

Social Media for Libraries: Good Practices

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Why Not Best Practices?



A screenshot of a tweet from Marc Prensky (@marcprensky) dated 9 Apr. The tweet text reads: "In a fast moving field like technology there are NO 'best practices.' Only 'good practices' & the need to continually invent better ones." Below the text are interaction icons: Collapse, Reply, Retweet, Favorited, Storify, and More. The tweet has 28 retweets and 14 favorites. A row of profile pictures shows users who interacted with the tweet. At the bottom, the time and date are listed as 7:31 AM - 9 Apr 13, with a link to Details.

Marc Prensky @marcprensky 9 Apr

In a fast moving field like technology there are NO "best practices." Only "good practices" & the need to continually invent better ones.

Collapse Reply Retweet Favorited Storify More

28 RETWEETS 14 FAVORITES

7:31 AM - 9 Apr 13 - Details

LibraryLinkNJ's Social Media

Facebook Page:

<https://www.facebook.com/LibraryLinkNJ>

Twitter: @librarylinknj

Pinterest: <http://pinterest.com/librarylinknj>

Tumblr: <http://librarylinknj.tumblr.com>

Social Media: Why?

Networks -- of information
and people -- are diffuse.

Social media brings them
closer together.

Social Media: Why?

- Connects people with people (customers, colleagues, vendors, friends) far away;
- Lets *your* people connect with *others'* people;
- Provides an opportunity to talk, (but it's more important to *listen*).

How To Run A Great FB Page (An Incomplete List)

- Pages are for organizations, Accounts are for people
- Distribute Page Administrator responsibilities (but not too widely!)
- Choose great profile & cover photos
- Develop a clear, warm voice

How to Run a Great FB Page (An Incomplete List)

- Post frequently
- Use a mix of content
- Sign your posts
- Like, Comment & Share
- Listen to your fans (and critics)!

Twitter: Helping Your Community Where They Are

“Done right, Twitter can be used as a form of roving reference or embedded librarianship.”

-- Emily Lloyd, of the very brilliant
Shelf Check blog:
<http://shelfcheck.blogspot.com/>

Twitter = Useful & Timely

 **Flipboard** @Flipboard 16m


We are experiencing some intermittent server issues resulting in No Content in some sections. We will be back to normal soon, thank you.

[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#)

3
RETWEETS



7:05 PM - 15 May 12 via TweetDeck · Details

 **Daniel Ransom** @ThePinakes 18h

"It is information that will make or break America in this century." -Henry Rollins #acri2013

[Retweeted 22 times](#)

[Expand](#)

Twitter = Real People, Real Conversations



Buffy Hamilton @buffyjhamilton

20h

children's librarians in public libraries: any of you doing participatory programming w/ art or music that is driven by children (K-6)?

Expand



Rebecca Kane @Reblogga

20h

@buffyjhamilton What do you mean by "driven by children"? We have art and music programs that are participatory.

Expand



Buffy Hamilton @buffyjhamilton

20h

@Reblogga as in the children have real input on activities/topics. In what ways are your programs participatory? Would love to hear more.

[Hide conversation](#) [Reply](#) [Retweet](#) [Favorite](#) [Storify](#) [More](#)

3:58 PM - 11 Apr 13 - Details

Reply to @buffyjhamilton @Reblogga



Rebecca Kane @Reblogga

20h

@buffyjhamilton We have a singalong program with Music PhD. she lets the group choose the songs or even introduce their own. Drumming wrkshp

Expand

Twitter = Really Smart Cocktail Party



Justin Hoenke @JustinLibrarian

4h

Just wanna say that making stuff doesn't need to be all 3D printers, etc. Give you patrons paper and colored pencils #libmade

Expand



Lauren Britton @LMBritton

4h

@JustinLibrarian Exactly!!!

Expand



Sheli McHugh @shelitwits

4h

@LMBritton Does the 3D printer put off any fumes when it's printing? Are the plastic sheets recyclable/made of recycled material? #libmade

Expand



Justin Hoenke @JustinLibrarian

4h

@shelitwits @LMBritton Great question about the 3D printer. Curious about the answer #libmade

Hide conversation Reply Retweet Favorite

3:23 PM - 15 May 12 via web · Details

Consider: Voice & Purpose



Maria Popova @brainpicker

3h

Young Hemingway on death and what it leaves behind, in a letter to his parents from the war front j.mp/Ja4w9i

Expand



Maria Popova @brainpicker

3h

Love these new Great British Fashion stamps by the Royal Mail, full of vintage design goodness j.mp/Ja3s5e (cc [@emspivack](https://twitter.com/emspivack))

Expand



Maria Popova @brainpicker

4h

Up until the 13th century, male bonding ceremonies were performed regularly in churches across Europe j.mp/J7aFCZ

Expand



Adam Sternbergh @sternbergh

3h

Google's ballyhooed and super-creepy Project Glass glasses actually just super-boring way to see photos (via [@omarg](https://twitter.com/omarg)): engadget.com/2012/05/15/goo...

