

S O C I A L

M E D I A

F O R

L I B R A R I E S

Danielle Loftus
Library Institute, 2016

The hope for today:



You leave here knowing
you can **think like a
marketer**, and that
you've got actions to
**try at your library
next week!**

So marketing is ...

Engaging your audience so they understand who you are, what you do, and what it's worth to them

And what is the best way to achieve this?

Simple messages,
tweaked for different
audiences, delivered
across the right
platforms, on an
on-going basis.

Easy, right?

OPEN

QUESTION

Who are you marketing to?

Put yourself in your audience's shoes

(Remember it's not just one pair of shoes!)



Potential stakeholders

You can divide them by type (or needs):

... children ...

... parents ...

... job seekers

... the local community ...

... other libraries and institutions ...

Dress it up for different audiences!

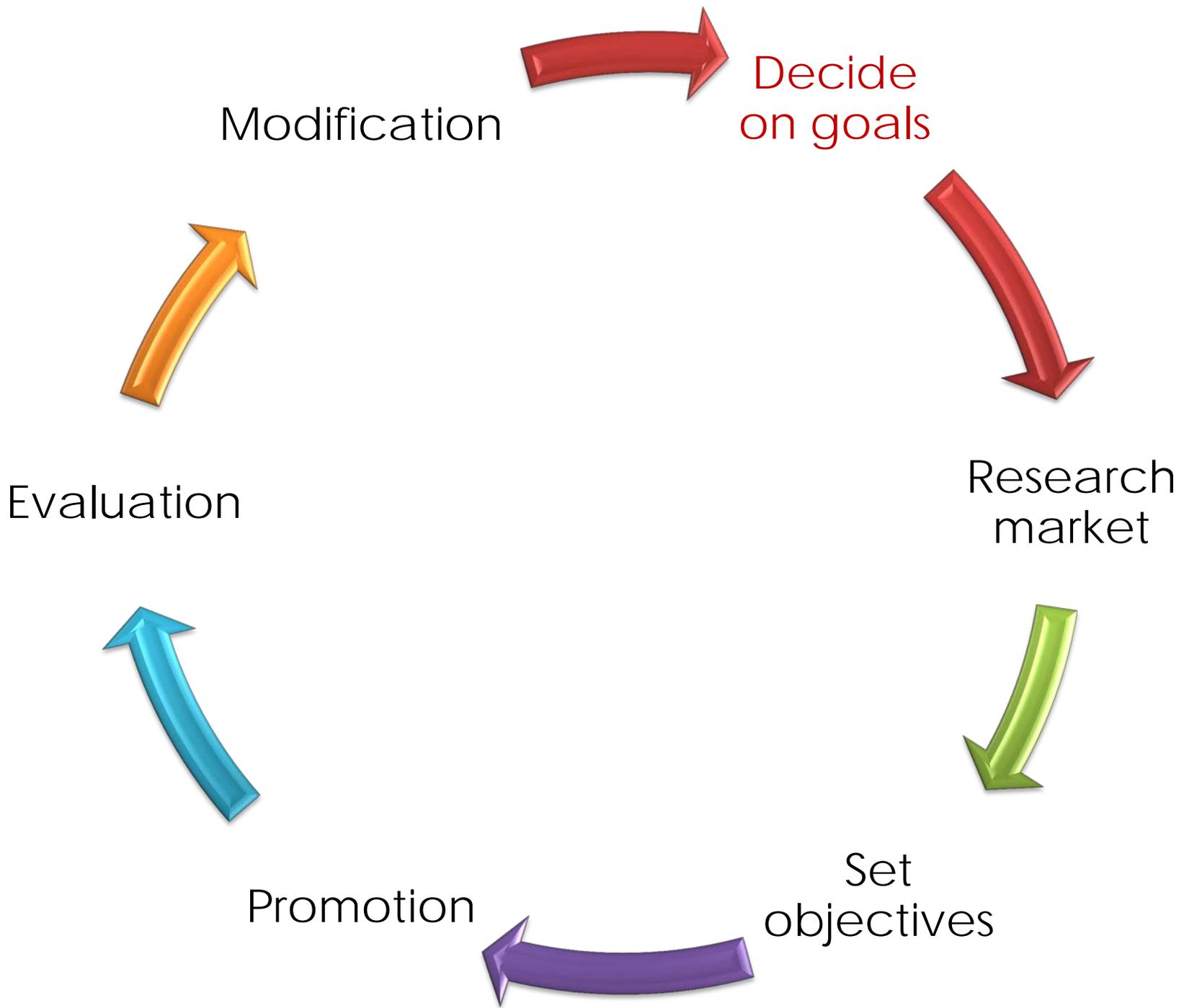


An aerial photograph of a lush green agricultural field, possibly a rice paddy, with a central path or canal. A solid red circle is positioned to the left of the text.

● GENERAL PRINCIPLES

Make a plan ...





1) Know why you're there

Make sure the tail isn't wagging the dog. There's no point in creating a campaign or signing up for a platform unless you know **why** and **how you're going to use it**.

For NYPL it's to...

“Inspire lifelong learning by asking and answering questions that encourage patrons to challenge their assumptions .”

New York Public Library | Social Media Strategy

2) Don't over-commit

“It's better to do one thing properly than to end up with lots of sad, neglected profiles all over the web.”

Frances Taylor | Marketing Manager, Business & IP Centre, British Library

Solo librarians: if you have time to only market one or two things, focus on the things you love.



O P E N

Q U E S T I O N

What do you want to say?

Communication

Half the battle with marketing is
knowing what you want to say.
(The other half is saying it in a
way which has the most impact.)



SOCIAL MEDIA

Social Media: Why

Networks – of information
and people – are diffuse.

Social media brings them
closer together.



LinkedIn

foursquare

YouTube

facebook

twitter

tumblr.



flickr

velp



vimeo



instagram

livejournal



OS

Behance

tr

fo

r

scribble

facebook

facebook

JAC6BOOK

twitter 



Pinterest

hnm6.62f

The Big “Three”

- Facebook
 - Positives: Free; very popular; very graphical
- Twitter
 - Positives: Free, short and sweet updates; simple interface; powerful search capability
- Pinterest
 - Positives: Free, very graphical; powerful search capability



