

---

# Reader's Advisory for a New Age

---

Social Media and Tech Tools

Anna Mickelsen and Kaite Stover

---

# Digitally-based Reader's Advisory

---

In a recent Novelist/LJ poll of librarians, 93% said their libraries were pursuing digital RA in these areas:

- Website resources: 79%
  - Book recs via social media: 49%
  - Readalike recs in catalog: 41%
-

# Digitally-based RA (cont)

---

- Librarian blogs: 32%
- Patron book ratings: 31%
- Form-based RA: 19%
- Librarian chat on website: 19%

Source: <http://lj.libraryjournal.com/2014/02/library-services/the-state-of-readers-advisory/>

---

# Poll

---

What is your go-to online reader's advisory tool?

---

# Adult Social Media Users

---

- 71% of internet-using adults are using Facebook, more women
- 42% use multiple platforms
- 21% use Pinterest, particularly women
- 18% use Twitter, skewing toward African-American and urban
- 17% use Instagram, recent increase in African-American use

# How Do We Get Patrons to Interact?

---

- Phrasing the perfect post
  - Vote: early & often
  - Recognition
  - Crowdsourcing--have patrons help make booklists
  - Start conversations with patrons
-

# Reader's Advisory on Facebook

---

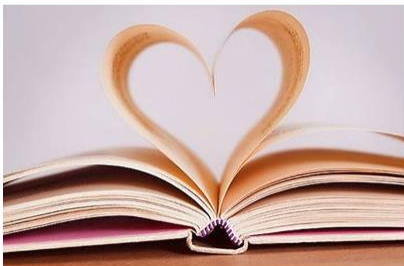
- Ask a question
  - Offer a “bookmatch”
  - Civic engagement & reading
  - Event (and reading) promotion
-



The Kansas City Public Library

February 14

Happy Valentine's Day! What was the first book that you fell in love with?



Like · Comment · Share

1

Stephanie Leary, Phyllis Cheek, Nick Terrie Polalls and 7 others like this.



**April Roy** Anything illustrated by Steven Kellogg! It was always the first place I went to in the Archie Public Library as a kid.  
👍 1 · February 14 at 9:57am



**Kate Robertus Vilain** Dominick by William Steig  
February 14 at 6:13pm



**Jenn Kay** Very first love was a little golden book called The Poky Little Puppy.  
February 14 at 5:48pm



**Bernard Norcott-Mahany** Harold and the Purple Crayon  
February 14 at 12:06pm



**John Keogh** I'm sure it was something by Dr. Seuss but I don't remember that. The first book I remember falling in love with was "Foundation" by Isaac Asimov. Followed very shortly by "The Hobbit".  
February 14 at 11:32am



**Hilda Epperson Hansen** Laura Ingalls Wilder's "Little House" books.  
February 14 at 11:22am



**Steven Woolfolk** The Encyclopedia Brown series. I fell so hard for those books. Later it was Tales of a Fourth Grade Nothing and Blubber. As a young adult ... Hell's Angels: The Strange and Terrible Saga of the Outlaw Motorcycle Gangs and Fear and Loathing in Las Vegas, by Hunter S. Thompson.  
February 14 at 10:40am



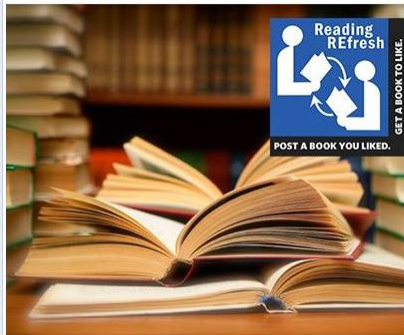
The Kansas City Public Library

February 20

### READING REFRESH TIME!

List a book that you've liked here in the comments, and our librarians will give you personalized suggestions for something new to read!