Expand [← Reply](#) [↻ Retweet](#) [★ Favorite](#)

How To Be A Good Tweep

- It's a cocktail party, not a bullhorn
- Share often & follow widely
- Track your own handle
- Be gracious & helpful
- Be real

Once More, With Feeling: Be Real

“Make sure you sound like a person, not an institution.” – Marliese Thomas, Samford University Library

Twitter & Facebook Primer

Get The Word Out! – a LibraryLinkNJ
webinar by Cliff Landis on using Twitter
& Facebook for your library

Some Brilliant Twitter Tips

Follow Your Patrons (and other tips for adding value to your library's Twitter presence), by Emily Lloyd

Pinterest: A Virtual Pinboard

"Pinterest lets you organize and share all the beautiful things you find on the web."

-- <http://pinterest.com/about/>

Pinterest: Why?

- Organize all the things!
- Showcase photos, crafts, storytimes, events, new materials
- Collaborate with colleagues & community members

Doing Pinterest Well

- Follow widely
- Pin & repin often
- Cross-post your pins to Twitter
- Comment often & intelligently
- Use relevant hashtags
- Budget your time!

Pinterest Primer from LLNJ

- Pinterest: Community Engagement Through Visual Bookmarking – a LibraryLinkNJ webinar presented by John LeMasney and Hilary Morris. Practical tips & Who-To-Follow recommendations galore!

Tumblr: Facebook & Twitter's Lovechild

Tumblr: a microblogging service that encourages engagement through reblogging (sharing of content).

Tumblr: Why?

- Trendspotting
- Networking
- Plays well w/other social media tools
- Highlight one truly special aspect of your library
- FUN

Doing Tumblr Well

- Follow good people
- Keep it snappy!
- Use the Queue feature
- Like & reblog often
- Use lots of good hashtags

Doing Tumblr Well

On using fandom content: “It shows you're aware of the site's culture and that you're not just there because it's the new cool thing.”

– Amanda Brennan, meme librarian

The Big Point

Done well, a social media presence on ANY platform can help you:

- Tell your library's story
- Tell your community's stories
- Connect with your community where & when they need you
- Put a warm, human face on your library
- Form an integral part of your library's advocacy strategy

Find this Presentation!

<http://librarylinknj.org/ce/technology-speed-dating>

OR

<http://dft.ba/-4LZa>

Examples of Great Library Facebook Pages

- [LibraryLinkNJ :-\)](#)
- [Avalon Free Public Library](#)
- [Hillsdale Public Library](#)
- [Vineland Public Library](#)
- [Paterson Free Public Library](#)

Examples of Great NON-Library Facebook Pages

Examples of great NON-library FBs:

- [Pop Culture Happy Hour](#)
- [Celebrity Gossip, Academic-Style](#)
- [Gretchen Rubin](#)

Great Library & Librarian Twitter Accounts:

- Newark Public Library -- [@newarklibrary](https://twitter.com/newarklibrary)
- Skokie Public Library -- [@skokielibrary](https://twitter.com/skokielibrary)
- Library As Art Incubator -- [@iartlibraries](https://twitter.com/iartlibraries)
- Sue Polanka -- [@spolanka](https://twitter.com/spolanka)
- Buffy Hamilton -- [@buffyjhamilton](https://twitter.com/buffyjhamilton)
- ALSC Blog -- [@alscblog](https://twitter.com/alscblog)

Great Non-Library Twitter Accounts

- Fresh Air -- @nprfreshair
- Maria Popova -- @brainpicker
- America's Test Kitchen -- @testkitchen
- Adam Sternbergh -- @sternbergh
- Anne Helen Peterson -- @annehelen

Pinterest: Who (and How)

- Kiera Parrott's [Storytime Resources & Ideas](#)
- Random House Publishing's [Adventures at SXSW](#)
- Creekside Learning's Collaborative [Hands-On History Board](#)

Getting Started on Tumblr

- [Tumblarian Starter Pack](#) from Kate Tkakic, the Lifeguard Librarian
- [Everyday I'm Tumblin': Strengthening Your Library's Community Through Tumblr](#) – a great presentation by Amanda Brennan from the 2012 NJLA Conference

Great Library Tumblrs

- [LibraryLinkNJ](#) 😊
- [Library Journal](#)
- [Skokie Public Library](#)
- [The Lifeguard Librarian](#)
- [Dongan Hills Library](#)

Great Non-Library Tumblrs

- Wired
- Shortform
- Colonel Chris Hadfield
- Life Magazine
- New York Botanical Garden

Need me? Reach me!

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