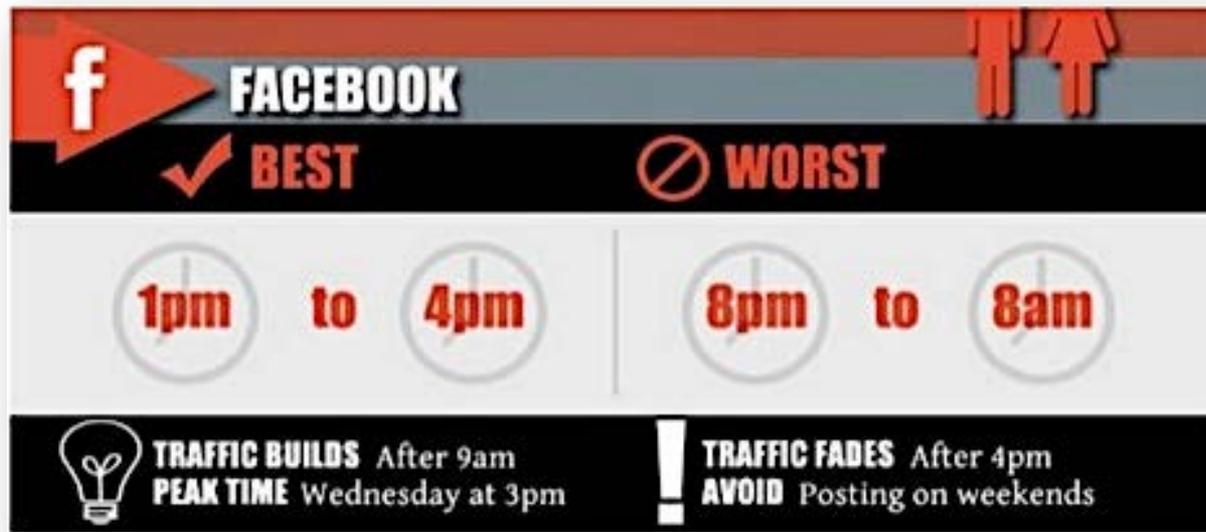
Discussion Question #1



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; socialcaffeine.com

Facebook – Profiles, Groups, or Pages

- Profiles

- Generated when an individual creates a 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

Facebook – Profiles, Groups, or Pages cont...

- 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 Pages – Manage Your Account

Notifications Insights Publishing Tools Settings Help ▾

I.D. WEEKS LIBRARY

University Libraries - University of South Dakota
Library · College & University

Contact Us ▾ Liked ▾ Message ▾ ...

Promote ▾

THIS WEEK

- 232** Post Reach
- 33** Post Engagement
- 0** Contact Us
- 0** Website Clicks
- 0** Check-ins

Click here to manage your account

Timeline About Photos Reviews More ▾

Facebook Pages – Update Page Info

- To update setting such as: page visibility; restrictions (age/country); post ability/visibility; delete pages; profanity filter; etc...



Page Messages Notifications Insights Publishing Tools Settings Help

Promote

Cover Photo

THIS WEEK

234
Post Reach

34
Post Engagement

0
Contact Us

0
Website Clicks

0
Check-ins

I.D. WEEKS LIBRARY

University Libraries -
University of South
Dakota
Library · College & University

Contact Us Liked Message

Timeline About Photos Reviews More

Facebook – Update Administrative Roles

- To update administrative roles such as:
add/remove page
managers/moderators/editors/etc...

Page Messages Notifications Insights Publishing Tools **Settings** Help ▾

 General	Favorites	Page is not added to Favorites	Edit
 Messaging	Page Visibility	Page published	Edit
 Page Info	Page Verification	Page is not verified	Edit
 Post Attribution	Visitor Posts	Anyone can publish to the Page	Edit
 Notifications	Audience Optimization for Posts	The ability to select a preferred audience and restrict the audience for your posts is turned off	Edit
 Page Roles		People can contact my Page privately.	Edit
 People and Other Pages		Only people who help manage my Page can tag photos posted on it.	Edit
 Preferred Page Audience	Others Tagging this Page	People and other Pages can tag my Page.	Edit
 Apps	Country Restrictions	Page is visible to everyone.	Edit
	Age Restrictions	Page is shown to everyone.	Edit



	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 Pages – Manage Your Account

Page Messages Notifications Insights Publishing Tools **Settings** Help ▾

 General	Favorites Page is not added to Favorites Edit
 Messaging	Page Visibility <input type="checkbox"/> Unpublish Page [?] Save Changes Cancel
 Page Info	Page Verification Page is not verified Edit
 Post Attribution	Visitor Posts Anyone can publish posts on this Page Edit
 Notifications	Audience Optimization for Posts The ability to select the audience for your posts is turned on. Edit
 Page Roles	Messages People can contact my Page. Edit
 People and Other Pages	Tagging Ability Only people who help manage my Page can tag photos posted on it. Edit
 Preferred Page Audience	Others Tagging this Page People and other Pages can tag my Page. Edit
 Apps	Country Restrictions Page is visible to everyone. Edit

Step 1: Once in settings, stay under general

Step 2: Click here to make page private to admins only

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 in a timely fashion
 - 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”

- To see how many people saw your post, look here



University Libraries - University of South Dakota
Published by Anne Hinseth [?] · May 10 at 8:23am · 🌐

Current works by Leila Ghasempour, 2nd Floor

229 people reached [Boost Post](#)