On Thursdays, we take our readers' advisory service to Facebook. We'll do our best to answer your comments promptly today, February 20, before 5 p.m. - Any comments received on our Facebook page after that will be answered as time allows. Thanks!



Like · Comment · Share

Thomas M. Platt, Cole Wheeler, John Keogh and 2 others like this.



**Elaine Fultz** Going Bovine by Libba Bray -- hilarious and touching.  
February 20 at 10:33am



**The Kansas City Public Library** Elaine, for another wacky road trip novel try LONG GONE DADDY by Helen Hemphill. And for laughoutloud teens don't miss KING DORK by Frank Portman  
👍 1 · February 20 at 11:31am



**Cindy Ptacek** The Red Tent!  
February 20 at 10:10am



**The Kansas City Public Library** Cindy for another female-centered biblical historical fiction try DELILAH by India Edghill. PENELOPE'S DAUGHTER by Laurel Corona has another complex woman at the center of a familiar tale with a twist.  
February 20 at 11:02am

View 6 more comments



The Kansas City Public Library

January 30

It's time for READING REFRESH - This week we're focusing on children's books!

Clare from our Central Library Youth Services Department is here to help! Tell us a book that your kids loved, and she'll reply with some suggestions for something new to read.



Like · Comment · Share

17

Fountainhead Toastmasters, Maria Oviedo, Andy Dandino and 30 others like this.



**Melissa Groveman** 4 & 6yo both loved all Melanie Watt's Scaredy Squirrel and Chester Books, but we've read them all. Help? Also, the 6yo loved having Star Wars: Jedi Academy read to him and the sequel's not out yet.  
January 30 at 10:58am



**The Kansas City Public Library** replied · 3 Replies



**Laila Heyer** Anything Lego or funny monsters  
January 30 at 12:42pm



**The Kansas City Public Library** Laila have you read the Ed Emberley's MONSTER books including BYE BYE BIG BAD BULLYBUG? Adorable!  
👍 1 · January 30 at 1:25pm

View 21 more comments



# Reader's Advisory on Twitter

---

Network of librarians for real-time discussion and suggestions.

- Live chats: [#readadv](#), [#ewgc](#), [#titletalk](#)
  - [#fridayreads](#)
  - #BoD: bookoftheday
  - Integrate with Facebook, Instagram, Tumblr, Pinterest
-

# Reader's Advisory on Pinterest

---

## Feature:

- Best books and staff picks
- Readalikes and reading lists
- Books recommended by patrons
- New acquisitions

Collaborate on boards with patrons and other libraries

*Booklist:* [Pinterest as a Reader's Advisory Tool](#)

[25 Libraries on Pinterest](#)

---

# Beach Reads

Kansas City Public Library

Follow Board

Send Board

26 Pins

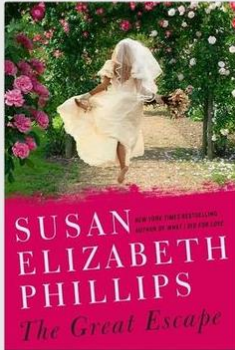
3,077 Followers



Match your bikini with your beach book.

5 3

Pinned from matchbook.nu



**SUSAN ELIZABETH PHILLIPS**  
*The Great Escape*

The Great Escape by Susan Elizabeth Peters - Where do you run to when your life has fallen apart? Lucy Jonik is a champ at never embarrassing the family she adores, not surprising since her mother is one of the most famous women in the world. But now Lucy has done just that. And on her wedding day, no less, to the most perfect man she's ever known.

3

Pinned from bilbary.com



Watermelon by Marian Keyes - Claire has everything she ever wanted: a husband she adores, a great apartment, a good job. Then, on the day she gives birth to their first baby, James informs her he's leaving. Claire is left with a newborn daughter, a broken heart & a body that she can hardly bear to look at. She decides to go home to Dublin & there, sheltered by the love of a quirky family, she gets better. So much so, that when James slithers back into her life, he's in for a bit of a surprise.

