



KEEP IT SOCIAL STUPID!

How to work smarter and stress-free ... almost

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WHO AM I?

- 10 years of experience in newspapers — editing, web production, and YES social media. (“What can we do with this Twitter thing folks are talking about?”)
- 3+ years as Web and Social Media Librarian at DC Public Library — managed social media, Web presence for DC Public Library
- Currently: Manager of the Labs at DC Public Library



WHAT ARE WE DOING?

We'll tackle:

- How can I be intentional about my social involvement?
- What social spaces should I be involved in?
- How can I go on vacation/have a sick day/work with the staff I have?
- How do I know I'm doing it right?
- When do I let go?
- Can I have fun?



WHERE DO WE START?



KEY QUESTIONS TO ASK

- Who uses my library?
- Who should use my library?
- Where do they hang out online?
- How can we all hang out together?

Regularly revisit and reassess!

WHERE DO YOU WANT TO GO?

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- Write down where you are.
 - How many followers?
 - Who are they?
 - How are they engaged?
 - How much do you do?
 - Who is involved?
- Write down your goals.
 - How many followers?
 - Who are they?
 - Etc., etc.

Web and Social Media Strategy and Best Practices

- I. Goals
 - a. Goal 1: Increase Library's participation in social media
 - i. Objective 1.1: Monthly Social Media Working Group meetings
 - ii. Objective 1.2: Improves system for staff social media participation
 - iii. Objective 1.3: Increase number of "likes" on Facebook
 - iv. Objective 1.4: Increase Twitter followers
 - v. Objective 1.5: Establish LinkedIn presence
 - vi. Objective 1.6: Increase Foursquare followers
 - vii. Objective 1.7: Increase YouTube followers
 - b. Goal 2: Increase engagement on Library's social media accounts
 - i. Objective 2.1: Increase the number of @ replies, RTs on Twitter
 - ii. Objective 2.2: Increase likes and comments on Facebook
 - c. Goal 3: Unify online brand
 - i. Objective 3.1: Establish one main Facebook account
 - ii. Objective 3.2: Establish one image repository for staff use for Web and social media
 - d. Goal 4: Sustain online customer service
 - i. Objective 4.1: Sustain customer service response on social media
 - e. Goal 5: Strengthen community relationships
 - i. Objective 5.1: Increase community awareness of library growth
 - ii. Objective 5.2: Strengthen relationship with Web community
 - iii. Objective 5.3: Expand current partnerships to the Web
 - f. Goal 6: Include web and social media in communications planning
 - i. Objective 6.1: Establish Best Practices and disseminate



ADVISORY TEAM

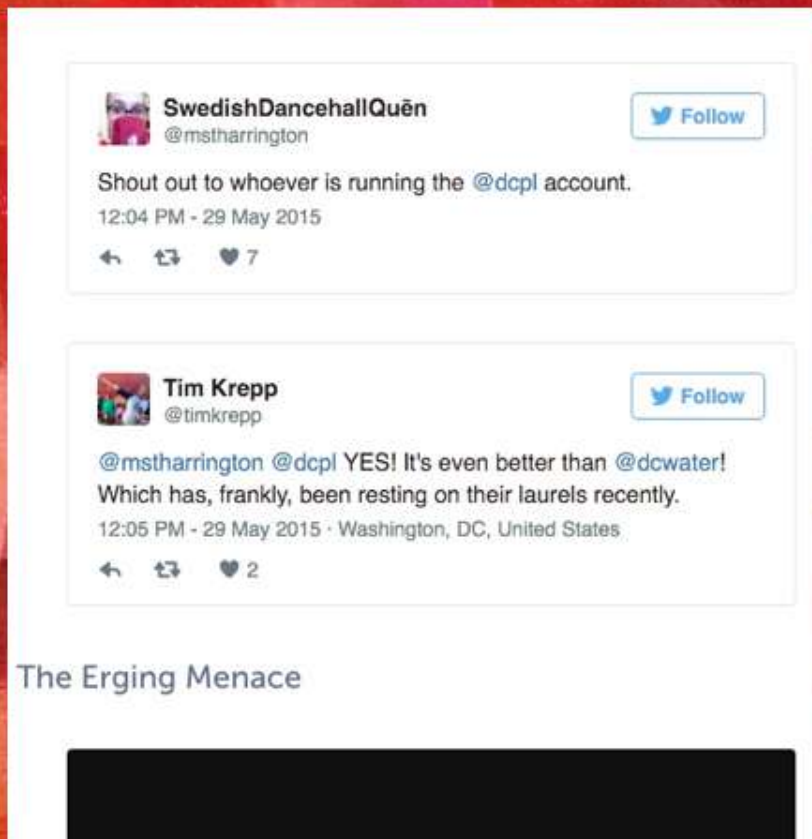
- Represents a cross-section of staff, experiences and abilities (socially and IRL)
- Represents a cross-section of people who interact with your patrons (or wannabe patrons)
- Meets regularly
- Is willing to get their hands dirty
- Has the support of powers that be

