



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



This project was made possible in part by the Institute of Museum and Library Services

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...

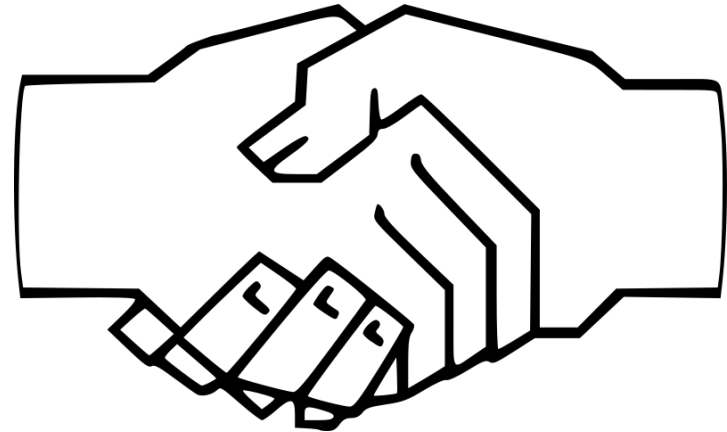
Communities are changing more rapidly than in previous generations.

How we communicate is changing.



Community Connections: Essential to a Sustainable Library

- Resources
- Impact
- Value
- Effectiveness

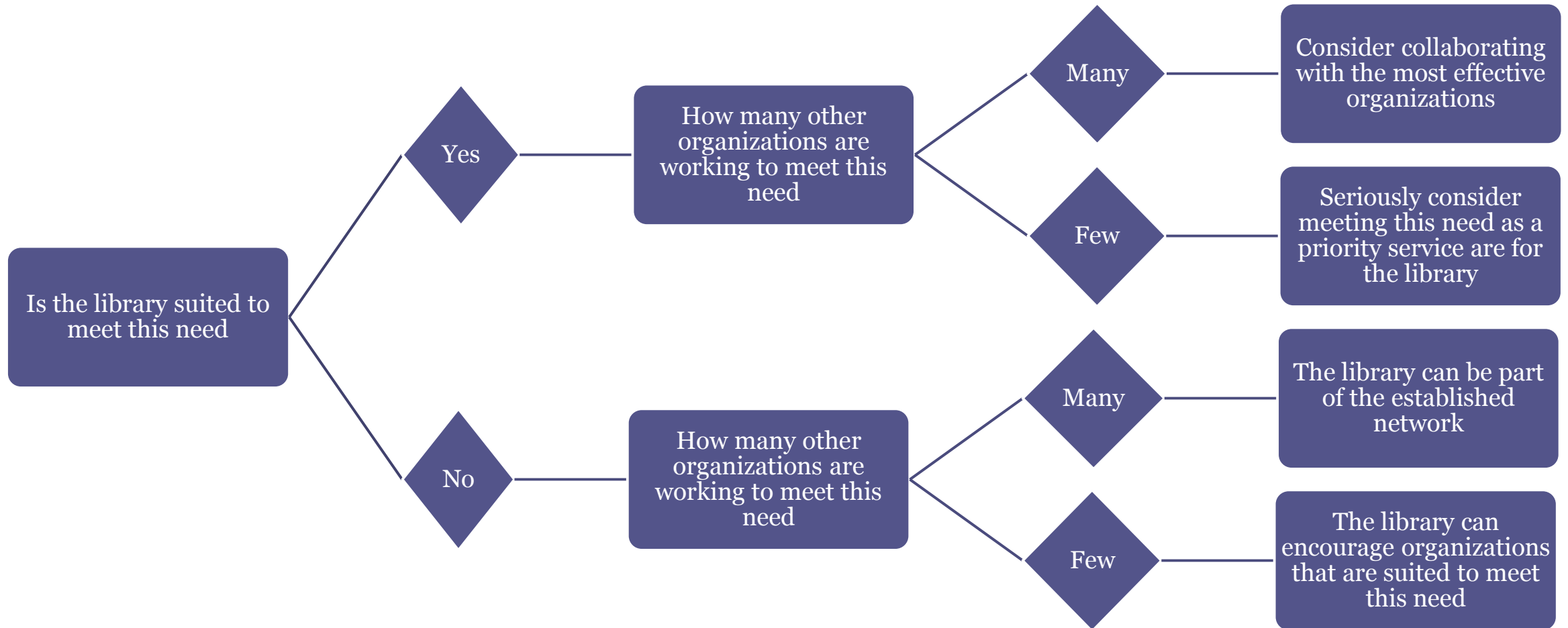


The 7 “Cs” of Community Connections

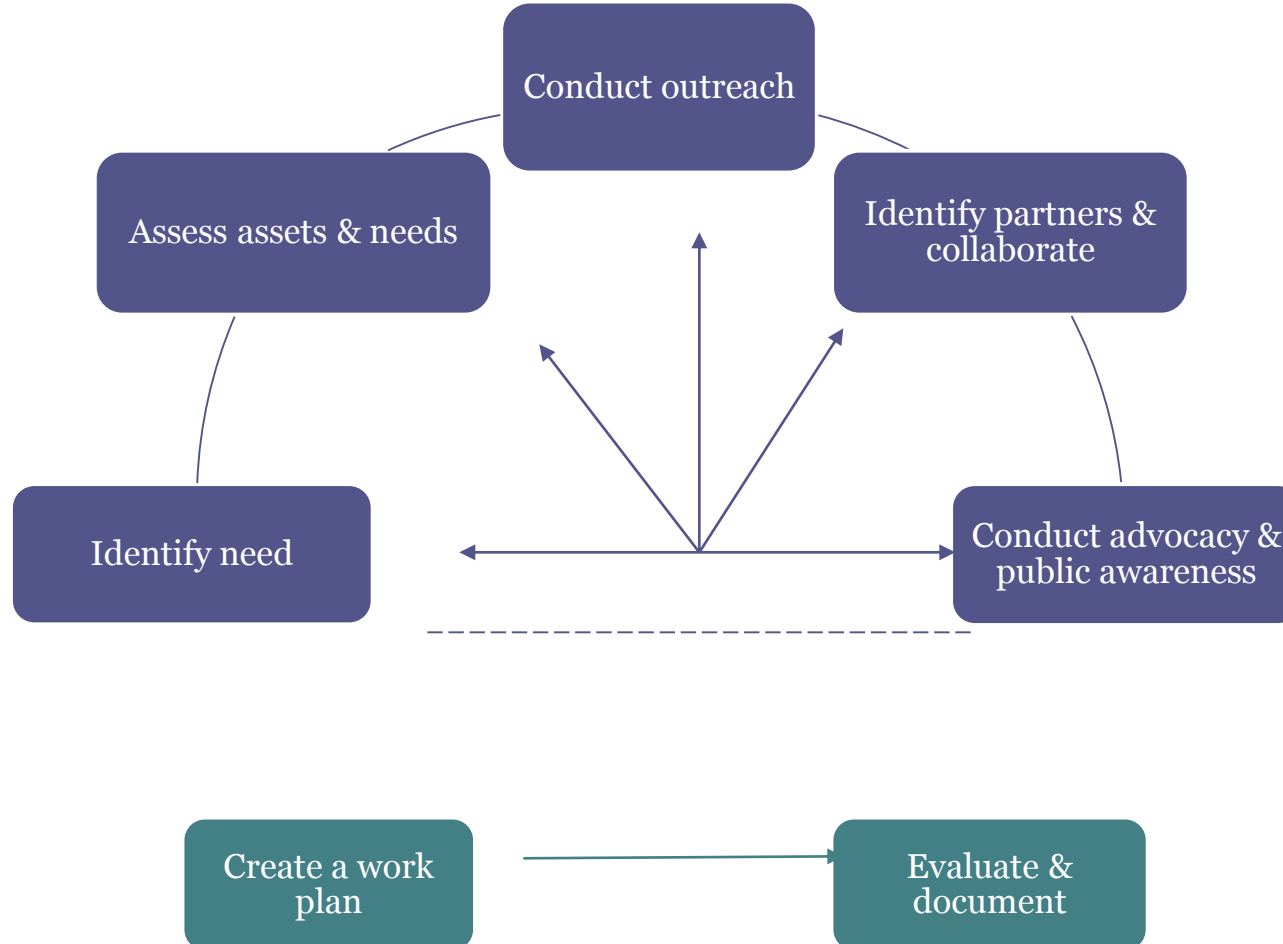
- Expand your
Connections to **Change** your
Contribution to the **Community** and
Communicate a story of
Cooperation and **Collaboration.**



