

Introduction to Social Media and Facebook Basics

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Peace Library System 2016



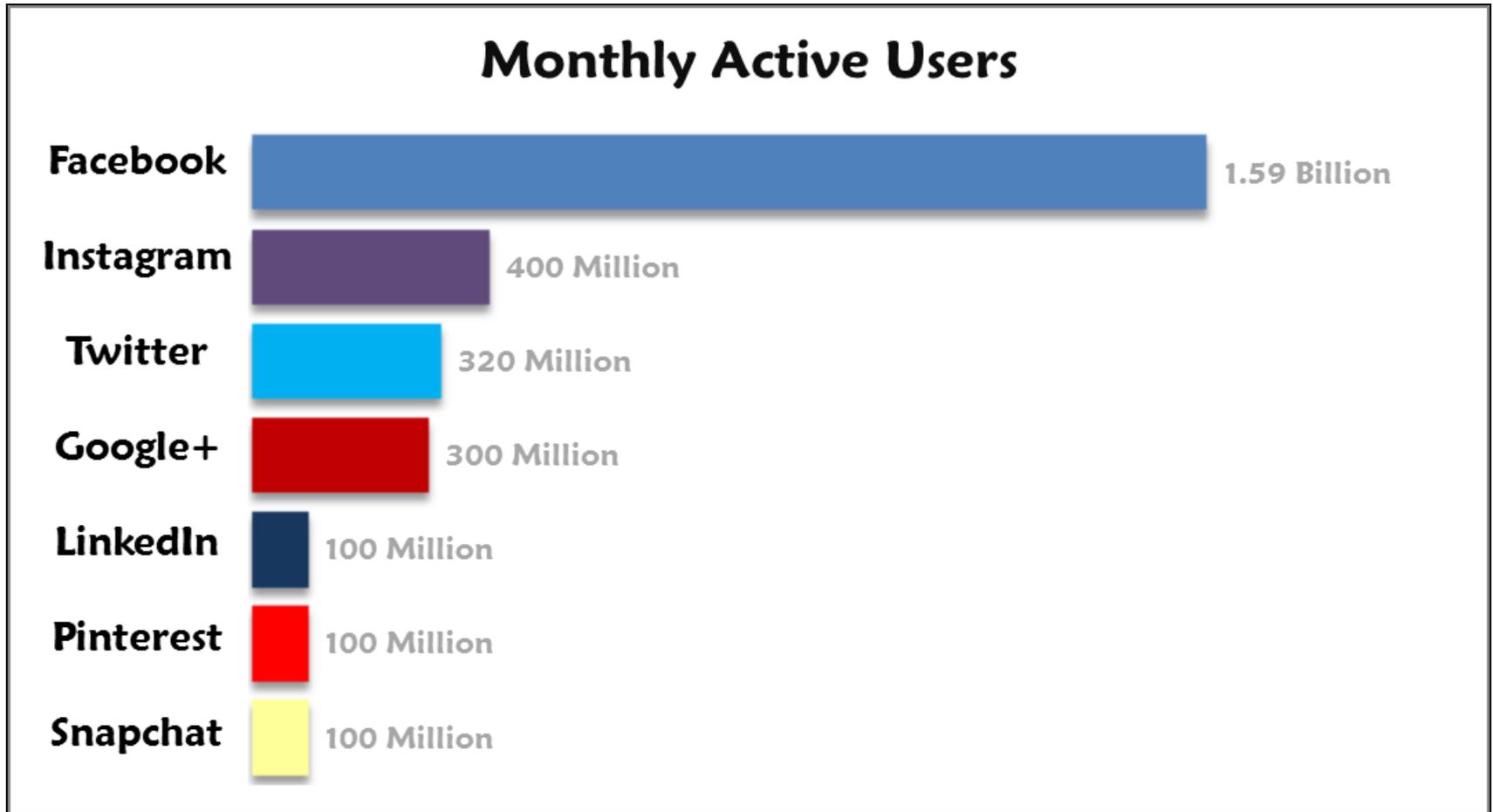
Social Media

- “Word of Mouth” online
- Fun, easy, interactive way of connecting with your audience
- Instant information on who is seeing your message
 - Understand successes and areas to improve
- Affordable – both time and money!
- Wide Variety of uses
 - Sharing events
 - Showing photos
 - Communicating important information
 - Creating a dialogue between the users of a service and the providers

Libraries and Social Media

- Community focus
 - Where community members are has changed in the past 10 years, more and more people are spending time online – therefore to reach people libraries must go to where they are.
- Helps to shape future programming and how funding should be allocated by understanding what patrons like and dislike in real time.