IT'S ALL ABOUT THE CONTENT

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- It's about the conversation.
- It's about having fun.
- It's about informing your people.
- It's about being consistent!

... It's not really about going viral.





MORE ABOUT CONSISTENCY

- What's your voice?
 - Are you going to have one omnipotent being? Many?
 - Are you casual? Do you talk "like the kids do?" Do you write in full sentences?
 - Does it depend on the platform?
- Who's your audience?
 - What do they want to know?
 - What do they need to know?



WHERE DO WE GO?



ALL THE SOCIAL! (NOT)

- Be the gatekeeper. It's tempting to jump into everything
- **::SPOILER ALERT::** Safe bets: Facebook and Twitter
- Have your “Why are we doing this?” case on lock for naysayers

SPEAKING OF FB... NO. 1

➤ Do you have one page or multiple pages?

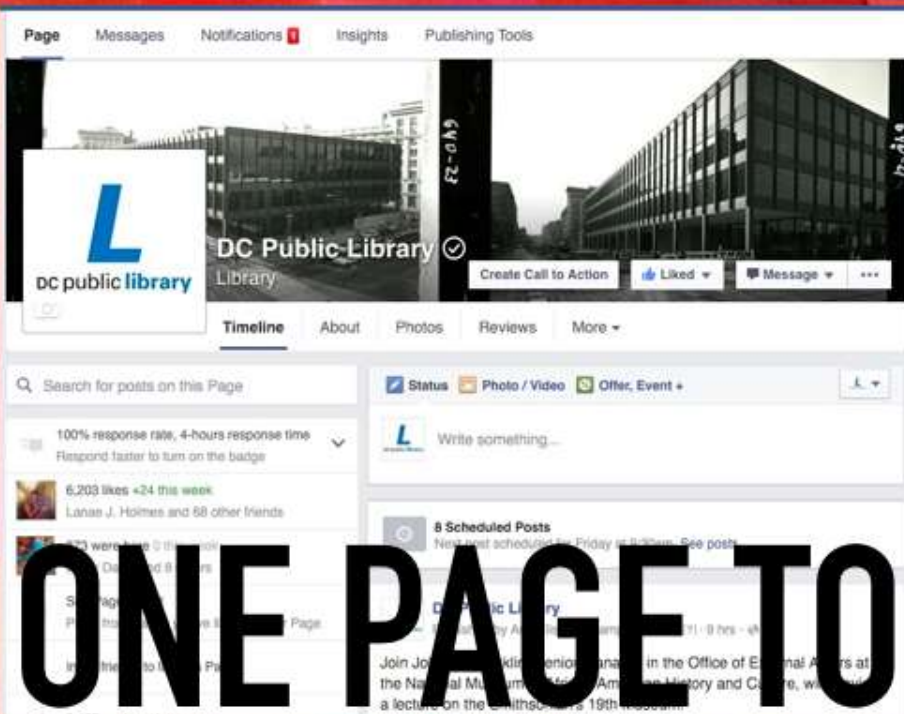
➤ Key questions:

➤ Are those we're trying to reach using those pages?