There is an opportunity for every library



Outreach is not a linear process



From Libraries for the Future EqualAccess Libraries

Working Together: 5 steps to collaboration

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:

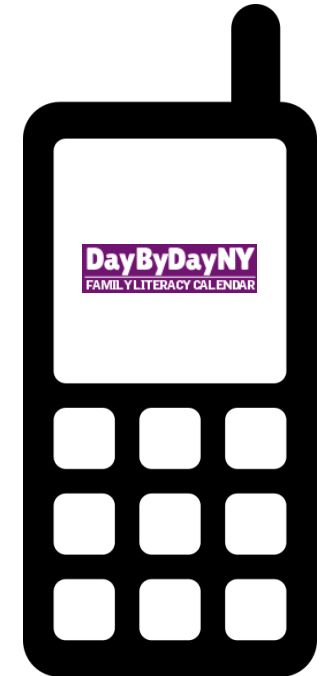
Open Up



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.”



DayByDayNY

FAMILY LITERACY CALENDAR

Ready to Read at New York Libraries is funded in part through the Federal Library Services and Technology Act, with funds awarded to the New York State Library by the Federal Institute of Museum and Library Services

<http://daybydayny.org/>

Try a different month: January February March April May June July August September October November December

DayByDayNY
FAMILY LITERACY CALENDAR

OCTOBER: NUMBERS Monthly Activities

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31


OCTOBER 13

SING A SONG!

Diez Deditos

Unos, 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. Cancion de los Numeros



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

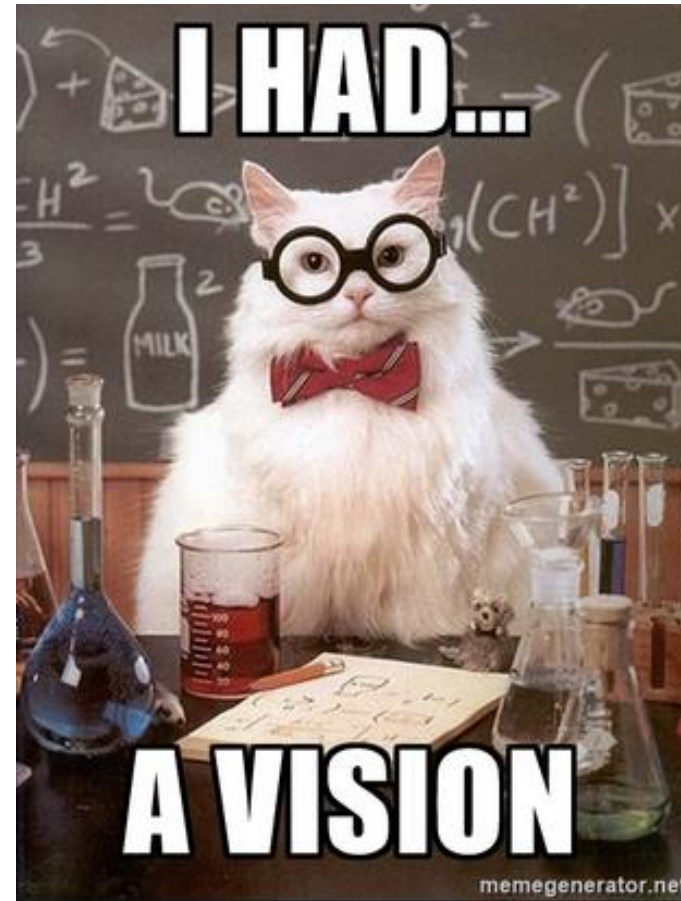
SOCIAL MEDIA IS SOCIAL!

- 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



Science Cat

TO POST...
OR **NOT** TO POST.
THAT IS THE QUESTION.



Before you



THINK

T = Is It True?

H = Is It Helpful?

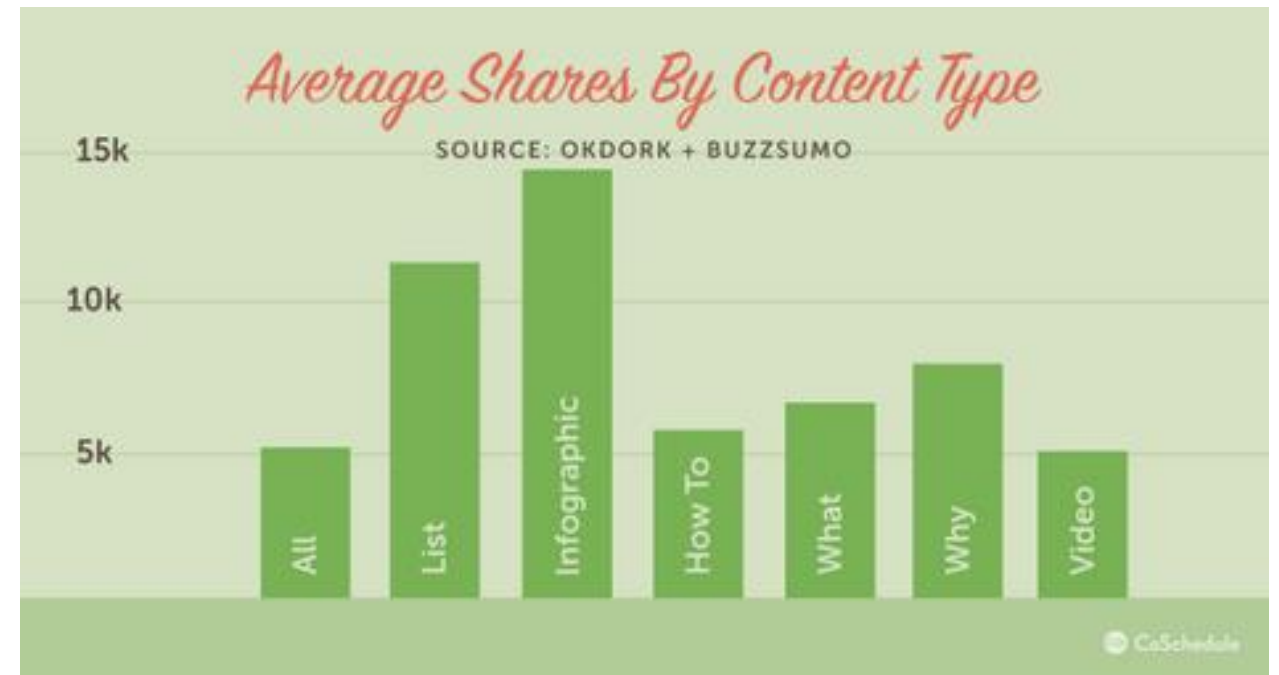
I = Is It Inspiring?