Choosing Which Social Media Site(s) to Use



Data Source: <http://www.adweek.com/socialtimes/heres-how-many-people-are-on-facebook-instagram-twitter-other-big-social-networks/637205>



Introduction to Facebook

- 👍 Largest social media site in the world
- 👍 Facebook Page – acts similar to a website, provides information, news, events and photos
- 👍 More interaction, instant feedback
- 👍 Easy, fast way to share information
- 👍 Target your audience



Facebook Page - Setup

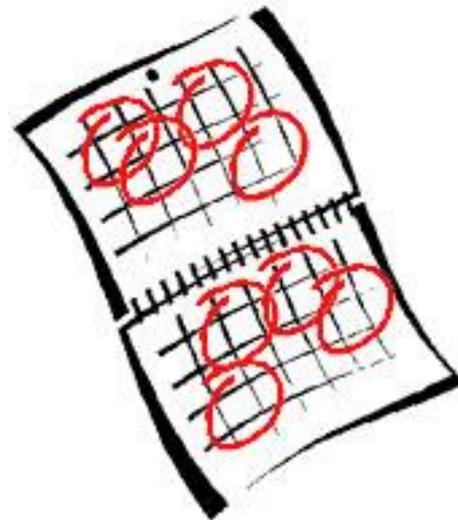
- 👍 Create a separate “Profile” to manage the Page
- 👍 Create a Page
- 👍 Basic settings and features of the Page

Add to Website

- 👍 For many people the library website is the first point of contact
- 👍 On a Google search the library website will show up first – it is important to connect users there to the Facebook page.
- 👍 Some people may not think to look on Facebook.
- 👍 Email Emma so she's aware and can get it up on the website or follow the steps I have outlined in the guide.
- 👍 Make an announcement – “Did you know? We have a Facebook Page!”
- 👍 Important to connect the website and any social media accounts

Time Savers!

- 👍 Pick a day of the week and spend some time scheduling the week's posts using the publishing schedule tool.
- 👍 Use a student volunteer to schedule posts
 - 👍 Not only helps keep the page updated but also helps to gain the attention of the teenage demographic as they'll know the latest trends and the information students want.



General Posting Guidelines

Consistency is key.

👍 New Books

👍 Photos/Videos

👍 Follow other libraries – share

👍 Encourage interaction

👍 Events

👍 News

👍 LibraryAware! – using the items created here it is easy to share to Social Media.