➤ Do we have the staff to keep up/keep pages consistent?

➤ Is it easy for our people to find what they need?

Our solution: Shut 'em down!





MORE ON FACEBOOK

- The stupid algorithm.
- Don't worry if you have no money — there's still hope
- If you have fun, they will come ... well maybe.
- Make connections and let them work for you
 - Similar libraries, organizations, local groups
- Explore other opportunities as they come to you

SPEAKING OF FB... NO. 2

- What do we do when fewer people see our page?
- Key questions:
 - How are people interacting with us on our page?
 - What are they engaging with on our page?
 - What new developments can help us beat the system?

Our solution: Play with Facebook groups for niche IRL groups



DC PUBLIC LIBRARY ON PINTEREST

This document is a draft proposal for the soft launch of a DC Public Library presence on the social media platform **Pinterest** (www.pinterest.com/dcpubliclibrary).

A library cannot be successful unless it has a mutually interactive relationship with its patrons. Pinterest helps libraries achieve that, by giving publicity to books, reading challenges, contest, and fun events where they can participate online.

- LIS News (http://lisnews.org/pinterest_for_libraries)

I. What is Pinterest?

Pinterest is currently one of the most popular and rapidly growing social networking services.

Pinterest is a virtual, online bulletin board ("pinboard"). Pinterest allows you to organize and share all the beautiful and useful things you find on the web. You can browse boards created by other people to discover new things and get inspiration from people who share your interests.

A "pin" is an image added to Pinterest. A pin can be added from a website using the Pin It button, or you can upload images from your computer. Each pin added using the Pin It button links back to the site it came from.

A "repin" is adding an image you find while browsing Pinterest to your own board. When you repin an image, the user who first pinned the image will also get credit. A repin maintains the source-link of the image no matter how many times it's repinned.

(source: <http://pinterest.com/about/help/>)

In addition to creating boards to plan their weddings, decorate their homes, and share their favorite recipes, users also pin content such as written or video tutorials, news items, archival images, books, and infographics.

II. Time period since launch

WHAT NEXT?

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- Give your team — and yourself — a framework to branch out
- Notice patrons hanging out on Snapchat/Kik/Flubaloo/Next Big Thing? Try it out.
- Make staff comfortable with the possibility of failure
- Have finite test periods — and be ruthless



HOW DO WE MAKE IT GO?

Use this document to share ideas for Facebook posts, prompts, etc. If you use a prompt off this list, please strike through -- DO NOT DELETE.

Conversation Starters

(NOTE: This list is for all to add on, just as ideas for posts for Facebook. If you use one of these prompts, strike it through so others won't re-post it.)

~~Are there any books you hope to read as a New Year's Resolution? Let us know!~~

~~You are now the main character of the last book you read. Who are you?~~

What is the first book you fell in love with?

~~You are now the main character of the last book you read. Who are you?~~

What is the first book you fell in love with?

It was the best of times, it was the worst of times ...
you've ever read?

Who's the cutest couple in literature? --- **LOVE this**

THE UN-CUTE DAY-TO-DAY

- Schedules will keep you sane!
- Keep a collection of evergreen content. Schedule it.
 - Fun Stuff
 - Informative Stuff
 - Visual Stuff (Your profile photos, your wallpaper, etc.)
- Leave space for “breaking news,” shareable stuff that pops up
- Regularly revisit and reassess!

OTHER NUTS AND BOLTS

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- **Twitter:** Use a link shortener to track link behavior.
- **Twitter, Pt. 2:** Images, GIFs are your friend. Don't be shy.
- **Facebook:** Edit all the info in a link before publishing — the headline, the summary, add new art if it has none or is boring — before posting a link!
- **Facebook, Pt. 2:** NEVER include the actual URL in your post language!



OK, BUT HOW DO YOU DO IT?