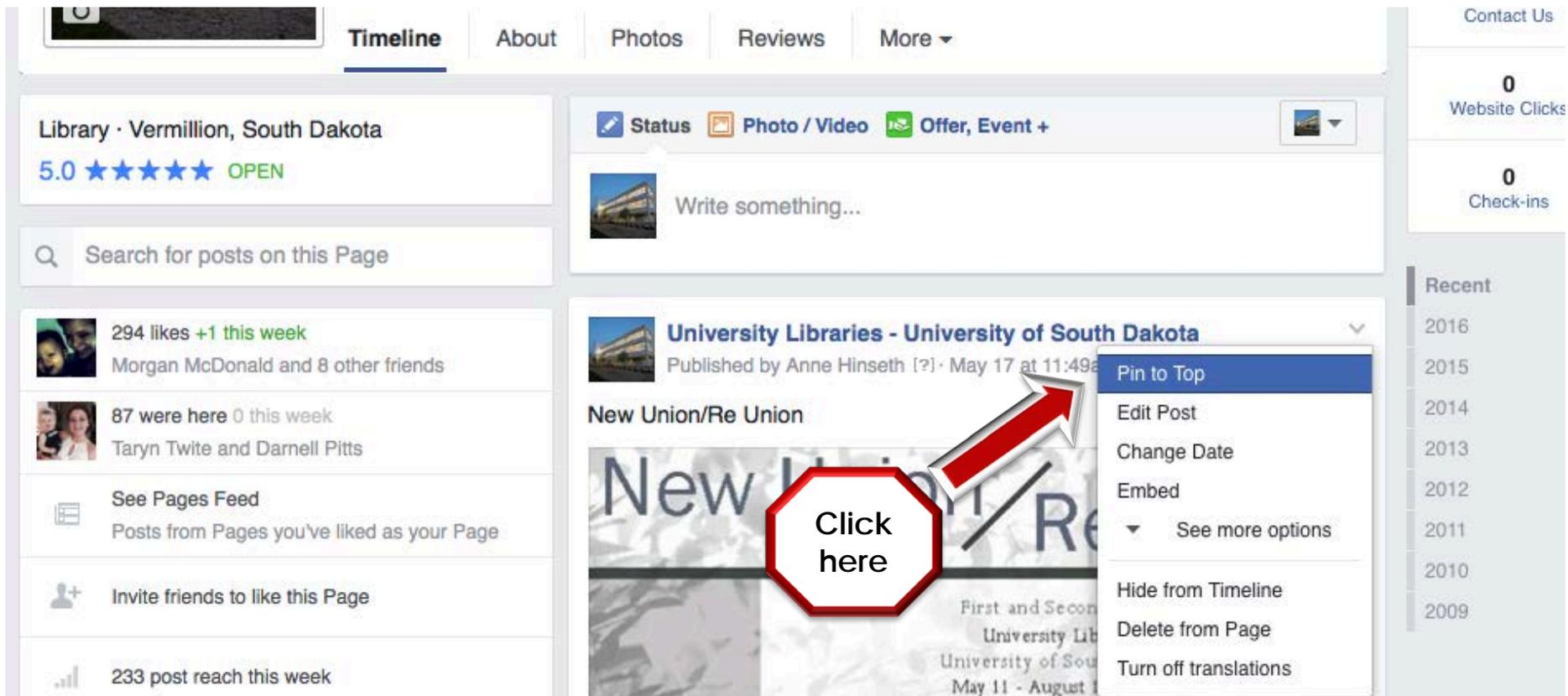
👍 Like 💬 Comment ➦ Share

👍 4

Write a comment...

Facebook – Engaging With “Likers”

- Want to keep important posts always at the top of your timeline?



