

Technology for Librarians 101

Social Media

More and more libraries are using social media to connect with patrons. From Facebook and Twitter to Pinterest and YouTube, libraries are opening a wide range of accounts to engage users and market local resources. While library staff must learn the technology and the format behind each social media tool, one of the largest challenges in social media management is generating content.

To keep profiles active, libraries must post updates regularly, an easier task when there is a menu of ideas to choose from. - See more at:

<http://libraryconnect.elsevier.com/articles/marketing-advocacy-roi/2013-08/how-find-and-create-social-media-content-your-library#sthash.D7iRfyj8.dpuf>



Over half of the world's 2 billion internet users interact with social media tools to create, share, and exchange information and ideas while online. Libraries are using these tools to market programs and services, and to connect and engage with their communities beyond the library walls.

Source:

http://webjunction.org/events/webjunction/Library_Social_Media_Use.html/

FOUR EASY STEPS IN CREATING A FACEBOOK PRESENCE

1. Build Your Page
2. Connect with People
3. Engage Your Audience
4. Influence Friends of Fans

PROFILES VERSUS GROUPS VERSUS 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 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

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.

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!

CHECKLIST FOR SOCIAL MEDIA POSTS

Ann Handley, of Mashable, [offers these tips](#) for posting to Facebook, Twitter, and blogs:

1. Keep the Goal of Your Post Top of Mind - WHY are you posting this??
2. Write Compelling Headlines - precise and/or funny
3. Lead with the Good Stuff - give a solid overview in first phrase
4. Make Every Word Count - do NOT abbreviate
5. Keep it simple - less is more, link to the full story
6. Provide context - use keywords and hashtags
7. Graphics expand the story - visually describe your headline, scan an image or take a picture if necessary
8. People make things interesting - use a conversational tone
9. Consider the reader - respect your audience and think twice before you post

WHAT TO SHARE

1. Local collections
2. Outages & closings
3. Daily events
4. Answers for FAQs
5. New book list
6. Student work
7. Library stats
8. Lost & found items
9. Mini book reviews
10. Word of the day
11. Photos of the library and neighborhood

And don't forget to thank followers, reply to comments, and ask and respond to questions!

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