Like, Share and Get Noticed!

Strategies for Successful Partnerships and Outreach to Families with Young Children and your Community using Social Media

Presented by Amanda Schiavulli
Member Services Librarian
Finger Lakes Library System
Ready to Read at New York Libraries:
Early Childhood Public Library Staff Development Program

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TODAY PARTICIPANTS WILL...

- Learn how to use social media to connect and interact with their communities.
- Understand the 5 steps of collaboration.
- Feel confident when posting to social media.
- Be able to create an 1-Year Early Literacy Partnership and Outreach Plan.
wanna taco bout it?
A Time of Change...

Communities are changing more rapidly than in previous generations.

How we communicate is changing.
Community Connections: Essential to a Sustainable Library

- Resources
- Impact
- Value
- Effectiveness
The 7 “Cs” of Community Connections

• Expand your Connections to Change your Contribution to the Community and Communicate a story of Cooperation and Collaboration.

Janie Hermann, Public Programming Librarian, Princeton Public Library (NJ)
There is an opportunity for every library

Is the library suited to meet this need

Yes

How many other organizations are working to meet this need

Many

Consider collaborating with the most effective organizations

Few

Seriously consider meeting this need as a priority service are for the library

No

How many other organizations are working to meet this need

Many

The library can be part of the established network

Few

The library can encourage organizations that are suited to meet this need

Adapted from Strategic Planning for Results by Sandra Nelson for the Public Library Association
Outreach is not a linear process

From Libraries for the Future EqualAccess Libraries
STEP #1:
Identify potential partners & network
In some communities, even simple networking is lacking.
In some communities, many groups are part of an existing early literacy network.
Activity: Open Up
Reaching Out Virtually

U.S. Smartphone Use in 2015

• 10% of Americans own a smartphone but **do not have broadband at home**

• 15% own a smartphone but say that they have a **limited number of options for going online** other than their cell phone.

• Those with **relatively low income and educational attainment levels, younger adults, and non-whites** are especially likely to be “smartphone-dependent.”

-Pew Research Center
DayByDayNY
FAMILY LITERACY CALENDAR

http://daybydayny.org/

October 13

SING A SONG!

Diez Deditos

Uno, dos, tres deditos
Cuatro, cinco, seis deditos
Siete, ocho, nueve deditos
Y uno más son diez.

ONE MORE STORY

Click here to read today's book. When you visit this website tomorrow there will be a new book for you to enjoy. Visit your local library to take home a copy of this book or click here to find your local public library.

TRY THIS!

Count from 1 to 10 in English and Spanish with your child. Sing Diez Deditos (10 little fingers).

WATCH!

Numbers Song in Spanish: Canción de los Números
Starting Up

• Do you have a Social Media Policy and Procedure?
  • Standards and structure.
  • Proper conduct and abuse.
  • Photo disclaimer.

• Who is in charge of the account(s)?
  • Creating Content?
  • Answering messages?
  • Liking content?
  • Networking?
  • What does their public profile say about them?
    • Professional?
Using Social Media to Network

SOCIAL MEDIA IS SOCIAL!

• Respond to messages.
• Like/follow other pages.
• Like/comment on things as your organization.
• See who is already connected.
• Invite your friends.
• Share content from the page(s) you manage on your personal page.
Working Together: 5 steps to collaboration

STEP #2: Develop a shared vision
TO POST... OR NOT TO POST. THAT IS THE QUESTION.
Before you

THINK

= Is it True?
= Is it Helpful?
= Is it Inspiring?
= Is it Necessary?
= Is it Kind?
Contents of an Effective Post

• PICTURES
• Websites and News with Supporting text.
• Relatable to followers.
• Tags.
  • Other organizations.
  • Use hashtags.
• Interactive.
• Plan ahead.

http://coschedule.com/blog/social-media-content/
Know Your Meme

• Dictionary.com:
  • mem
  • an element of a culture or system of behavior that may be considered to be passed from one individual to another by nongenetic means, especially imitation.
  • a humorous image, video, piece of text, etc. that is copied (often with slight variations) and spread rapidly by Internet users.

• Yes, they have their own names.
Meme Copyright Concerns

- Someone owns that image, but most of the time, they are covered under Fair Use.
- Worst case scenario: you’re told to take down your post.
- Cite your source.
- Cheezburger Network: knowyourmeme.com
- Create your own memes.

Condescending Wonka

So, you found it on Wikipedia?

That's some solid research you've done there.
LIBRARIAN HUMOR

I SEE WHAT YOU DID THERE.

