

# CONNECTING WITH SOCIAL MEDIA

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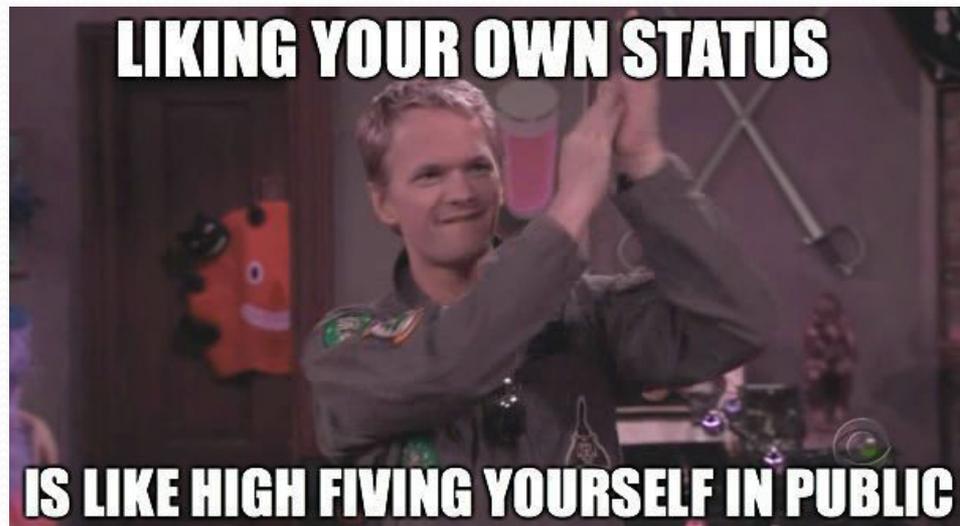
# What We'll Cover

- Getting Started
- Social Media Platforms
- Content Creation
- Monitoring
- Earned Media Value



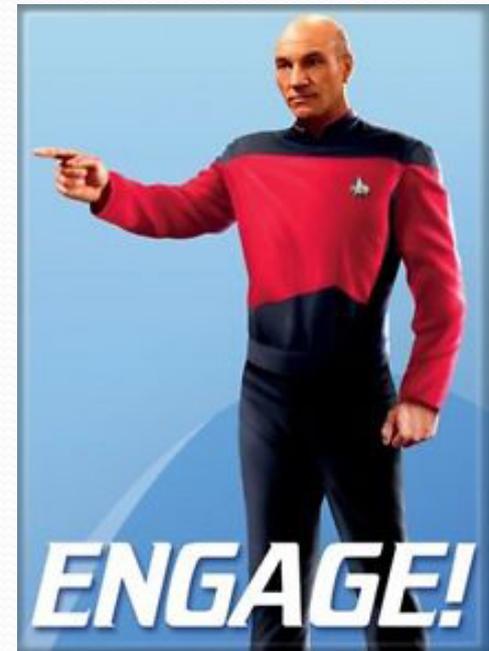
# Getting Started

- Setting up accounts
- How much time do you want to spend?
- Build a team/ find content creators
- Be careful when switching between your personal and organizational accounts



# Goal Setting

- If you are having trouble setting realistic measurable goals, check out how similar pages are performing
- Followers
- Reach
- Frequency
- Engagement



# Facebook

- Largest platform with 71% of adults online using it
- Easy to use
- It's like a dinner party where you know the guests really well
- Many say it has lost its cachet



# Facebook

- Posts with images get the highest amount of engagement. The perfect size is 800×600 pixels.
- Use Ow.ly and Bit.ly to shorten links track how many people are clicking through
- Don't make images too detailed. Simple imagery can be easily seen on mobile devices — more than 70% of fans read posts on their phone.
- Posts aren't the only activities that grab attention — comments and responses do, too. Engage with people and build relationships through conversation.
- Post when the audience is listening, not just when the Library is open.