Week	Date	Signup	Signup	Content Posted/Planned
	4/1/2016	Annclaire Livoti		Income Tax Assistance
	4/2/2016	Brandon Digwood		
	4/3/2016	Alexis Waide		
	4/4/2016	Lisa Warwick		RRG Article
	4/5/2016	Lisa Warwick	Ana Elisa	PLA http://www.publishersweekly.com
	4/6/2016	Lisa Warwick	Ana Elisa	LOC using "noncitizen" http://www.latimes.com
	4/7/2016	Lauren Algee	Ana Elisa	#tbt
	4/8/2016		Ana Elisa	
	4/9/2016			Frederick Law Olmsted

Basic Rules: 1. Sign up for at least 3 signup and 3 backup slots in the 1-month period by already filled, sign up in the Backup column. 3. You are responsible for posting at least 1. Switch Rules below. 5. Filling out the content posted/planned is not required, but helpful

Date	Signup	Backup	Content Posted/Planned
Tuesday, March 1	Mel Weyant		Women's Hi
Wednesday, March 2	Erica Stratton	Mia Wisgerhof	
Thursday, March 3	Lauren Algee	Alana Quarles	
Friday, March 4	Alana Quarles		Women's Hi
Monday, March 7	Mia Wisgerhof		Women's Hi

- “Invest” in some scheduling software ... or don't
 - HootSuite
 - Tweetdeck
 - Native tools within your platform of choice (FB)
- Actually write down your schedules (shareable spreadsheets are your friend)
- Have “on call” list of holidays, weekends
- Regularly revisit and reassess!



USE YOUR ADVISORY BOARD

- They are your ambassadors in the trenches
- They are your scouts for new talent
- They are your people to pitch in when you need it
 - Do you know the answer?
 - Can you fill in while I'm out?
 - Can you try something out?
 - What's new out there?



IS IT WORKING?

KEEP AN EYE ON IT

- There are plenty of free options for keeping track of your social performance
- And there are plenty of for-pay add-ons
- Keep an eye on it — and spread the word on successes to increase buy-in and best practices

Other ways you can participate on the DCPL FB page:

1. Share photos or video of activities at your location. (See below for an example)
2. Create an event for your program to post discussion questions or updates (<https://www.facebook.com/events/784677444961332/>)

Best post of April

Most reach in April (**1,614 people reached**): Promo of Punk Basement Show (<https://www.facebook.com/dclibrary/posts/939751209399180>)

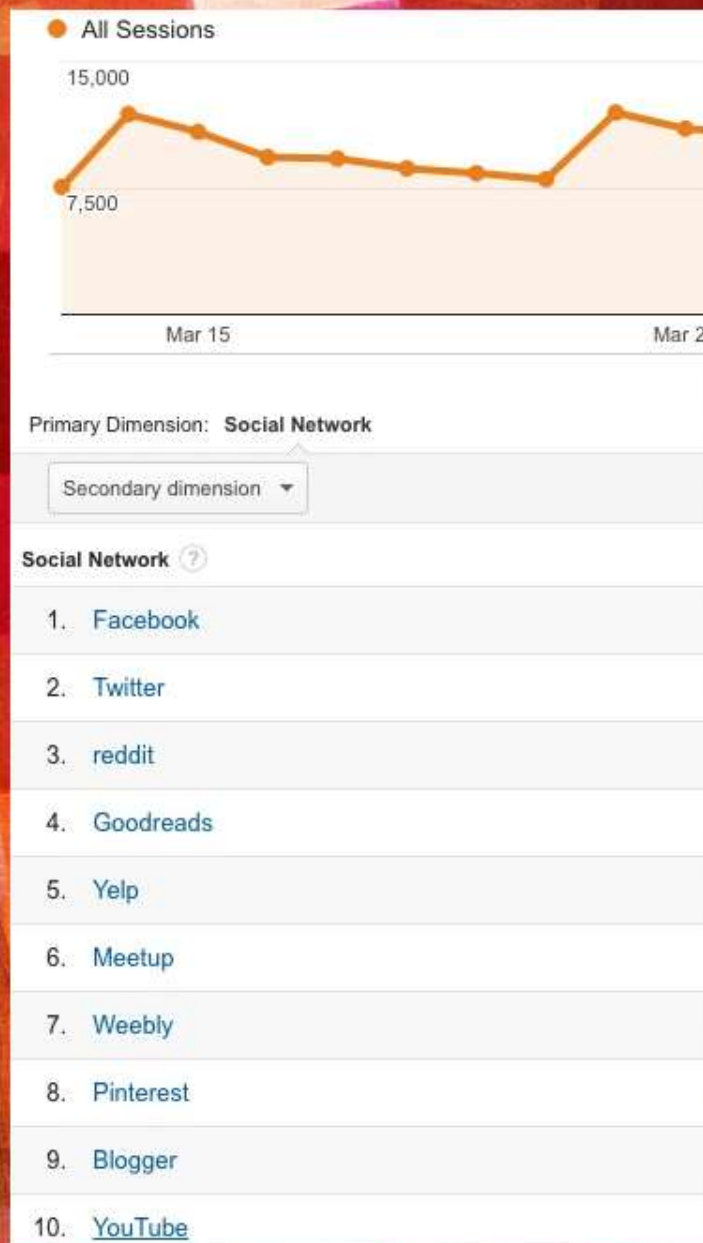
WHY IT WORKS: Compelling event. Buzzy event makes it imminently shareable. (What are you going on at your location?)