N = Is It Necessary?

K = 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 Expert



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

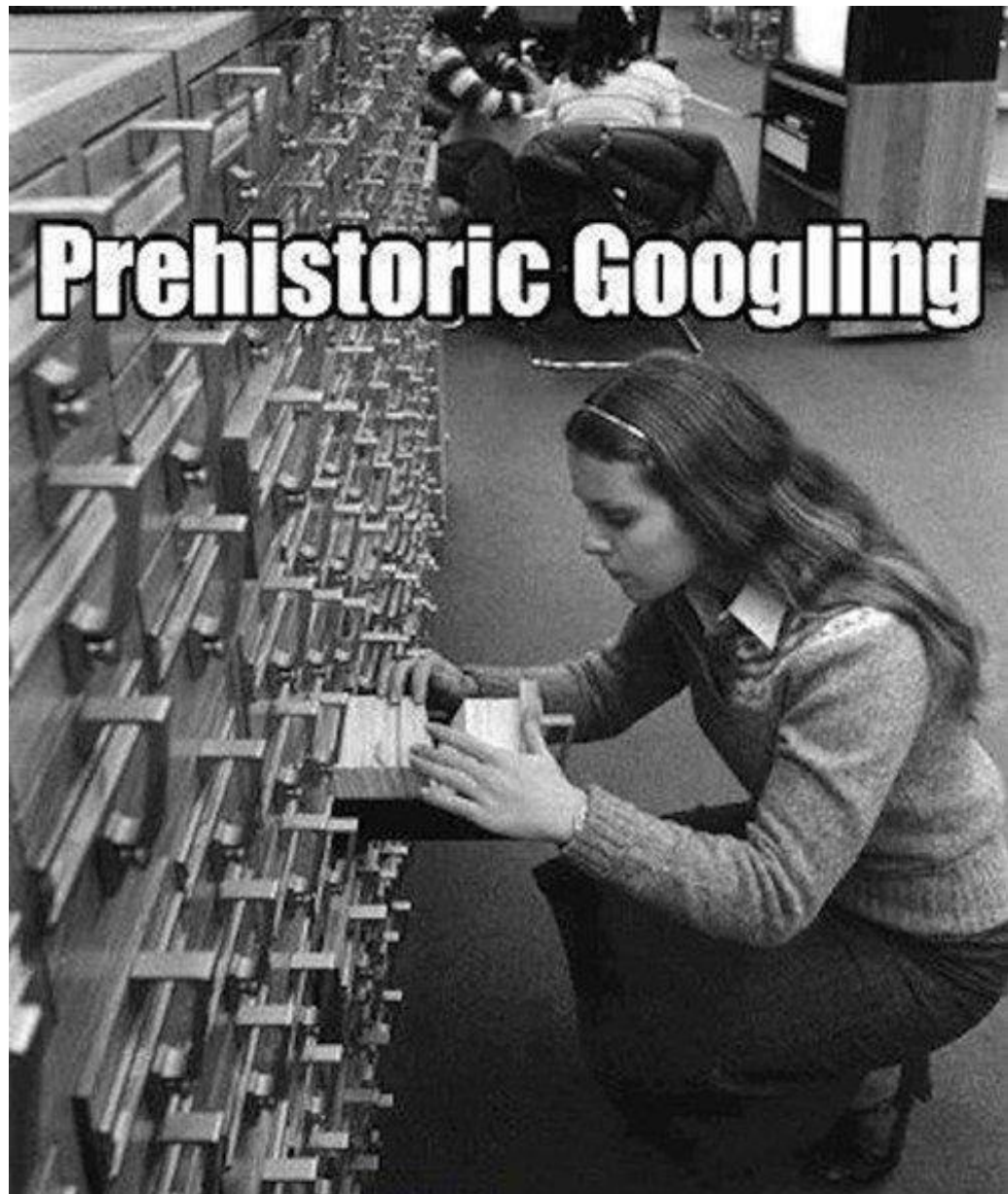


LIBRARIAN HUMOR



