

Social Media for Libraries: Best Practices

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LibraryLinkNJ

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*).

Facebook: How?

Examples of great library FBs:

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

Facebook: How?

Examples of great NON-library FBs:

- Pop Culture Happy Hour
- Celebrity Gossip, Academic-Style
- Gretchen Rubin

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: Who?

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)

Twitter = Useful & Timely



Remembering Beastie Boys' Adam Yauch. CDs, books and more are available for checkout.

← Reply ↻ Retweet ★ Favorite

**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.

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3
RETWEETS



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

Twitter = Real People, Real Conversations



Buffy Hamilton

@buffyjhamilton FOLLOWS YOU

librarian who loves learning, literacy, stories, social media, dogs, fabulous shoes, and good lip gloss; 2011 LJ Mover and Shaker.

<http://www.theunquietlibrarian.wordpress.com>

Following



33,485 TWEETS

1,893 FOLLOWING

8,704 FOLLOWERS



Buffy Hamilton @buffyjhamilton

14 May

Is teaching still seen as women's work? | Get Schooled | @scoopit
bit.ly/JxiBeS

Expand



Buffy Hamilton @buffyjhamilton

14 May

Judge rules largely for GSU in copyright case | ajc.com | @scoopit
bit.ly/KhHVDM

Expand



Buffy Hamilton @buffyjhamilton

14 May

@MaryAnnScheuer thank you! We worked through dusting and cleaning last week, so thankfully, now just tedious nature of scanning.

[View conversation](#)

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

Twitter: Who?

Great *Non-Library* Twitter Accounts:

- Fresh Air -- @nprfreshair
- Maria Popova -- @brainpicker
- America's Test Kitchen -- @testkitchen
- Adam Sternbergh -- @sternbergh
- Anne Helen Peterson -- @annehelen
- Buzz Bissinger -- @buzzbissinger
(controversial, but what a VOICE!)

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...

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How To Be A Good Tweep

- Share often
- Follow widely
- It's a cocktail party, not a bullhorn
- Be gracious
- Be warm, clear & real
- Use hashtags judiciously

Twitter & Facebook Primer

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

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

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](#)

Doing Pinterest Well

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

Doing Pinterest Well

- 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
- Coordinates with other social media channels
- Easy to use
- FUN

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

Doing Tumblr Well

- Follow good people
- Post a mix of content
- Post at a variety of times
- Like & reblog often
- Use good hashtags

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 in a new way
- 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>

Need me? Reach me!

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