# Twitter

- Users check frequently
- Good place to check for news and timely information
- Users more likely to follow others who are not friends in real life



# Twitter

- Give a clear call to action so your readers know what you want them to do.
- Punctuation: don't sacrifice grammar because you only have 140 characters.
- Use questions, facts, and figures to engage your audience and drive retweets.
- Use @ mentions to prompt influencers to engage with you and make sure you respond.
- Retweet relevant content for your audience. Leave 20 characters so people can add content or comments.

# Pinterest

- The world's largest bulletin board
- Women are the biggest demographic– especially affluent women
- Don't just pin book covers. Try:
  - Anything art-related
  - Library Displays
  - Quotes
  - Humorous items



# Pinterest

- Images with no human faces are shared 23% more than those with them.
- Images with dominant colors — red, dark green, pink — are shared 3x more than images that don't contain them.
- Use a background that doesn't take up more than 40% of your image, otherwise your repins will decrease by 50%.
- Red or orange images are repinned twice as often
- Vertically oriented images perform better than those that are horizontally oriented; the perfect ratios are 2:3 and 4:5

# Tumblr

- Microblog
- Post pictures/videos and write about them
- A mix between Twitter and a blog
- <http://librarianproblems.com/>



# Vine

- Social video application lets you create and share 6-second videos that loop.
- <http://oedb.org/ilibrarian/10-cool-ways-libraries-can-use-vine/>



# Instagram

- Photo sharing app that's used by over 80 million people
  - Materials
  - Events
  - Promotional print pieces



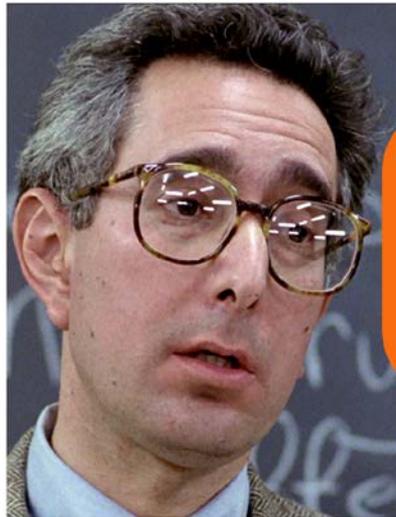
# Creating Content

- Keep an eye on peer pages to get ideas or things to share
- Use the same content for several platforms
- Use an application like HootSuite to schedule posts



# Voice

- Know your audiences
- Keep a positive tone and use active voice
- Who do you want to talk to at a party?
- Mix it up with posts that are:
  - Funny/Clever
  - Educational
  - Conversational
  - Promotional
    - Call to action



OR ?



# Greatest Hits



Wichita Public Library

Liked · March 7

Library staff showing their support for Wichita State Shockers Men's Basketball! #goshox #watchus — with Melinda Stenholm, Britten Kuckelman, Anne Harris, Nina Hand, Abigail Crouse, Sherryl Torres, Myhoa Van, Greg Nordyke, Randy Harrison, Tammy Graham Penland and Bill Rohde.

Tag Photo Add Location Edit

Unlike · Comment · Share · Edit

You, Jaime Nix Prothro, Jessica O'Brien, Emerson Ross and 177 others like this.

4 shares

View 23 more comments



**Cathy Zimmerman-Hickey** You should drop by for a visit Paul. Good to hear you are back in the city.  
March 8 at 11:10am · Like · 1