(35 Likes, 1 Comment, 3 Shares, 38 Post Clicks)

Runner-up for April

Can we guess your age based on the books you like? (**1,008 People Reached**)

(<https://www.facebook.com/dclibrary/posts/951022500050041>)



GOOGLE ANALYTICS

- If bringing people to your website is one of your goals, Page Views by Social Network in Google Analytics is your friend
- Can confirm that your work is paying off
- Can highlight growth areas, new social platforms to branch out to
- Don't ride the Google Roller Coaster! Look for long-term trends, not week by week



Templates

Twitter Profile Overview
Twitter Engagement - Summary
Twitter Engagement - Detailed
Twitter Aggregate
Facebook Page Overview
Facebook Insights
Facebook Aggregate
LinkedIn Page Insights
Google Analytics
Ow.ly Click Summary
URL Click Stats - Ow.ly

Reports

All Reports
Drafts

All Reports

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HOOTSUITE

- Aside from scheduling and assignment capabilities, offers some valuable analytics options
- Generate automatic reports that cut time on compiling lists
- Don't get too happy — unless you've got the money to pay for all the reports

FACEBOOK

When I got on the streets, I never had time to read," said Blair, d			3.2K		130 64	
Learn more about the Executive Director of DC Public Library!			2.2K		116 22	
The Shepherd Park Library has been open for just a few days and			113		1 1	
DC Public Library shared Jubilee JumpStart's photo.			1.1K		79 20	

04/04/2016 8:27 pm		"When I got on the streets, I never had time to read," said Blair, d			3.2K
04/04/2016 12:40 pm		Learn more about the Executive Director of DC Public Library!			2.2K
04/03/2016 3:31 pm		The Shepherd Park Library has been open for just a few days and			113
04/03/2016 9:43 am		DC Public Library shared Jubilee JumpStart's photo.			1.1K

- Lots of free information at your fingertips
- Under Insight — can tailor information to whatever you're looking to analyze
- Reach and Engagement show you what's working, what isn't
 - Keep an eye on types of posts that are doing better (algorithm will strike again)
- Add Pages to Watch to see how you compare with comparable pages/libraries

TWITTER

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- Just like Facebook, in-app analytics also a great resource
- Overview is great, but best stuff is under Tweets tab
- Key analytics to watch:
Impressions and Mentions