**I SEE WHAT
YOU DID THERE.**

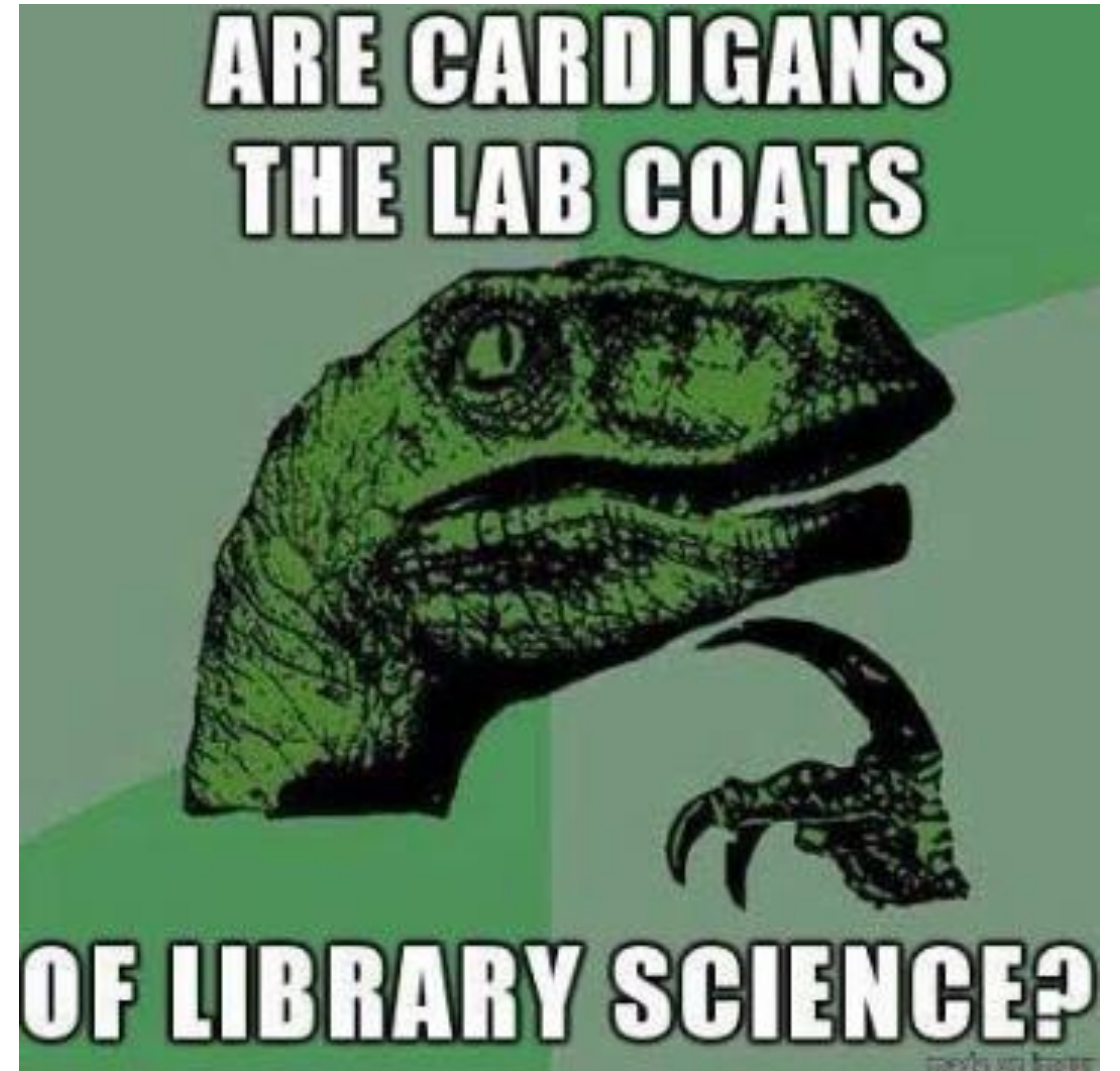
Prehistoric Googling



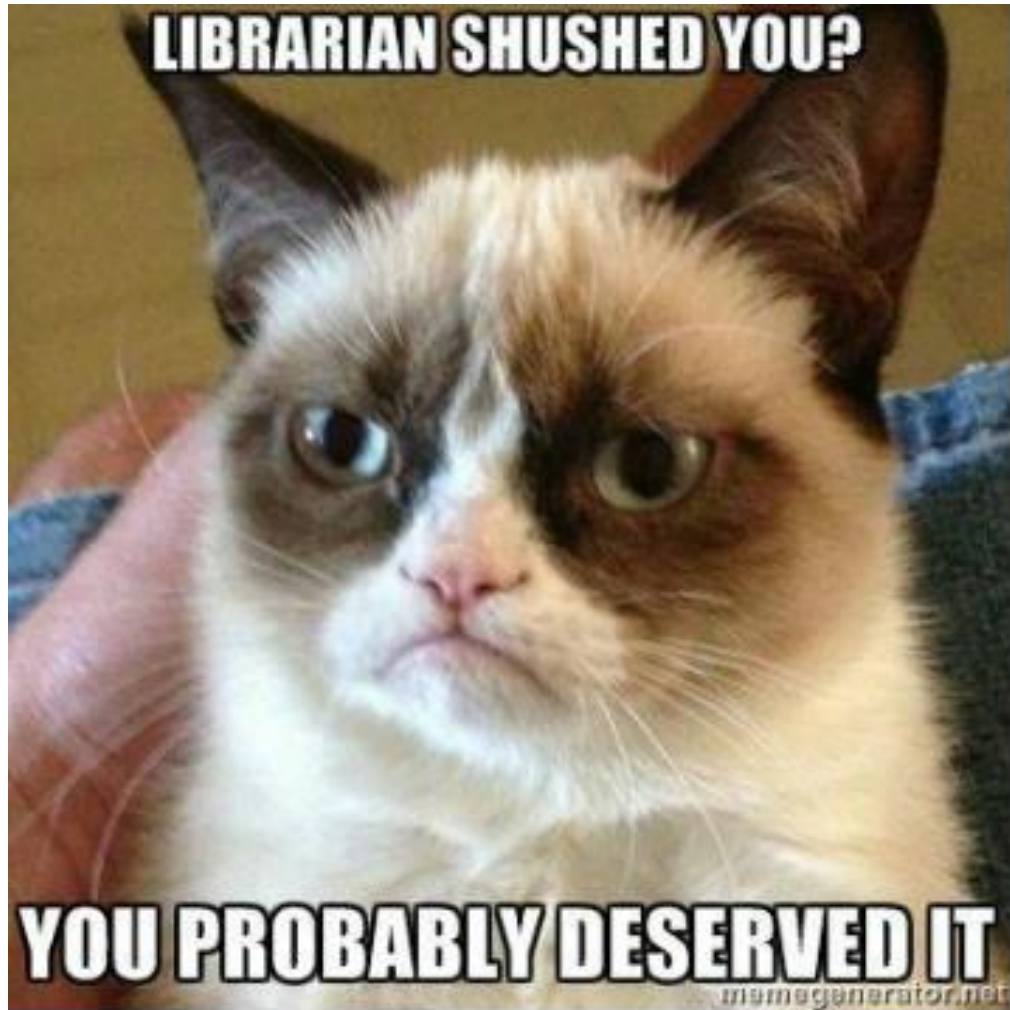
Hipster Cat



Philosoraptor



Grumpy Cat



Y U No?