Prehistoric Googling
Hipster Cat

I LIKED THE BOOK
BEFORE THE MOVIE POSTER BECAME THE COVER

Philosoraptor

ARE CARDIGANS THE LAB COATS OF LIBRARY SCIENCE?
Grumpy Cat

Librarian shushed you?

You probably deserved it

Y U No?

Awesome prizes

Y U NO sign up for Summer Reading Program?
Facepalm

I FORGOT WHAT TIME
THE LIBRARY PROGRAM WAS.

Success Kid

LEFT MY PRINTER AT HOME
PRINTED AT THE LIBRARY FOR FREE
Hey girl.
I don’t always know which database to use for my assignment... but you do, and I appreciate that.

Hey girl. Sorry to bother you, but can you tell me the classification number for love at first sight?
Winter is Coming

BRACE YOURSELVES

SUMMER READING IS COMING

Socially Awkward Penguin

USES LIBRARY COMPUTER

CHANGES TAB EVERYTIME A PERSON WALKS BY
Phoenicia Library Memes

EZ PEEZEEY
ONLINE VERSION OF LIBRARY SURVEY
AT WWW.PHOENICIALIBRARY.ORG

WOW
PHOENICIA LIBRARY STAYING
OPEN TIL 8 PM ON FRIDAYS
Avoid Copyright and Meme YOUR library!
Involve Your Staff and HAVE FUN

Talk Like a Pirate Day

International Day of Peace
I had no idea!
You mean a librarian can be tattooed and pierced, and be good at her job too???

Librarians Rock!

"Please, say it again: how big is your library?"
“You have to try things that are a little bit risky,” he said. “Not every idea is a good idea. Don't go too far, but don't be afraid to stretch.”

-Ben Bizzle, Go Home Library You’re Drunk ALA 2013
Sample of a Good Share

• 2,049 people reached
• 13 shares
• 11 likes
• Relatable to followers
• Meme
Sample of an “eh”

Share

- Relatable to followers
- 34 people reached
- 0 shares
- 0 likes
- No supporting text
Live vs Scheduling vs Drafting Posts

• Publish Now and Sharing
  • Need to be connected.
  • Multiple admins.

• Scheduling
  • Pick correct times.
  • Don’t overload your followers.
  • Plan “special days” in advance.
    • Days you are closed.
    • #nationaltacoday
    • #readanebookday
    • #arborday
    • #earthday

• Draft
  • Can save for later use.
**Know the Lingo**

- **MCM**: Man Crush Monday
- **WCW**: Woman Crush Wednesday
- **FTW**: For the Win
- **TBT**: Throwback Thursday
- **SMH**: Shake My Head
- **FOMO**: Fear of Missing Out
- **ROFL**: Rolling on the Floor Laughing
- **TY**: Thank You
- **LMAO**: Laughing My Ass Off
Hashtag? I thought it was a “pound key”

- Cataloging the internet.
- Do your research.
- Popular Library Related Hashtags:
  - #librariesofinstagram
  - #librarylife
  - #library
  - #bookfacefriday
  - #lovemylibrary
  - #librarianproblems
  - #bookfacefriday
  - #fingerlakeslibrarysystem
Working Together: 5 steps to collaboration

STEP #3: Plan & take action

TIME FOR SOME PLANNING!
LET'S HAVE A STRATEGY MEETING

Evil Plotting Raccoon
Creating Events and Contests

• Why create an Event?
  • Other members of your community can:
    • Share it.
    • Add it to their events.
    • Subscribe to future events.

• Why have a contest?
  • Follower engagement.
  • Free advertising.
  • Clean out your “junk”

Pro Tip:
Don’t just post your flyer on your page.
Post the flyer AS an event photo!
When should I Post?

Twitter
12-2 PM
Thursday

Instagram
4-5 PM
Any Day

Pinterest
7-10 PM
Saturday

Linkedln
7-9 AM
Wednesday

Facebook
12-3 PM
Thursday

Google+
8-10 AM
Weekdays

SHARE AT THE RIGHT TIMES
Different social networks have different peak times for posting. Take advantage!

1pm to 4pm
Facebook

1pm to 3pm
LinkedIn

7am to 9am
Google+

10am to 11am
LinkedIn

2pm to 4pm
LinkedIn

8pm to 1am
LinkedIn

Posting Dead Zones
Literally the worst times to post on social media

Twitter
Google+

Facebook

LinkedIn

Google+

Instagram

Timings Is Everything
Post smarter right times

8-9 am
Twitter

12-1pm
Facebook

9-11 am
LinkedIn

5-6 pm
LinkedIn

5-6 pm
Instagram

9-11 am
LinkedIn

9-11 am
LinkedIn
There is no “perfect” time!