The image shows a screenshot of a Facebook page for a library in Vermillion, South Dakota. The page has a 5.0 star rating and is currently open. A post titled "New Union/Re Union" by "University Libraries - University of South Dakota" is visible. A context menu is open over the post, with the "Pin to Top" option highlighted. A red arrow points from a red octagonal callout box containing the text "Click here" to the "Pin to Top" option. The callout box is positioned over the post's image. The context menu also includes options like "Edit Post", "Change Date", "Embed", "See more options", "Hide from Timeline", "Delete from Page", and "Turn off translations".

Library · Vermillion, South Dakota
5.0 ★★★★★ OPEN

Search for posts on this Page

294 likes +1 this week
Morgan McDonald and 8 other friends

87 were here 0 this week
Taryn Twite and Darnell Pitts

See Pages Feed
Posts from Pages you've liked as your Page

Invite friends to like this Page

233 post reach this week

Status Photo / Video Offer, Event +

Write something...

University Libraries - University of South Dakota
Published by Anne Hinseth [?] · May 17 at 11:49a

New Union/Re Union

Pin to Top
Edit Post
Change Date
Embed
See more options
Hide from Timeline
Delete from Page
Turn off translations

Click here

Recent
2016
2015
2014
2013
2012
2011
2010
2009

Facebook – Insights

- Access statistics and data about your page



Facebook – Insights

The image shows a screenshot of the Facebook Insights dashboard for a page. The dashboard is divided into several sections, each with a title and a date range of 'May 13 - May 19'. The sections are: 'Actions on Page', 'Page Views', 'Page Likes', 'Reach', and 'Videos'. Each section has a red octagonal callout box with a white arrow pointing to a specific element. The callouts are: 'Click here to change the amount of time presented' (pointing to the 'Last 7 days' dropdown), 'Click here to monitor contact info views' (pointing to the 'Actions on Page' section), 'Click here to monitor page views' (pointing to the 'Page Views' section), 'Click here to monitor page likes' (pointing to the 'Page Likes' section), and 'Click here to monitor people reached' (pointing to the 'Reach' section). The 'Reach' section shows '237 People Reached' and '149 Post Engagement' with an 80% increase. The 'Videos' section shows 'Not enough data for this range'.

view Last 7 days ▾

Actions on Page
May 13 - May 19

Click here to change the amount of time presented

Click here to monitor contact info views

Page Views
May 13 - May 19

11
Total Page Views

Click here to monitor page views

Page Likes
May 13 - May 19

1
Page Likes ▲ 0%

Click here to monitor page likes

Reach
May 13 - May 19

237
People Reached ▲

149
Post Engagement ▲ 80%

Click here to monitor people reached

Videos
May 13 - May 19

Not enough data for this range

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

A C T I V I T Y





TWITTER

Twitter – What Is It?

- Micro-blogging; real-time
 - Tweet: status update; up to 140 characters; can embed links, pictures
 - Handle: your username; defines URL; twitter.com/usdlibraries

Twitter – Interface (Home)

The screenshot displays the Twitter home interface. At the top, there are navigation tabs: Home (selected), Moments, Notifications, and Messages. A search bar labeled "Search Twitter" and a "Tweet" button are on the right. Below the navigation is a profile card for "University Libraries @USDLibraries" with 1,175 tweets, 12 following, and 234 followers. A banner for "Libraries Transform" is also visible. The main content area shows a tweet from "JSTOR Support @JSTORSupport" replying to Richard Zach, with the text "Hiya @RrrichardZach @arichardson_phi - yowza! While naps are great, we'll fix that up." Below the tweet are icons for reply, retweet, and like (2 likes), along with a "View conversation" link. A "Twitter Small Biz" advertisement is present, featuring the Twitter logo and the text "Stand out on Twitter! Use Twitter Ads to promote your presence." with a "Sign in with Twitter" button and a link to "ads.twitter.com". The right sidebar contains a "Who to follow" section with profiles for Frankford Candy, Centre Pompidou, and JSTOR Global Plants, each with a "Follow" button. At the bottom of the sidebar, there is a copyright notice for 2016 Twitter and a link to "Advertise with Twitter".