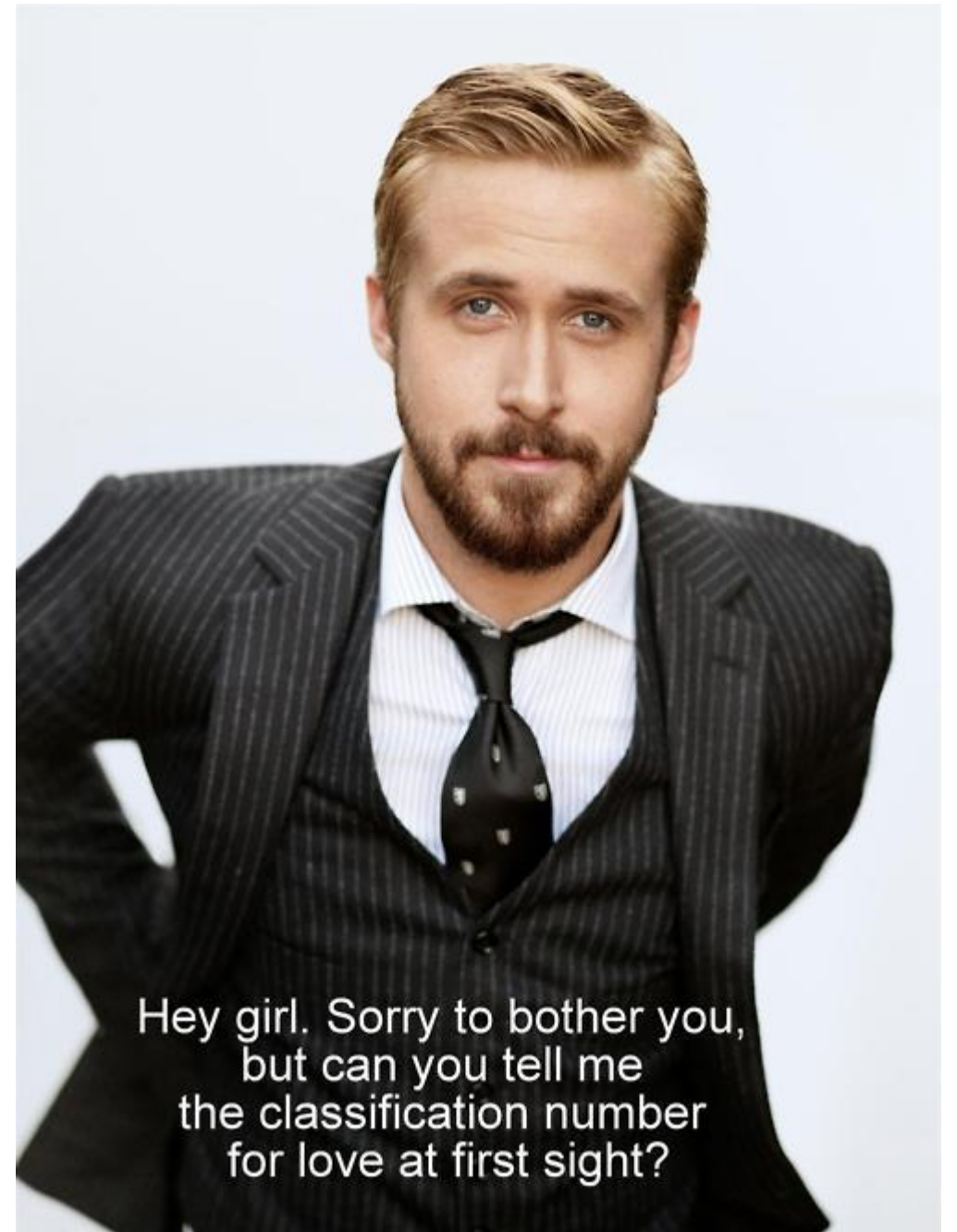
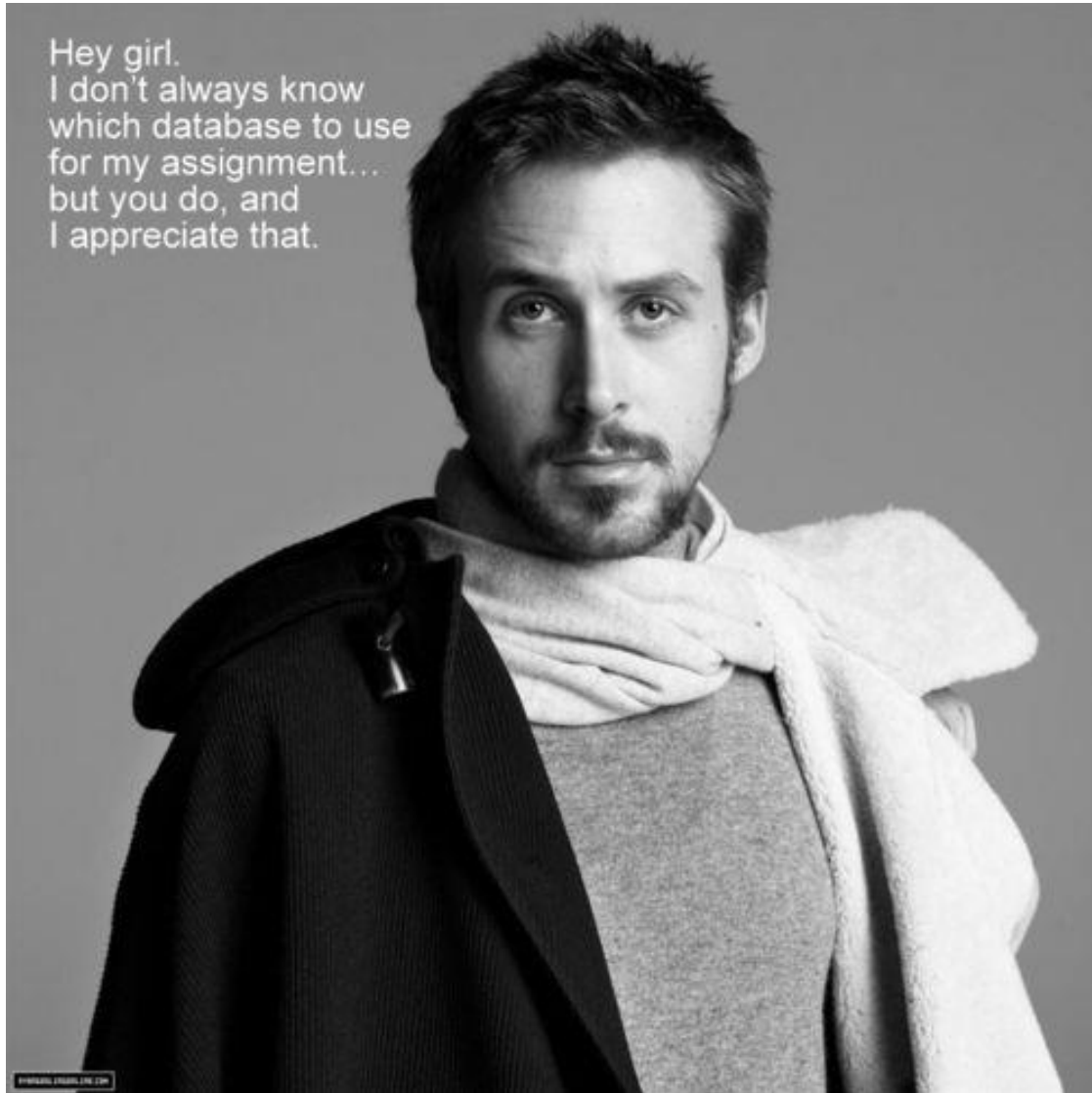
Facepalm



Success Kid



Hey Girl...