2

Pinned from bilbary.com

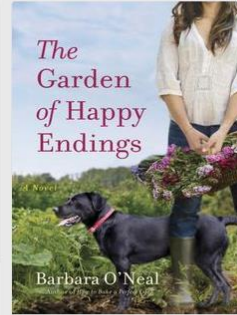


Reviews & More

The Next Best Thing is the name of the sitcom that Ruth Saunders wrote and is now being produced. Read all about Ruth's adventures in television in Weiner's latest.

1

Pinned from kcaqua.kclibrary.org



A community garden helps to unite a town and heal two sisters.

3

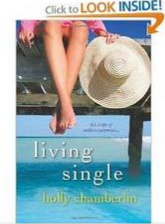
Pinned from nsdc.lib.overdrive.com



Summer Lovin' had me a blast...

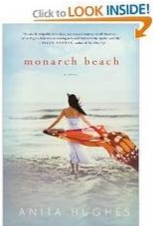
2

Pinned from nsdc.lib.overdrive.com



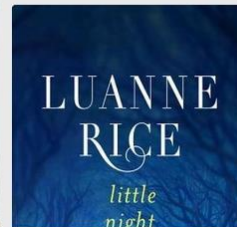
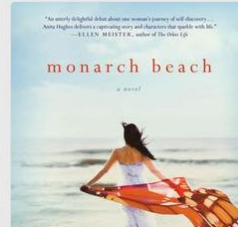
Reprint but with different cover.

Pinned from amazon.com



Love these beach books.

Pinned from amazon.com



Claire Cook's books are always perfect for the beach--fun and frothy with good friendship/family themes.

1

List of beach reads from the Kansas City Public Library

# What Are You Reading?

We would like to thank all of the participating libraries, librarians, authors, and publishers for sharing which books they are currently reading (please, no infographics, websites, blogs, quotes, or reading lists), and hope everyone gets some great recommendations for new books to read! Please pin covers of books only. Thank you.

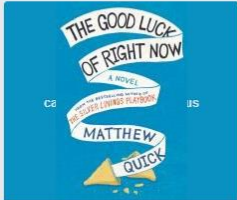


+ 1287

Follow Board

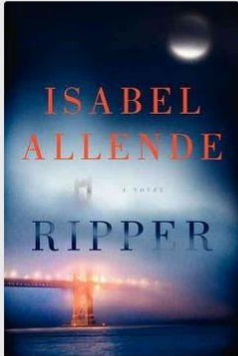
4,475 Pins

24,802 Followers



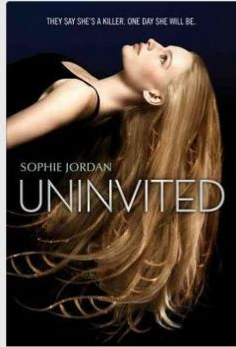
This is what I just picked up to read today. Can't wait to get started! #books #librarians

Pinned by Manhattan Public Library



Ripper by Isabel Allende - A fast-paced mystery involving a brilliant teenage sleuth who must unmask a serial killer in San Francisco through Ripper, the online mystery game she plays with her beloved grandfather and friends around the world.

👍 1



Uninvited by Sophie Jordan - When seventeen-year-old Davy Hamilton tests positive for Homicidal Tendency Syndrome, everyone believes it is only a matter of time before she murders someone.

Pinned by Grafton Public Library



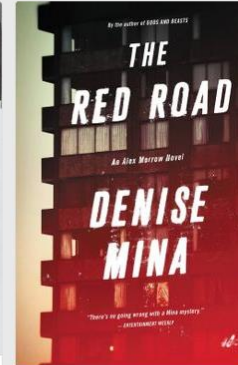
The Selection Stories: The Prince & The Guard by Kiera Cass - In "The Prince," Maxon reveals there was another girl in his life before America; and in "The Guard," America falls for Aspen Leger, a Six who has risen in the ranks to become a member of the royal guard.



