

Day of Learning Notes

Social Media in Libraries

When considering getting into social media, here are some factors to consider.

The public doesn't know all that their libraries have to offer.

According to a Pew report:

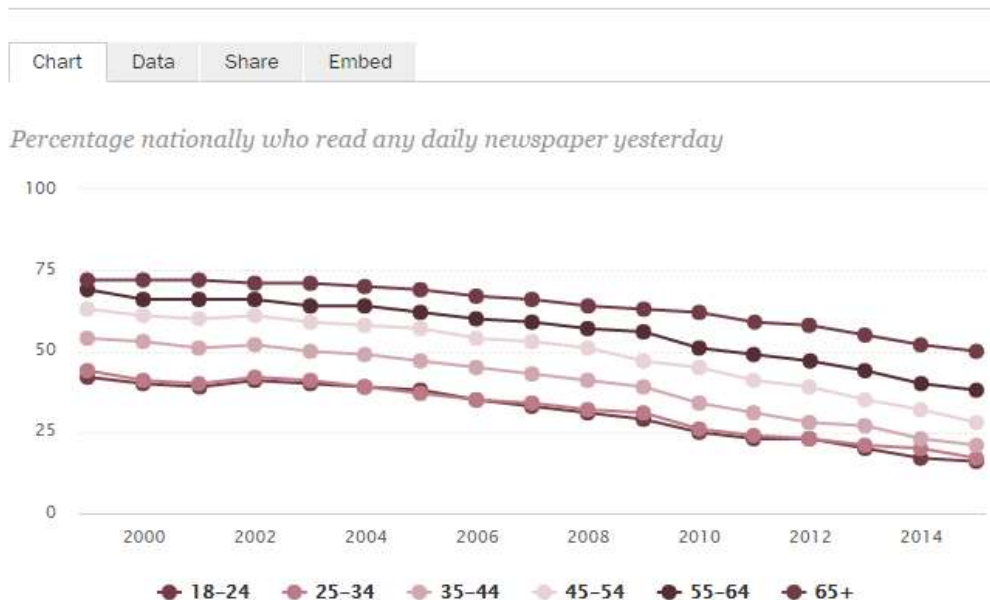
- 22% of respondents said they knew all or most of the services their local libraries offered
- 46% said they knew some of what their library offered
- 31% said they knew nothing or very little about what their library offered

This is a long-term problem for libraries. How can we get the word out about our programs and services?

Traditional measures for getting the word out are less effective now.

Daily newspaper readership is declining, especially among young adults. Only 16% of adults age 18-24 read a daily newspaper.

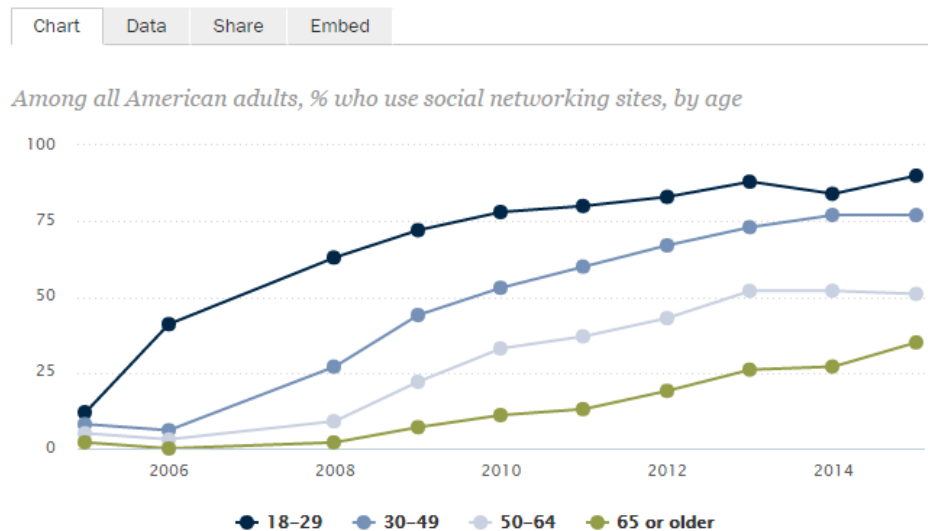
Newspapers: Daily readership by age



<http://www.journalism.org/media-indicators/newspapers-daily-readership-by-age/>

Social Media is gaining steam among all age groups

Young Adults Still Are the Most Likely to Use Social Media



Social media use by seniors has tripled in the last ten years.

<http://www.pewinternet.org/2015/10/08/social-networking-usage-2005-2015/>

All of these factors contribute to a need for libraries to be involved in social media as an effective way to spread the word about programs and services.

Tina Winstead, Huntington Memorial Library (Oneonta)

Oneonta started by forming a social media policy to define the purpose and set parameters. If you enter social media without a plan you are apt to go down the rabbit hole. However, build some flexibility into the policy because the landscape changes quickly in social media.

Tina recommend cultivating a persona learning network via blogs, etc.

The goal of the library's social media policy is to increase the visibility of the library.

Choose an individual to be in charge of spearheading the efforts.

Responding to negative interactions- take down bad language, but leave complaints up. That is an opportunity to respond. Make sure that staff know they are speaking for the library online.

Connie Dalrymple, Guernsey Memorial Library (Norwich)

Norwich dove into social media without a policy. It worked well until a negative post happened.

Start by creating a personal Facebook account and trying it out. Then create the library page- it will have to be associated with an individual account.

Log in regularly. Be active or be ignored. You can schedule posts into the future.

Use an image to make an attractive page.

Publicize your Facebook page with icons on your webpage, signage in the library, items in the newsletter, etc.

Be responsive to messages. This is an opportunity to interact with your community. It is very easy to complain on Facebook.

Keep up with the news feed so that you know what is going on.

Post often, and use pictures and video. If you are going to post pictures from programs, get individuals to sign a photo release. Or, strategically take pictures that do not show faces.

Follow other community partners: schools, municipalities, elected officials, and non-profits with a parallel mission. When you share their activities they will likely share yours too.