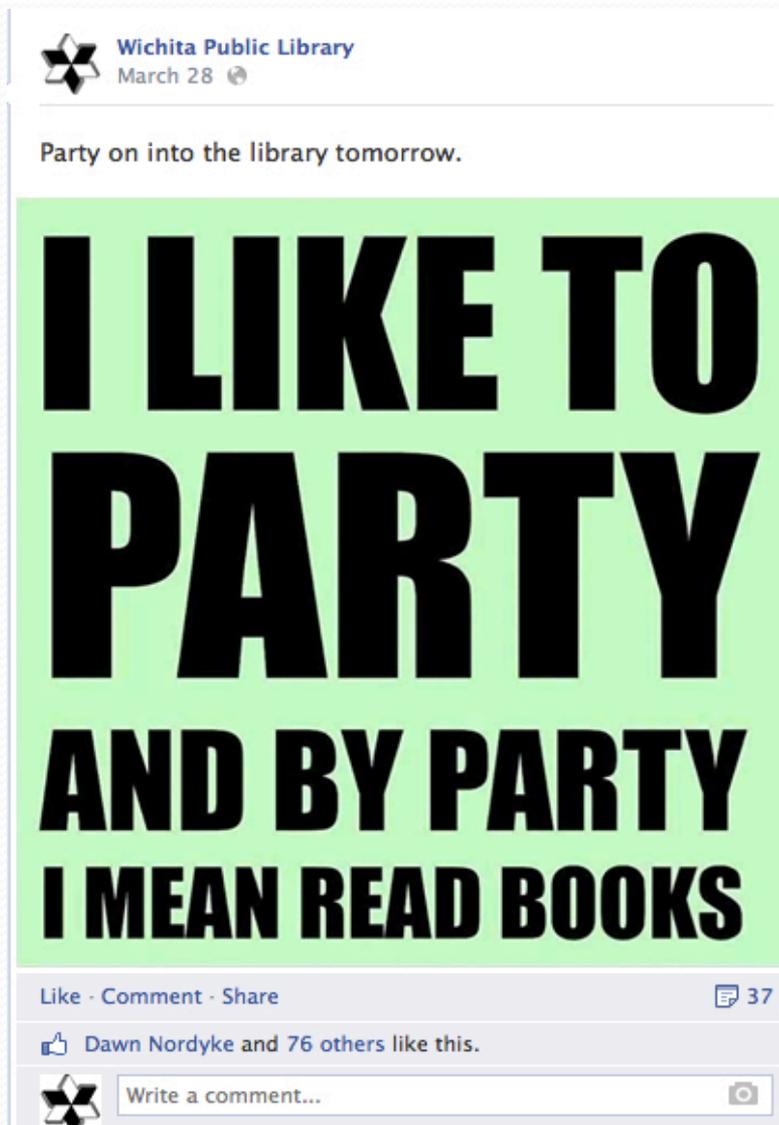


**Jeremy Horkman** What a fantastic group with a lot of familiar faces! Love the picture and pulling for the Shockers.  
March 8 at 11:17am · Like · 1



**Paul Bradfield** I will stop by cathy...r u in tech services?  
March 8 at 11:21am · Like · 1

# Greatest Hits



Wichita Public Library  
March 28

Party on into the library tomorrow.