The Snow Child

👍 4 🍀 1

Pinned by Grimsby Library



Alex Morrow faces her toughest opponents yet in this brilliant new thriller about criminals, consequences, and convictions.

👍 2

Pinned by Little, Brown and Company



The Six Mile Regional Library District March Book Club Selection is Life After Life by Kate Atkinson. Register and Pick up a copy of the book at the circulation desk! Join the discussion on Monday, March 24 at 6:30 PM at Niedringhaus School or Tuesday, March 25 at 6:30 PM at the library on Johnson Road.

Pinned by Six Mile Regional Library District



A collaborative board: <http://www.pinterest.com/somerslibrary/what-are-you-reading/>

# Reader's Advisory on Goodreads

---

## Feature:

- Best books and staff picks
  - Readalikes and reading lists
  - Books recommended by patrons
  - New acquisitions
  - Polls
-



## Kansas City Public Library

[Join Group](#)

The Kansas City Public Library is dedicated to building and serving a community of readers.

### 2014 Adult Winter Reading Program "Stop Me if You've Read This One"

category Books & Literature -> Literature & Fiction

tags

location Kansas City, MO

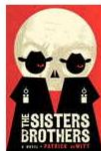
website <http://www.kclibrary.org>

group type This is a public group. Anyone can join and invite others to join.

rules The Kansas City Public Library is fr...more

🚩 flag this group (?)

### Currently Reading



#### The Sisters Brothers

by Patrick deWitt

**Start date**

December 15, 2013

**Finish date**

March 21, 2014

**Discussion**

Stop Me If You've Read

2014

**Discussion leader**

Kaite Stover

**Why we're reading this**

In this quirky revisionist Western, sibling gunslingers Charlie and Eli Sisters are hired to track down a...more

[view activity »](#)

### Upcoming

February 27, 2014



The Worst Hard

Time: The

Untold...

by Timothy Egan

[view »](#)

March 12, 2014



Kind of Kin

[Group Home](#)

[Events](#)

[Invite People](#)

[Bookshelf](#)

[Photos](#)

[Members](#)

[Discussions](#)

[Videos](#)

[Polls](#)

search discussion posts

[search](#)

**Moderators**

[tools & guidelines](#)



Kate



John



Jill



Kaite



Alicia



Bernard



Creighton  
Nicholas



Jon

weightwatchers

# Get Reacquainted with NoveList

---

Hidden gems in NoveList:

- Book Group Guides
  - Subject/Appeal searching
  - Booktalks--not just for kids
  - Author Readalikes
-

# Poll: How Do You Use NoveList?

---

- Finding readalikes for patrons
  - Age-appropriate books for kids
  - Research for discussion groups
  - Booktalks
  - Booklists
  - Display ideas
-



# Reaching a Younger Audience

---

Among 13-18 year-olds:

- 61% use Tumblr
- 55% use Facebook
- 22% use Twitter
- 21% use Instagram
- 13% use Snapchat

Source:

2013 Survey of Tenth Grade Tech Trends:  
<http://blog.garrytan.com/tenth-grade-tech-trends-my-survey-data-says-s>

Among 18-29 year-olds:

- 84% use Facebook
- 37% use Instagram
- 31% use Twitter
- 27% use Pinterest
- 13% use Tumblr\*

Source:

Sept 2013 Pew Survey:

<http://www.pewinternet.org/2013/12/30/demographics-of-key-social-networking-platforms/>

\*2012 figure

# Reader's Advisory on Tumblr

---

About half of regular Tumblr users are 16-24; users spend more total time on the site than other social networks\*

- Visual format great for reader's advisory
- Flowcharts
- Stephanie Anderson's [Tumblr for Reader's Advisory](#)
- [Libraries and librarians on Tumblr](#)
- *Library Journal's* [Tumblarian 101](#)
- Display ideas at [libdisplays.tumblr.com](http://libdisplays.tumblr.com)