WHEN IT ISN'T WORKING

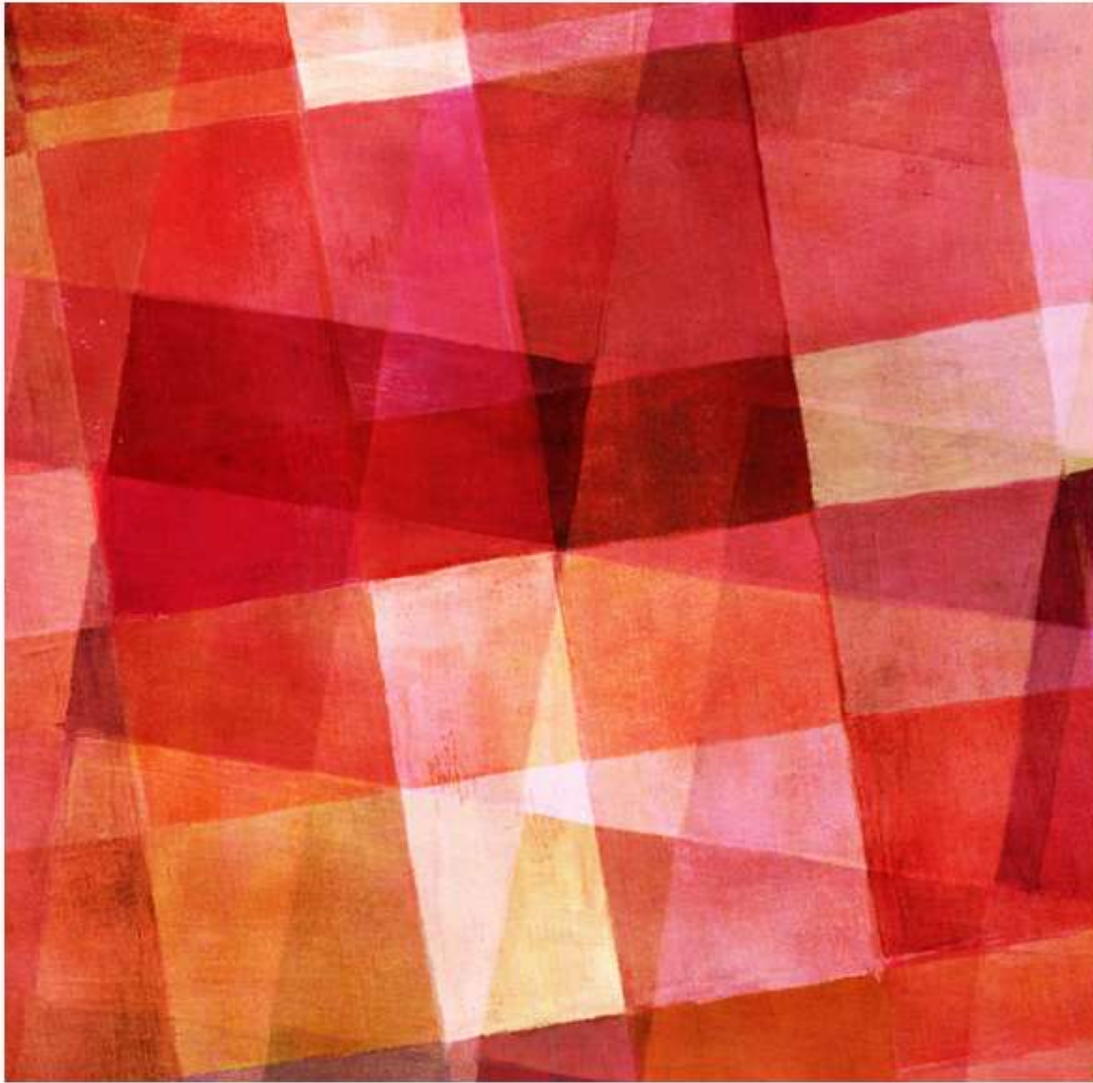
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- Don't be afraid to pull the plug if the numbers are showing you're getting less payback for your effort
- Numbers aren't everything: Talk to your patrons! Are they still using FourSquare/Swarm?
- Don't just drop off the face of the earth — wrap it up in a way that doesn't confuse or make your library look bad





QUESTIONS?



Contact me: maryann.james-daley@dc.gov