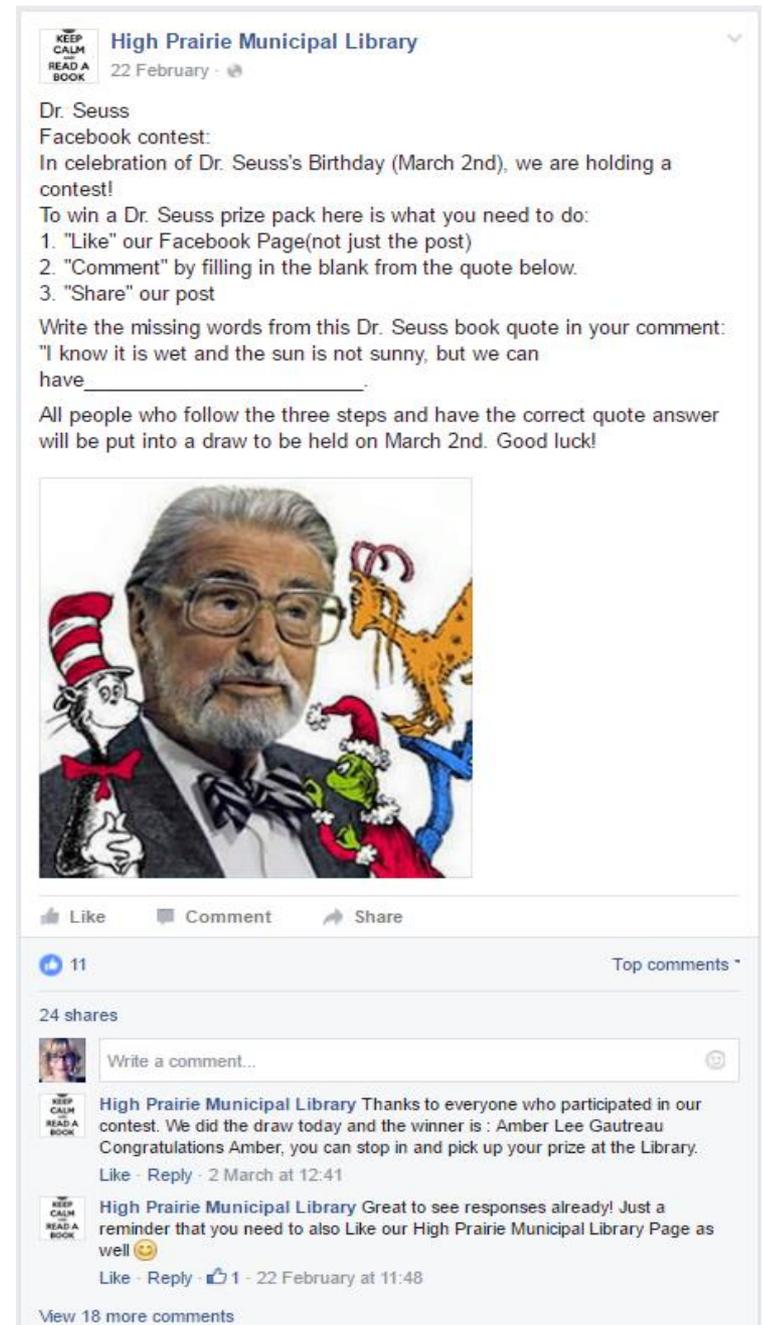
👍 The Page can be added under the Admin > Account Management > Social Accounts

Posting Guidelines Continued

- 👍 On Facebook the half-life of a post is about 90 minutes
- 👍 For events and other important library information post about it 2 to 3 times over a 3 to 4 week period.
 - 👍 For an event – post a few weeks before, a week before, the day before or day of to remind people
- 👍 Plan posts – using the scheduling tool (shown on next slide) it is easy to plan out posting for events and news.
- 👍 “Bite Sized” information – no long paragraphs!
- 👍 Relevance – make sure that the information being told is relevant to the time (holiday posts) and that any event photos are put up fairly soon – encourage tagging!

Getting Likes

- 👍 Posting on the website
- 👍 Add onto print materials
- 👍 Encourage people to share your posts or comment
- 👍 Host a Facebook contest – exclusively online – fun, interactive and gets the word out!



High Prairie Municipal Library
22 February · 🌐

Dr. Seuss
Facebook contest:
In celebration of Dr. Seuss's Birthday (March 2nd), we are holding a contest!

To win a Dr. Seuss prize pack here is what you need to do:

1. "Like" our Facebook Page(not just the post)
2. "Comment" by filling in the blank from the quote below.
3. "Share" our post

Write the missing words from this Dr. Seuss book quote in your comment:
"I know it is wet and the sun is not sunny, but we can have _____."

All people who follow the three steps and have the correct quote answer will be put into a draw to be held on March 2nd. Good luck!



👍 Like 💬 Comment ➦ Share

👍 11 [Top comments](#)

24 shares

 Write a comment...

High Prairie Municipal Library Thanks to everyone who participated in our contest. We did the draw today and the winner is : Amber Lee Gautreau Congratulations Amber, you can stop in and pick up your prize at the Library.
Like · Reply · 2 March at 12:41

High Prairie Municipal Library Great to see responses already! Just a reminder that you need to also Like our High Prairie Municipal Library Page as well 😊
Like · Reply · 1 · 22 February at 11:48

[View 18 more comments](#)

Interaction

- 👍 Great way to answer questions of people who are looking to come into the library or those who aren't able to come in at the moment.
- 👍 Word of the day – Pick a day of the week – encourage interaction “use it in a sentence” “replace a word in a book title”
- 👍 Photo contests
- 👍 Be playful – don't be afraid to use humour in posts. Not all posts should be humourous but social media is a great way to have fun engaging patrons – new and current!