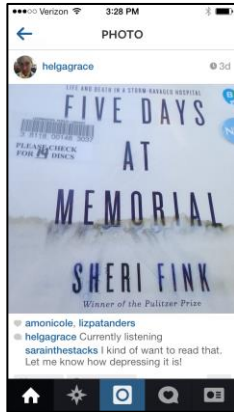
# If You Like > Try > Why



# Reader's Advisory on Instagram

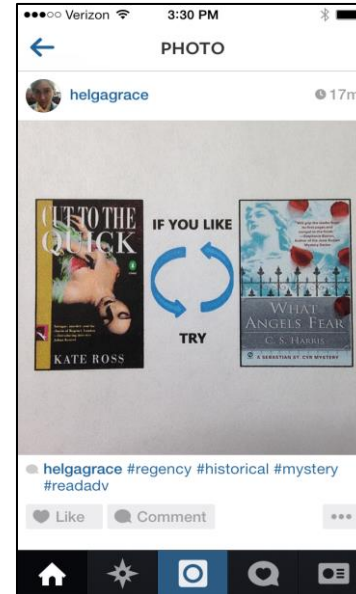
---

Reading now/listening now  
Book of the Day



Picture of library copy, can  
include link to catalog

Readalike  
recommendations



# Sites We Love

---

[Library Reads](#)

NPR's [Book Concierge](#)

[Indie Next List](#)

[Fantastic Fiction](#)

**Genre Resources:**

[Stop, You're Killing Me!](#)

[Smart Bitches, Trashy Books](#)

[SF Signal](#)

**Blogs:**

[Book Group Buzz](#)

[The Millions](#)

[RA For All](#)

[Blogging for a Good Book](#)

[Bookavore](#)

---

# Sites We Love: YA and Children's

---

Stacked: Get Genrefied Series

Wrapped Up in Books: Like → Try → Why

Storytime Underground

NoveList K-8

Reader's Advisory With Style presentation by Molly Wetta  
and Scott Rader--includes tips on Flow Chart creation

---

# Poll

---

What is your go-to website or blog for reader's advisory purposes?