Winter is Coming

BRACE YOURSELVES

**SUMMER READING
IS COMING**



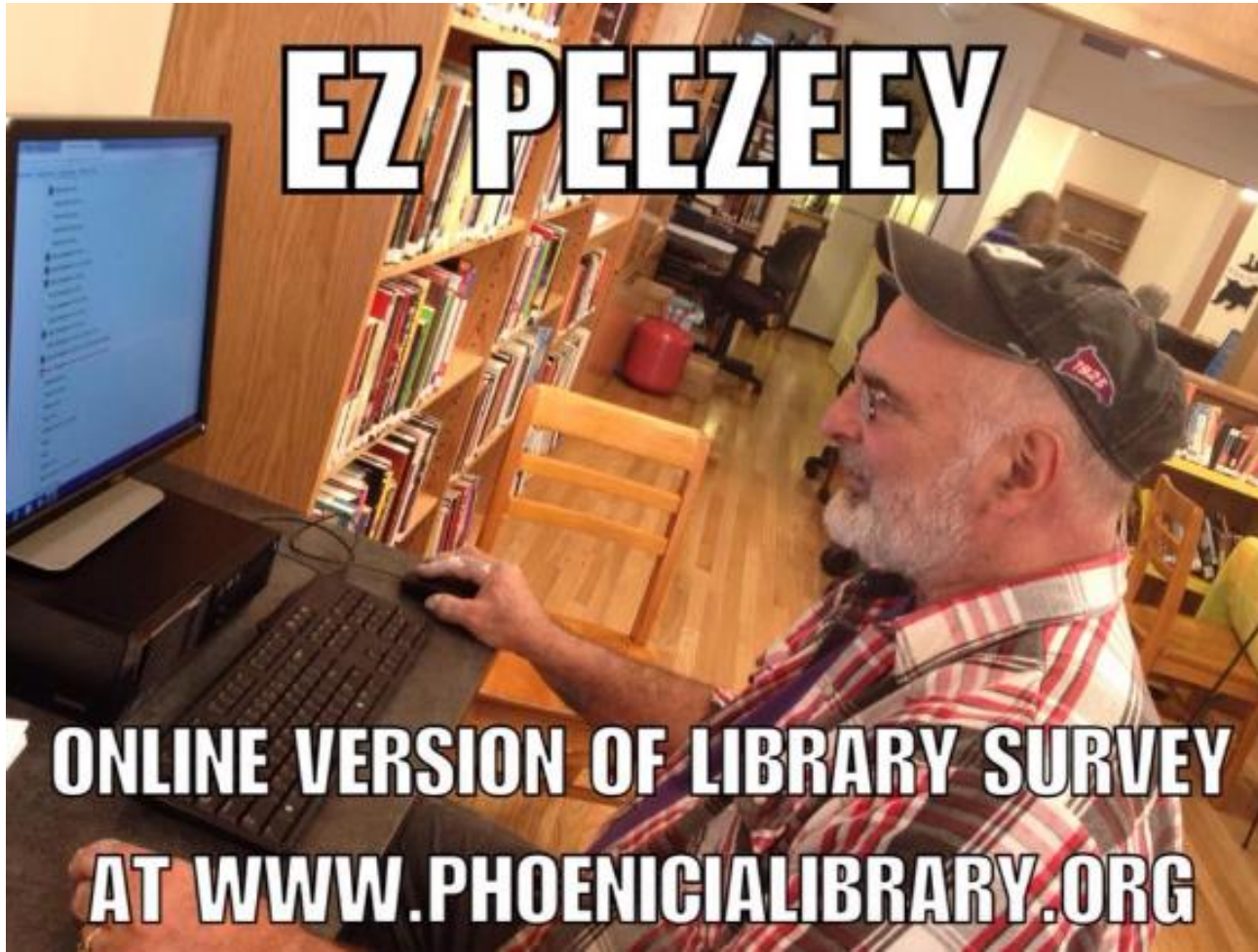
Socially Awkward
Penguin

USES LIBRARY COMPUTER



**CHANGES TAB EVERYTIME
A PERSON WALKS BY**

quickmeme.com



Phoenicia Library Memes

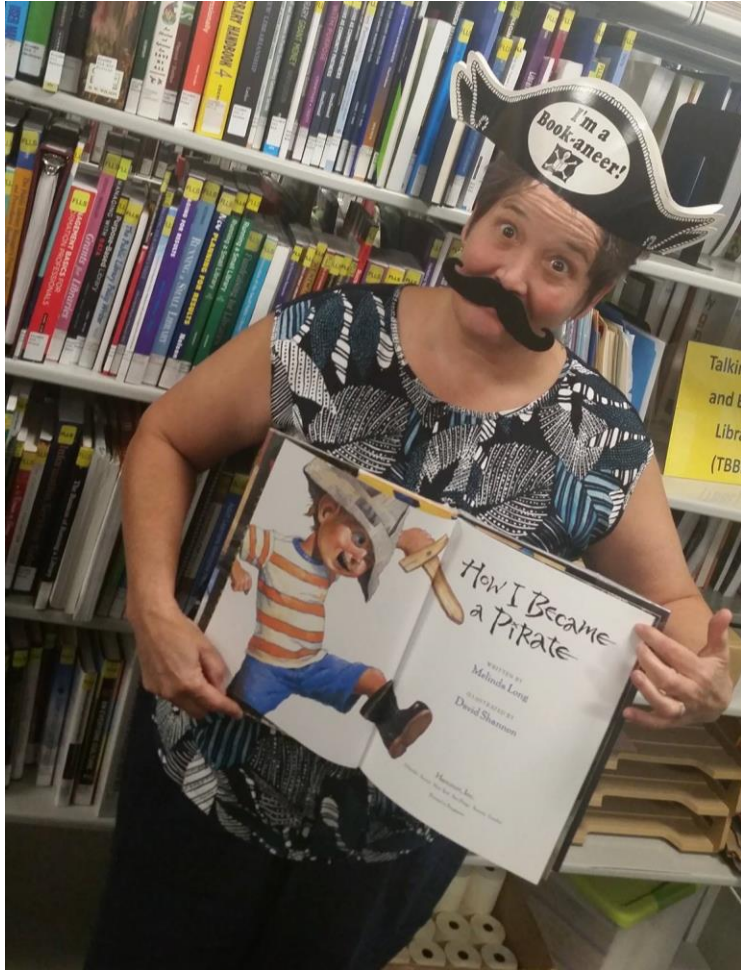




Avoid Copyright and Meme
YOUR library!



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!
someecards
user card



Someecards

"Please, say it again: how big
is your library?"



your  cards
someecards.com

Concerts on the Lawn:
We've got the best
grass in town!



Fall Concerts on the Lawn


September 11: David Daniels Blues Band

September 18: Drive Thru

September 25: Jess Hoggard

October 2: Buckinort Hill

6 p.m.