Negative Comments or Reviews

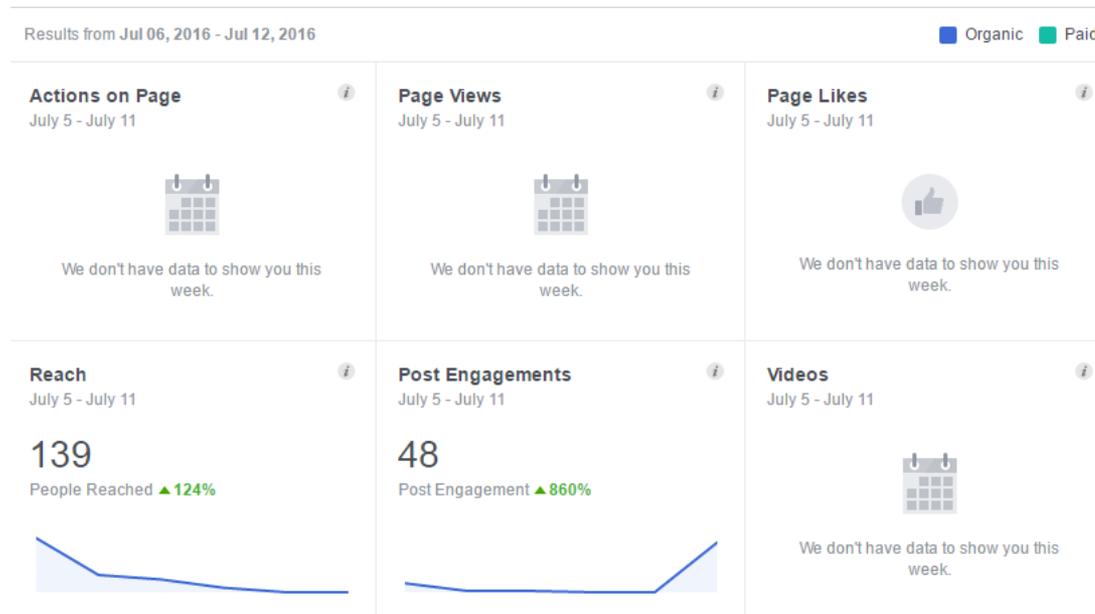
- 🙄 All comments can be deleted and should a comment have inappropriate language – there is an option to hide the comment, then options for deleting, reporting (if this person continues).
- 🙄 If the comment does not contain any inappropriate language and is just a negative comment like “Overwhelming emphasis on children’s programming. Never anything for adults!” This is a great opportunity to engage – acknowledge what they are saying and address the issue. This is a perfect chance to point out adult programming that exists or use it to develop something new! For example replying “Thank you very much for your feedback. We’re looking at new programs – what would you like to see?” Make each reply personal (not form) and use it as an opportunity to improve!

Events

- 👍 Events are a great tool for seeing who is interested in events
- 👍 Great for sharing goings on in the library
- 👍 Remember to share the event! – let people know it is happening, as people press “interested” or “going” it will pop up on their feed getting the word out.
- 👍 Answer any questions attendees may have

Insights

- 👍 See how your posts are doing, how many likes this week and much, much more.
- 👍 Also great for getting tips from other libraries around the system or province.
- 👍 See their top posts and get ideas.



Final Comments

- Consistency and keeping on top of it. If your library is going to have a social media page it is vital that you keep it up, posting at least once per week.
- Using other sites is fine – just make sure it is linked on all your other social media pages and the website.
- Tons of resources for ideas and more tips – just have to google “[social media] for libraries” if the medium exists someone has written a post about it!
- Pay attention to your statistics try to grow them.
- Create a web – print, website and social media working together to promote the library.
- **Most important of all have fun!**

Questions?