**I LIKE TO  
PARTY  
AND BY PARTY  
I MEAN READ BOOKS**

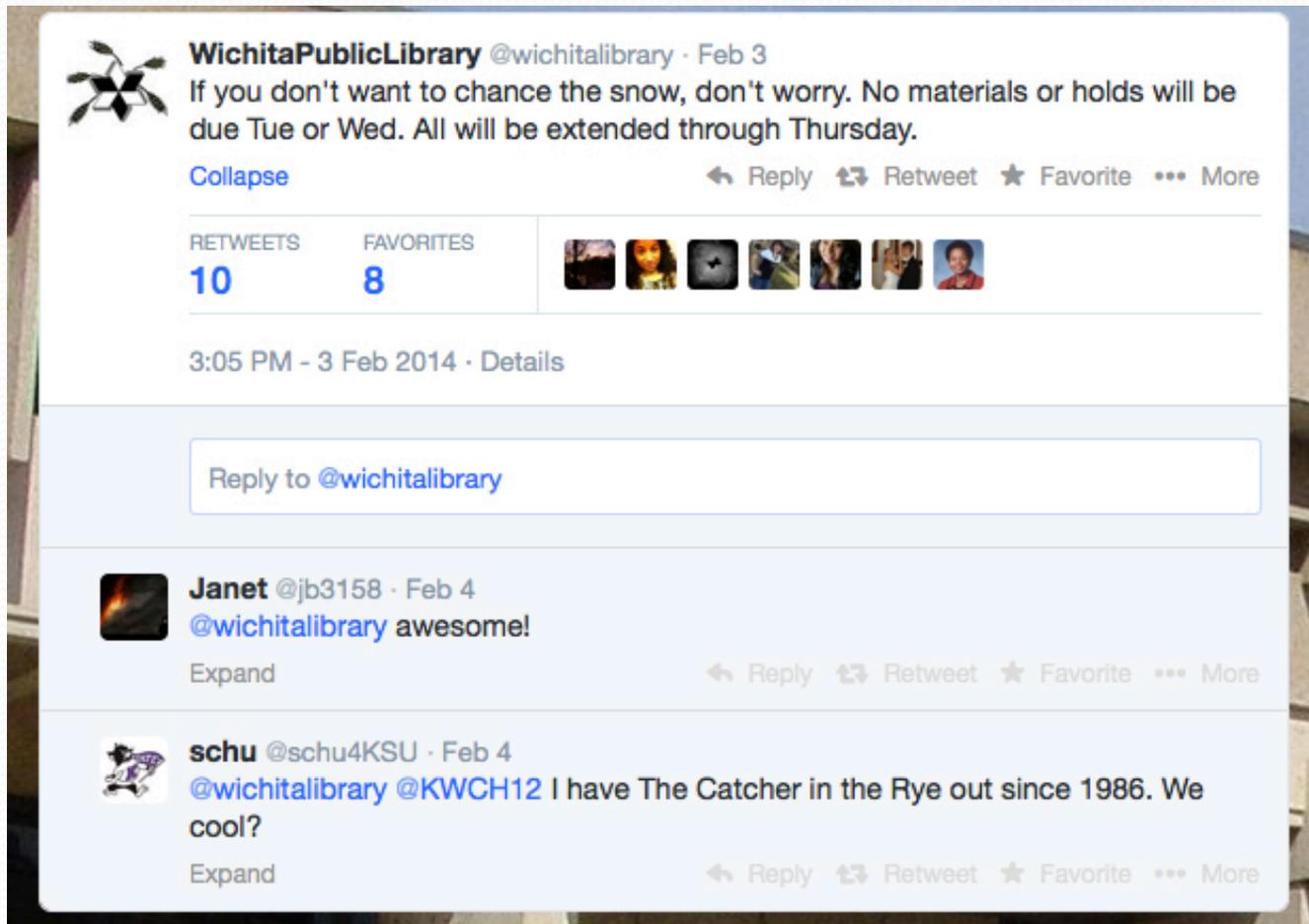
Like · Comment · Share 37

Dawn Nordyke and 76 others like this.

Write a comment...

The image shows a Facebook post from the Wichita Public Library, dated March 28. The post features a green background with the text "I LIKE TO PARTY AND BY PARTY I MEAN READ BOOKS" in large, bold, black letters. Below the text, there are interaction options: "Like · Comment · Share" with a notification bell icon and the number "37". A line indicates that "Dawn Nordyke and 76 others like this." At the bottom, there is a comment input field with a profile picture icon on the left, the placeholder text "Write a comment...", and a camera icon on the right.

# Greatest Hits



The image shows a screenshot of a Twitter thread. The top tweet is from WichitaPublicLibrary (@wichitalibrary) dated Feb 3. The text of the tweet is: "If you don't want to chance the snow, don't worry. No materials or holds will be due Tue or Wed. All will be extended through Thursday." Below the text are interaction options: Collapse, Reply, Retweet, Favorite, and More. A summary bar shows 10 retweets and 8 favorites, with a row of profile pictures. Below this is a reply box with the text "Reply to @wichitalibrary". The second tweet is from Janet (@jb3158) dated Feb 4, with the text "@wichitalibrary awesome!". The third tweet is from schu (@schu4KSU) dated Feb 4, with the text "@wichitalibrary @KWCH12 I have The Catcher in the Rye out since 1986. We cool?".