Things to consider when posting:

• Typical work hours for your followers.
  • 11am Tuesday posts will probably not get many likes.
  • 3pm Friday posts are more likely to get likes.
• Lunch breaks.
• Morning bathroom habits
  • 7:30am weekday posts will probably do well.
  • 92% of social media users check their phones in the bathroom.
Working Together: 5 steps to collaboration

STEP #4: Evaluate

All The Things
Were you effective?

• Social Media Stats:
  • Impressions:
    • Number of times your content is shown.
  • Engagement:
    • Number of interactions people have with your content.
      • Like
      • Share
      • Comment
  • Reach:
    • The number of people who see your content.
  • Followers:
    • Number of people who watch your page.

• Program Statistics
• Circulation Statistics
• Anecdotes/comments from patrons
Working Together: 5 steps to collaboration

STEP #5: Continue the collaboration

Ron Burgundy
Partnership & Outreach Plan

- An Early Literacy Partnership & Outreach Plan consists of 6 basic portions
  - Why statement
  - Goals
  - Objectives
  - Activities
  - Timeline
  - Evaluation

Sample on Page 27
Facebook Fundamentals

• Claiming or Creating Your Facebook
  • Proving your identity

• Facebook Roles:
  • Admin:
    • Change roles, add new admins, delete admins
  • Editor:
    • add content

• What is your cover photo/profile picture?
  • Branding!
LIVE:
Create an Event
Subscribe to an Event
Add another library’s Event
Liking Pages as Your Page
Viewing Your Pages Likes
Posting from your phone
Other Platforms
• What do you need:
  • A computer, tablet or smartphone.

• What it does:
  • Cultivates your professional network.

• Why should you have it:
  • Search for agencies near you.
  • Post job openings.
  • Search for qualified individuals for job openings, speakers, events, etc.
• What do you need:
  • A computer, tablet or smartphone.

• What it does:
  • Visually bookmarks items you find on the internet.

• Why should you have it:
  • Create boards for your patrons to interact with.
• What do you need:
  • A computer, tablet or smartphone.

• What it does:
  • Posts 140 characters to share bits of information and websites at a time.

• Why should you have it:
  • To share and connect with other organizations.
  • Trending topics and live events.
What do you need:
  • A smartphone.

What it does:
  • Share pictures and videos.
  • Has great filters.

Why should you have it:
  • Share photos of your library to a wide audience using popular hashtags.
• What do you need:
  • A smart phone.

• What it does:
  • Captures your moments and displays them for 24 hours in your story.

• Why should you have it:
  • Showcase the day to day life of your library.
Dos:
• Keep consistent marketing.
• Separate your personal beliefs from your organization.
  • Stick with the mission!
• Do your research
  • Check your hashtags!
• Reply to comments and messages in a timely manner.
• Check your spelling.
• Like other businesses.
• Stay away from politics!

Don’ts
• Change your profile picture often. It’s your brand!
• Overpost/overshare.
• Follow or like every business that likes you.
• Don’t jump to hide negativity; confront it.
• Don’t rely entirely on automated services.
• Post personal opinions.
Say it in Paper

• Use white space to your advantage.
• Don’t over clutter.
• Choose one or two fonts and stick with them.
• Be careful with templates.
• Choose images carefully.
• Check your spelling.
• Have someone else proof read it.
THE GOOD

Story Time

Wed @ 10:30 am
Toddler Time
Weekly, for children up to age 3

Read Aloud Crowd
Weekly, for children ages 3 to 6

Thurs @ 10:30 am

Starry Time Story Time
Thurs @ 6 pm
An evening family program

Saturday Family Story Time
Saturday of each month @ 10:30 am

Reading with Miss Martha!

It’s back to school time... let Miss Martha help you brush up on your reading skills!

Tuesdays @ 3:30 pm
SEPT 13th & 27th

at the Seneca Falls Library
STORY HOUR!
F-U-N with Mrs. Sommers

Bad Axe Area District Library

Stories! Rhymes! Games!
Songs! Crafts! Activities!
Stories! Stories! Stories! Stories!

THURSDAYS, April 11, 18, 25 & May 2

Toddler Time School Age (K-3)
10:30-11:00 a.m. 3:45-4:30 p.m.

⇒ All toddlers and students welcome to attend!
⇒ Bad Axe students may come by bus from Elementary School

REGISTRATION: call (989) 269-8538

⇒ After registering, you will receive confirmation & bus instructions, if appropriate

Like us on Facebook for updates: facebook.com/baadl
THE...HUH?

