, Mitchell Memorial Library, Mississippi state university

## 7 TIPS FOR BUILDING YOUR AUDIENCE

1. Be reliable. Post daily. Respond quickly.
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**