---

# Putting it Together: Form-Based RA

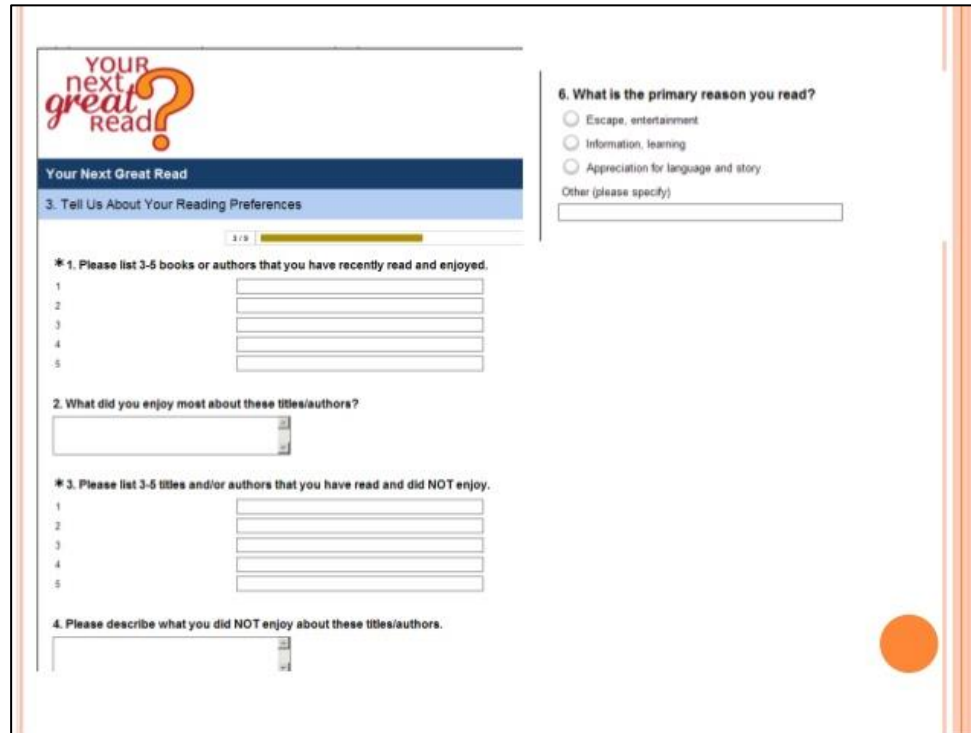
---

Readers' Advisory meets Technology

- Social Media Tools
  - Online Tools
  - Efficiency and Thoroughness
  - Human Touch
-



# Your Next Great Read



The image shows a screenshot of a survey form titled "Your Next Great Read?". The form is divided into several sections. At the top left, there is a logo with the text "YOUR next great Read?" where "next" is in a smaller font and "great" is in a larger, stylized font. Below the logo is a dark blue header with the text "Your Next Great Read". The main title of the survey is "3. Tell Us About Your Reading Preferences". There is a progress bar showing "1 / 3" and a yellow bar indicating progress. The survey consists of six questions:

- \* 1. Please list 3-5 books or authors that you have recently read and enjoyed.** This question has five numbered input fields (1-5) for text.
- 2. What did you enjoy most about these titles/authors?** This question has a single large text input field.
- \* 3. Please list 3-5 titles and/or authors that you have read and did NOT enjoy.** This question has five numbered input fields (1-5) for text.
- 4. Please describe what you did NOT enjoy about these titles/authors.** This question has a single large text input field.
- 6. What is the primary reason you read?** This question has three radio button options: "Escape, entertainment", "Information, learning", and "Appreciation for language and story". There is also a text input field for "Other (please specify)".

At the bottom right of the form, there is a solid orange circle.

Tulsa City-County Library form: <http://www.tulsalibrary.org/your-next-great-read>

West Bloomfield Township Public Library - Google Chrome  
www.wbllib.org/services/readersadv.php

Recreational Passes  
Room Reservations  
Suggest a Title

SHARE

Barcode:   
Email:  (Required)

**Advisory Form Questionnaire:**

Gender?  Male  Female

Age:

What format would you prefer? (Required)  
 Print  Large Print  Book on CD  eBook  eAudioBook

What genres are you interested in reading? (Select all that apply)

<input type="checkbox"/> Biography	<input type="checkbox"/> Fantasy / Science Fiction	<input type="checkbox"/> General Fiction
<input type="checkbox"/> Historical Fiction	<input type="checkbox"/> Inspirational	<input type="checkbox"/> Literary Fiction
<input type="checkbox"/> Mystery	<input type="checkbox"/> NonFiction	<input type="checkbox"/> Romance
<input type="checkbox"/> Urban Fiction	<input type="checkbox"/> Western	<input type="checkbox"/> Young Adult

List up to three books you have enjoyed reading: (One Required)

What did you enjoy most about these books? (Select all that apply)

<input type="checkbox"/> Characters	<input type="checkbox"/> Plot	<input type="checkbox"/> Setting
<input type="checkbox"/> Time Period	<input type="checkbox"/> Writing Style	

List three of your favorite authors: (One Required)

List up to three books you did **not** enjoy:

RA form from the West Bloomfield, MI library: <http://www.wbllib.org/services/readersadv.php>

# Questions?

---

---

# Contact Us

---

**Anna Mickelsen**

[@helgagrace](#)

[fadedhat.blogspot.com](#)

[cdstacked.blogspot.com](#)

**Kaite Mediatore Stover**

[@marianliberryan](#)

[kaitestover@gmail.com](#)

---