Home Moments Notifications Messages Search Twitter Tweet

Libraries Transform
NATIONAL LIBRARY WEEK
APRIL 10-16, 2016

University Libraries
@USDLibraries

TWEETS 1,175 FOLLOWING 12 FOLLOWERS 234

What's happening?

In reply to Richard Zach

JSTOR Support @JSTORSupport · 7h
Hiya @RrrichardZach @arichardson_phi - yowza! While naps are great, we'll fix that up.

View conversation

Twitter Small Biz @TwitterSmallBiz · Apr 22
Stand out on Twitter! Use Twitter Ads to promote your presence.

Ads

Sign in with Twitter

Start advertising today
ads.twitter.com

Who to follow · Refresh · View all

Frankford Candy @frankfor...
Follow Promoted

Centre Pompidou @cent...
Follow

JSTOR Global Plants @JST...
Follow

Find friends

© 2016 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Businesses Media Developers

Advertise with Twitter

Twitter = Real People,

 **Buffy Hamilton** @buffyjhilton 20h
children's librarians in public libraries: any of you doing participatory programming w/ art or music that is driven by children (K-6)?
Expand

 **Rebecca Kane** @Reblogga 20h
[@buffyjhilton](#) What do you mean by "driven by children"? We have art and music programs that are participatory.
Expand

 **Buffy Hamilton** @buffyjhilton 20h
[@Reblogga](#) as in the children have real input on activities/topics. In what ways are your programs participatory? Would love to hear more.
[Hide conversation](#) [Reply](#) [Retweet](#) [Favorite](#) [Storify](#) [More](#)
3:58 PM - 11 Apr 13 - Details

Reply to [@buffyjhilton](#) [@Reblogga](#)

 **Rebecca Kane** @Reblogga 20h
[@buffyjhilton](#) We have a singalong program with Music PhD. she lets the group choose the songs or even introduce their own. Drumming wrkshp
Expand

Twitter = Real Conversations

 **Justin Hoenke** @JustinLibrarian 4h
Just wanna say that making stuff doesn't need to be all 3D printers, etc.
Give you patrons paper and colored pencils #libmade
Expand

 **Lauren Britton** @LMBritton 4h
[@JustinLibrarian](#) Exactly!!!
Expand

 **Sheli McHugh** @shelitwits 4h
[@LMBritton](#) Does the 3D printer put off any fumes when it's printing?
Are the plastic sheets recyclable/made of recycled material? #libmade
Expand

 **Justin Hoenke** @JustinLibrarian 4h
[@shelitwits](#) [@LMBritton](#) Great question about the 3D printer. Curious
about the answer #libmade
[Hide conversation](#) [Reply](#) [Retweet](#) [Favorite](#)

Twitter – Interface (Notifications)

The screenshot shows the Twitter interface with the Notifications tab selected. The top navigation bar includes Home, Moments, Notifications, and Messages. A search bar is visible in the top right. The left sidebar contains a 'Notifications' menu with 'Mentions' below it, and a 'Trends' section with several trending hashtags. The main content area displays a list of notifications. The first notification is from 'Wildfire Ceramics and 5 others' who followed the user 22 hours ago. The second notification is from 'Paige Wright, Jenny Hofer and katie barnett' who liked a tweet mentioned in a tweet from May 5. The tweet text asks for a temperature increase to help with fog on a laptop screen. The third notification is from 'Erin Briggs @ErinKaye14' on May 5, with the same tweet text. The interface uses a clean, modern design with a white background and blue accents.