 www.libraryinjonesboro.org

“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

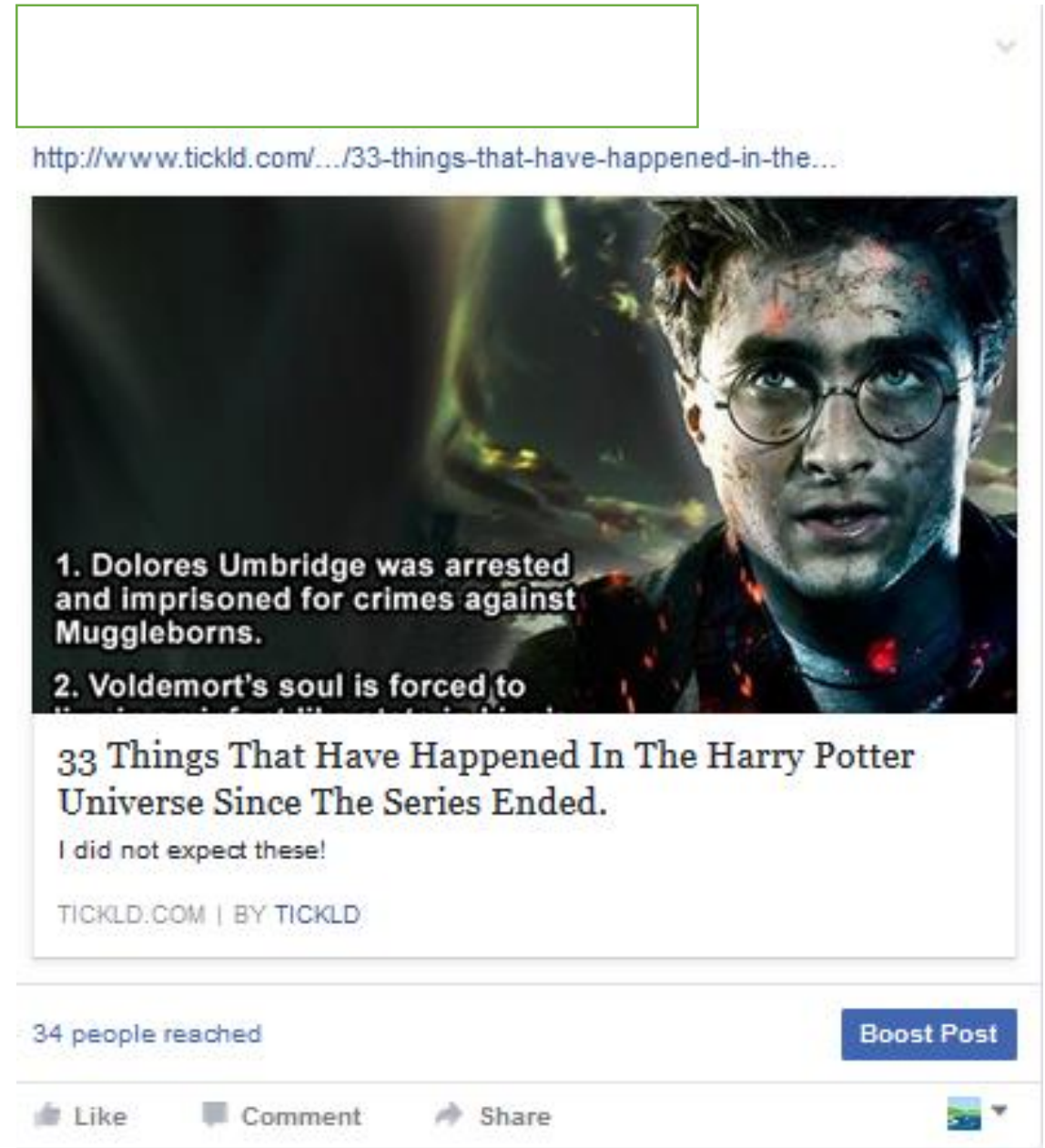
Sample of a Good Share

- 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



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?



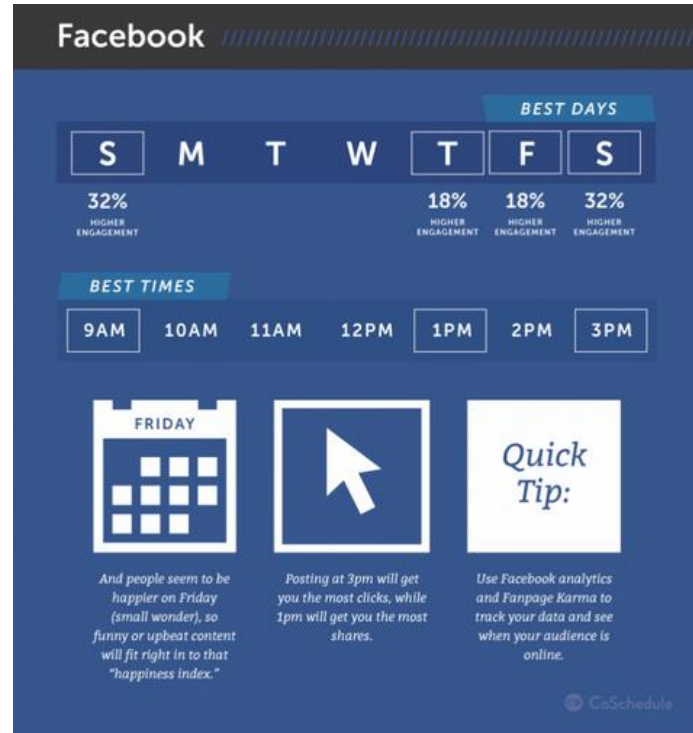
Facebook
12-3 PM
Thursday



Pinterest
7-10 PM
Saturday



Google+
8-10 AM
Weekdays



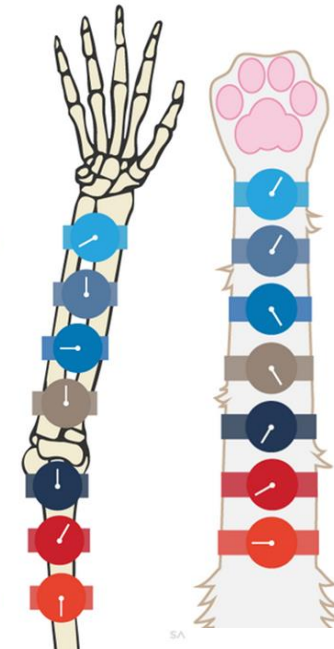
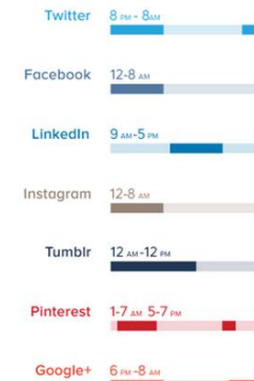
SHARE AT THE RIGHT TIMES

Different social networks have different peak times for posting. Take advantage!



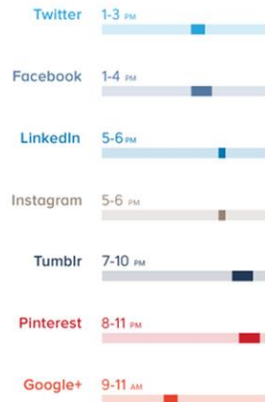
Posting Dead Zones

Literally the worst times to post on social media.



Timing Is Everything

Post smarter right meow.



TRUTH:

There is no “perfect” time!

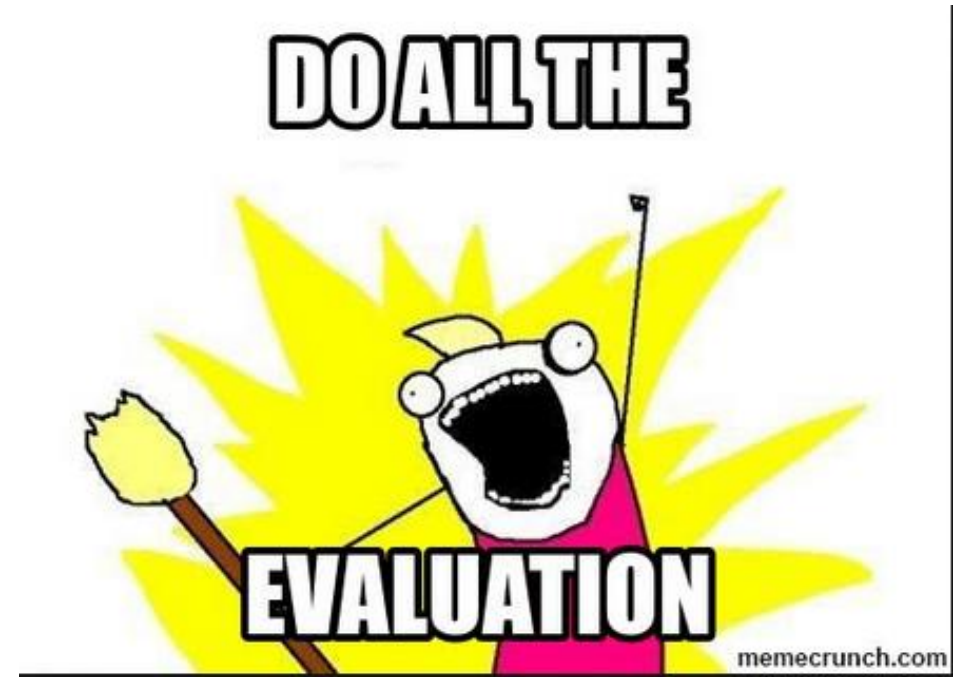
Things to consider when posting:

- 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

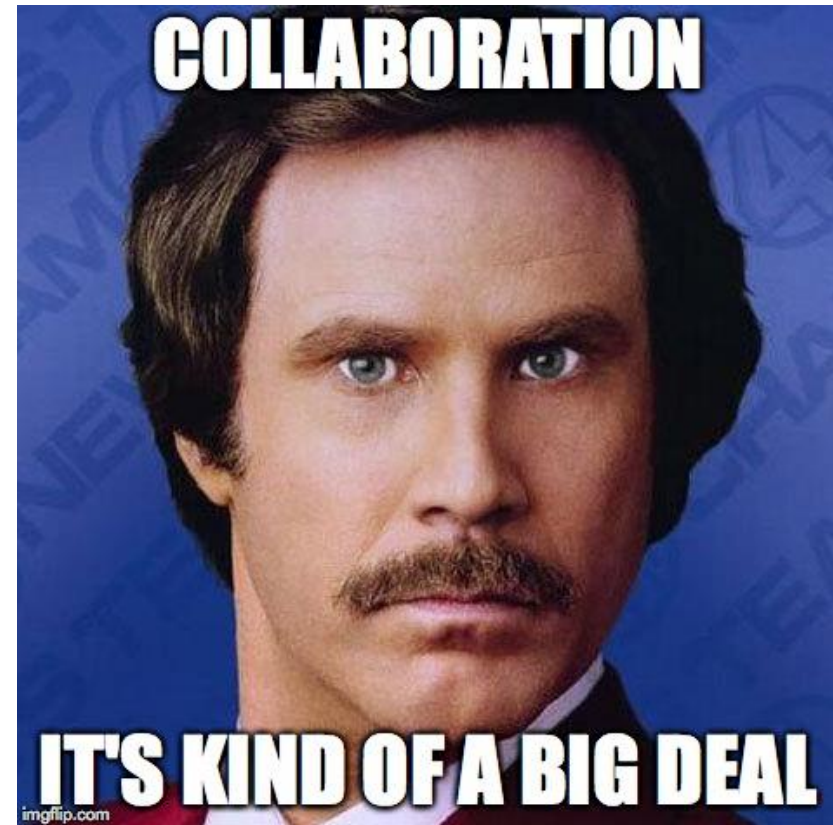
Were you effective?

- 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

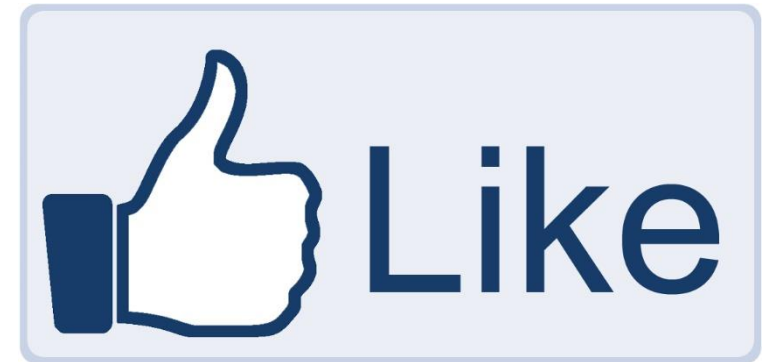
Partnership & Outreach Plan

- 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.



Preschool Crafts

16 Pins

Edit



Social Media for Libra...

10 Pins

Edit



Library Spaces

15 Pins

Edit



- 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.

Instagram

- 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.

#photooftheday

#instagood

#caturday

#petsofinstagram

#beautiful

#flowers



snapchat

- 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
@ 6 pm

Starry Time Story Time

An evening family program

Saturday Family Story Time

1st 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 @ 3:30pm
SEPT 13th & 27th

at the Seneca Falls Library

THE OK

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

10:30-11:00 a.m.



All toddlers and students welcome to attend!



Bad Axe students may come by bus from Elementary School

School Age (K-3)

3:45-4:30 p.m.

REGISTRATION: call (989) 269-8538

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

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



Please join us at the Newton Library for our

Witches' Story Time

on **Friday, October 24**
at **6:00 PM**

Music • Stories • Games • Fun

Children of all ages are invited to come dressed in costume and enjoy a special evening. Each family will receive a Halloween book and refreshments will be served!

\$5 per child or
\$10 per family

All proceeds will
benefit the
Newton Town Library
and the
Newton Youth Council.



THE... HUH?

TEEN ANGST & LIBRARY HORROR

A BENEFIT FOR:

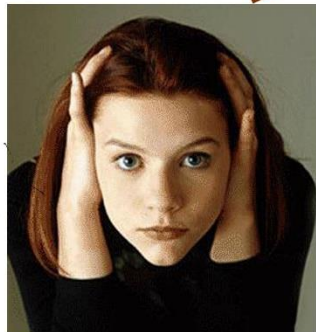


<http://radicalreference.info/>

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.

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



ABC

NO RIO

156 RIVINGTON

JULY 25

2008

7:30 PM

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

GREAT FILMS - GALA EVENTS Celebrating the 50th Anniversary of "Bond" films

2013 AVENUE of the ARTS Leads off with 007 Suspense Thriller

FILM FESTIVAL
JULY 18 - 26

SKYFALL On JULY 18



Daniel Craig as James Bond

Judi Dench as M-16

July 18 4:30

+++++

OPENING RECEPTION
Live Music Refreshments
The **PATRICE MONAHAN TRIO**
Featuring **Vocalist**
Patrice Monahan

Film **SKYFALL**
5:30

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

Zero Dark Thirty 1:00 157 min R

Silver Linings Playbook 1:00 122 min R

ARGO 5:30 120 min R

Les Miserables 1:00 158 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

West End Branch Library
151 Cambridge St., Boston
Helen Bender, Librarian
617.523.3957, BPL.org
(Located in the Government Center
Area, near Stanford 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
- <http://coschedule.com/blog/best-times-to-post-on-social-media/>
- <https://socialmediaweek.org/blog/2015/04/valuable-lessons-5-shockingly-bad-social-media-fails/>
- <http://www.sitesell.com/blog/2015/02/top-10-dos-and-donts-of-social-media-for-business.html>
- <http://soundsenglish.com/wp-content/uploads/2016/03/like-all.png>

Credits Continued...

- <http://www.pagemodo.com/blog/>
- <https://medium.com/@anildash/the-lost-infrastructure-of-social-media-d2b95662ccd3#.nijgonpk1>
- <https://www.facebook.com/phoenicia.library/>
- <http://www.prestigepromotion.com/news/should-you-post-about-your-promotions-on-social-media/>
- <http://makeawebsitehub.com/social-media-sites/>
- <http://www.oif.ala.org/oif/?p=7185>
- <http://www.inc.com/john-rampton/how-many-people-use-their-phone-in-the-bathroom.html>