 **WichitaPublicLibrary** @wichitalibrary · Feb 3  
If you don't want to chance the snow, don't worry. No materials or holds will be due Tue or Wed. All will be extended through Thursday.  
[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

RETWEETS: 10 FAVORITES: 8

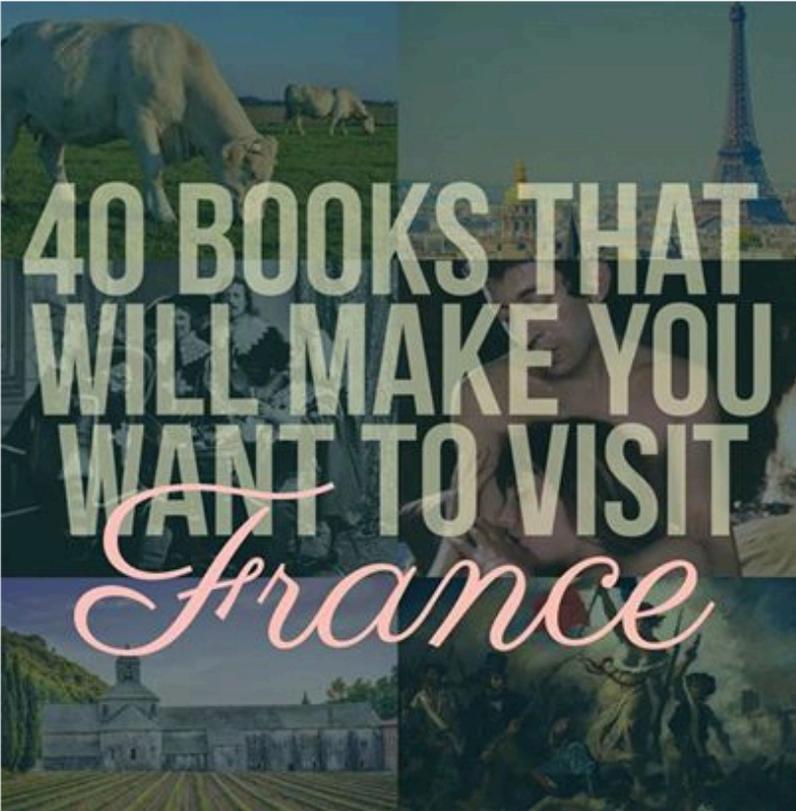
3:05 PM - 3 Feb 2014 · [Details](#)

Reply to @wichitalibrary

 **Janet** @jb3158 · Feb 4  
[@wichitalibrary](#) awesome!  
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **schu** @schu4KSU · Feb 4  
[@wichitalibrary](#) [@KWCH12](#) I have The Catcher in the Rye out since 1986. We cool?  
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

# You Can't Win 'Em All



40 BOOKS THAT  
WILL MAKE YOU  
WANT TO VISIT  
*France*

Like · Comment · Share

👍 2 people like this.

 Write a comment... 

140 people saw this post [Boost Post](#) ▾

# Monitoring

- Important to give timely responses
- Negative feedback
  - Do not delete unless it's an extreme circumstance such as inappropriate language or lewd comments
  - Problems, constructive criticism, merited attack (true)
    - Respond- keep it positive! Don't be defensive and make sure to thank them for feedback.
  - Partially true/untrue complaints
    - Gently offer correct info and take the conversation offline

# The Earned Media Value Index

- Earned media (or free media) refers to publicity gained through promotional efforts other than advertising
- A guide to the value of social endorsements
- [www.socialchorus.com/resources/earned-media-value-index/](http://www.socialchorus.com/resources/earned-media-value-index/)

# THANK YOU!

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