Home Moments **Notifications** Messages Search Twitter

Notifications >
Mentions >

Trends · [Change](#)

- #kelonews**
- Bill Clinton**
30.1K Tweets
- #BestPartOfThe90sWas**
68.1K Tweets
- #FridayFeeling**
80.1K Tweets
- #ThorRagnarok**
6,106 Tweets
- #BiketoWorkDay2016**
14.5K Tweets
- #FlashbackFriday**
20.9K Tweets

Notifications
All / [People you follow](#)

Wildfire Ceramics and 5 others followed you 22h

Paige Wright, Jenny Hofer and katie barnett liked a Tweet you were mentioned in
May 5: Hey @USDLibraries could you please increase the temperature from ~0°F in here? It's hard to study when my breath fogs up my laptop screen.

Erin Briggs @ErinKaye14 · May 5
Hey @USDLibraries could you please increase the temperature from ~0°F in here? It's hard to study when my breath fogs up my laptop screen.

Twitter – Interface (Profile)

- On your profile you can tweet, look at your followers and who you follow, and edit your profile info

The image shows a screenshot of a Twitter profile page for 'University Libraries @USDLibraries'. The profile header is red and features a banner for 'NATIONAL LIBRARY WEEK APRIL 10-16, 2016'. Below the header, there are four statistics: TWEETS (1,175), FOLLOWING (12), FOLLOWERS (234), and LIKES (1). To the right of these statistics is an 'Edit profile' button. Below the statistics, there are three tabs: 'Tweets', 'Tweets & replies', and 'Media'. The 'Tweets' tab is selected, showing two tweets from 'University Libraries @USDLibraries' dated May 17. The first tweet is 'New Union/Re Union fb.me/7YkS0yggf' and the second is 'Bomb shelter guidelines or how I learned to love crackers'. On the right side of the page, there is a 'Who to follow' section with two suggestions: 'Hy-Vee @HyVee' and 'Vermillion, SD @VermillionSD'. Both have 'Follow' buttons. The 'Hy-Vee' button also has a 'Promoted' label. There are four red arrows pointing from a callout box to the 'TWEETS', 'FOLLOWING', 'FOLLOWERS', and 'LIKES' statistics. There is also a red arrow pointing from a callout box to the 'Edit profile' button.

Click here to access your tweets, followers, who you follow and tweets you have liked

NATIONAL LIBRARY WEEK
APRIL 10-16, 2016

Click here to make changes to your profile

EDIT PROFILE

TWEETS	FOLLOWING	FOLLOWERS	LIKES
1,175	12	234	1

Tweets Tweets & replies Media

University Libraries @USDLibraries · May 17
New Union/Re Union [fb.me/7YkS0yggf](https://www.facebook.com/7YkS0yggf)

University Libraries @USDLibraries · May 17
Bomb shelter guidelines or how I learned to love crackers

Who to follow · Refresh · View all

Hy-Vee @HyVee
Follow Promoted

Vermillion, SD @VermillionSD
Followed by SD Oral History...
Follow

A C T I V I T Y

2



PINTEREST

Pinterest – Key Concepts



Your business Analytics Ads

Search



In the past week, your Pins got **18 clicks**. See more on [Pinterest Analytics](#).

▲ 1700% in the last 7 days.

Boost your top-performing Pins



1.4% clickthrough rate

Create ad



1.9% clickthrough rate

Create ad



1.3% repin rate

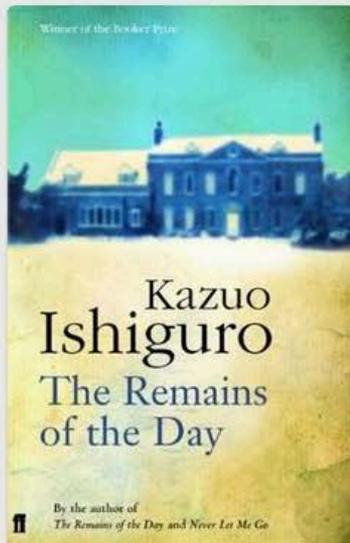
Create ad

Are your friends saving ideas you might like?



See who's here

Invite friends to Pinterest



from The Huffington Post

What to Read in The 'Downton



from Etsy

Teacher Appreciation Apple Dish

What better way to show appreciation for a teacher or professor than with this elegant silver apple dish.