TEEN ANGST & LIBRARY HORROR

A BENEFIT FOR:

Support Radical Reference, a volunteer collective of library workers that sees to the information needs of activists and independent journalists.

http://radicalreference.info/

Featuring screenings of excerpts from teen sitcoms interspersed with:

Open mic for library workers to share stories that are so awful they're funny and vice versa.

THE...HUH?

ABC

NO RIO

156 RIVINGTON

JULY 25, 2008

7:30 PM

July 18 4:30

OPENING RECEPTION

Live Music, Refreshments

The PATRICE MONAHAN Trio

 Featuring Vocalist Patrice Monahan

Film SKYFALL 5:30

GREAT FILMS - GALA EVENTS

Celebrating the 50th Anniversary of "Bond" films

2013 AVENUE OF THE ARTS FILM FESTIVAL

LEADS OFF WITH 007 Suspense Thriller

SKYFALL On JULY 18

7 Daniel Craig as James Bond

Judi Dench as M-16

this year's FILMFEST INCLUDES

MULTI-WINNERS AND NOMINEES OF ACADEMY AWARDS, GOLDEN GLOBE AND MANY OTHERS.

SKYFALL 3 OSCARS including BEST SONG

ARGO Oscar for BEST PICTURE

ZERO DARK THIRTY BEST DIRECTOR

LES MISERABLES 3 Oscars

SILVER LININGS PLAYBOOK

Best Actress

July 18 Reception Live music, Refreshments 4:30 pm

Film - SKYFALL 5:30

143 min PG-13

19 Zero Dark Thirty 1:00

157 min R

24 Silver Linings Playbook 1:00

122 min R

25 ARGO 5:30

120 min R

26 Les Misérables 1:00

154 min PG-13

Festival “Wrap Party” 4:00

Avenue of the Arts FILM FESTIVAL

L.B. Gratun

Founder/Director/Producer

LB@LBGratun.com

www.LBGratun.com

More info on Patrice Monahan at www.PatriceMonahan.com

2013 Avenue of the Arts FILM FESTIVAL

L.B. Gratun, Director

FREE at the West End Branch of the Boston Public Library 151 Cambridge St. Boston Festival website www.LBGratun.com/avenueartsfilm

contact LB@LBGratun.com

West End Branch Library

151 Cambridge St., Boston

Helen Bender, Librarian

617-523-3957, BPL.org

(Located in the Government Center Area, near Staniford Street.)
I Don’t Have Time for All This. . .

• Easy to do it on the go!
  • Pages App for Smart Phones.

• Link your accounts to Autopost.
  • Benefits:
    • Only have to log into one account.
  • Pitfalls:
    • Does not always look quite right.

• Have a volunteer you TRUST create drafts. You approve the post.

Make time! Your community IS your future!
Thank you for coming!

• To get paid for your travel (up to $100 per library).
  • Fill out your evaluation.
  • Fill out the Travel Reimbursement Request.
  • Send form to FLLS Attn: Amanda Schiavulli.
  • Payment will be sent within 60 days.

• Sign in Sheet:
  • Make sure we have your email.
  • Will be shared with the State.
  • Follow up survey in 6 months (sample of survey at end of the packet).
More Money Available

• You can purchase additional resources (up to $125 per library).
  • Tell Training Cohort (me) what you want to buy that has to do with this program.
    • Parent/Community Giveaways (must have logo on them):
      • Pens/Magnets/Bookmarks.
    • Professional Publications.
    • Other trainings.
  • Fill out Materials Reimbursement Request.
  • Include ALL receipts.
  • Submit it to my attention at FLLS.
References and Photo Credits

• *Start a revolution: stop acting like a library* by Ben Bizzle
• *Marketing and social media: a guide for libraries, archives, and museums* by Christie Koontz
• *The librarian's nitty-gritty guide to Social Media* by Laura Solomon
• *The Librarian’s nitty-gritty guide to Content Marketing* by Laura Solomon
Credits Continued…

- [http://www.pagemodo.com/blog/](http://www.pagemodo.com/blog/)
- [https://medium.com/@anildash/the-lost-infrastructure-of-social-media-d2b95662ccd3#.nijgonpk1](https://medium.com/@anildash/the-lost-infrastructure-of-social-media-d2b95662ccd3#.nijgonpk1)
- [https://www.facebook.com/phoenicia.library/](https://www.facebook.com/phoenicia.library/)
- [http://www.oif.ala.org/oif/?p=7185](http://www.oif.ala.org/oif/?p=7185)