1



Artist unknown

from Tumblr

256 57

Ada Piccaluga books



Patronuses: The Marauders

from hp aesthetic

4 1

Marge McCown BOOKS - HP - The Marauders



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 – Managing Your Account

- Business account

The screenshot shows the Pinterest business account homepage. At the top, there is a navigation bar with 'Your business', 'Analytics', and 'Ads' tabs, a search bar, and utility icons for a menu, a plus sign, a message icon, and a profile picture. Below the navigation bar, there are two main sections: 'In the past week, your Pins got 18 clicks. See more on [Pinterest Analytics](#).' and 'Boost your top-performing Pins' which lists three pins with their respective metrics: 1.4% clickthrough rate, 1.9% clickthrough rate, and 1.3% repin rate. A red octagonal callout box with a red arrow pointing to the profile picture in the top right corner contains the text: 'Step 1: Once on homepage, click on your profile display picture here'. The main content area features several pins: 'Are your friends saving ideas you might like?' with a 'See who's here' button; 'The Remains of the Day' by Kazuo Ishiguro; 'Teacher Appreciation Apple Dish' from Etsy; 'What better way to show appreciation for a teacher or professor than with this elegant silver apple dish.'; 'Artist unknown' from Tumblr; 'MORTAL' featuring a cow; 'Patronuses: The Marauders' from hp aesthetic; and 'Marge McCown BOOKS - HP - The Marauders'. At the bottom left, there is an 'Invite friends to Pinterest' button.

Pinterest – Get Started

USD Univers

University of South Dakot

The University of South Dakota University Librar
media AND to help you g

21
Boards

3.6k
Pins

1
Li

Click here
to create
a new
board



Create a board

All New Additions

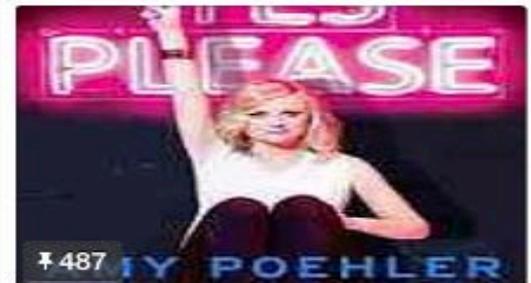
Click here
to edit an
existing
board

4,806



Edit

Hot Off the Press



487



Edit



Discussion Question #2



GUIDELINES, TIPS & IDEAS

TOP TEN GUIDELINES FOR ADMINISTRATORS

1. You are your employer on the web
2. Remember your audience
3. Be **friendly, informal, accessible.**
4. Think twice, post once.
5. No politics or legal issues
6. Be **accurate and add value.**
7. Do not post confidential information.
8. If **conflict happens, respond immediately**
9. Don't promote commercial establishments.
10. Cite and link to sources.

7 TIPS FOR BUILDING YOUR AUDIENCE

1. Post frequently.
2. Cross-post your social media everywhere—make sure people know how to find you
3. Success isn't necessarily about numbers—it's about engagement.
4. Like, Comment & Share.
5. Use Facebook Insights and Twitter tools to track engagement.
6. Listen to your fans (and critics)!
7. Develop a clear warm voice.

5 IDEAS FOR MANAGING SOCIAL MEDIA WORK

1. More voices contributing.
2. Build a team.
3. Trust your employees/colleagues.
4. Empower the people that want to do it.
5. Have fun!



Discussion Question #3

The Big Point...

Done well, a social media presence on ANY platform can help you.





Action Plan

T H A N K S

F O R

L I S T E N I N G

a N Y

Q U E S T I O N S



Fonts:

<http://metaatem.net/words>



This background:

<http://www.flickr.com/photos/9822107@N08/5718749905>



Fonts and images are from Flickr Creative Commons



WebJunction

<http://www.webjunction.org/explore-topics/marketing-outreach.html>

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