

**What are
they
saying
about us?**



**Using social media to
learn about your patrons
(and maybe even find out
what they want, need or
like).**

reddit: (reddit.com). Users post links, ask and answer questions. Home of the AMA (Ask Me Anything). Links and comments are upvoted or downvoted. Anonymous. An account is not required for searching and viewing.

Yik Yak: (<http://www.yikyakapp.com/>). Hyperlocal, popular on college campuses. It is geo-fenced, or blocked around high school and middle schools. Anonymous posting, upvotes and downvotes. Anyone in the area can view posts.

Vine: (<https://vine.co/>). Users post 5-7 second videos in an endless loop. Videos can be liked or shared (re-vined). Profile details can be anonymous. An account is not required for searching and viewing.


Twitter: (twitter.com). Micro-blogging. Users post 140 characters, links, pictures. Tweets are shared (Retweet) and liked (favorited). Profile details can be anonymous. An account is not required for viewing and searching.

Instagram: (<https://instagram.com/>). Users post pictures or videos. Content can be liked and commented on. Profile details can be anonymous. Must have an account for viewing on the site. Third party apps allow for searching and viewing without an account

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**Tips,
Advice
and
Warnings**

LURKING IS OK, in fact it is kind of the point in using social media as a tool to find feedback and how your library is being used. While it may seem a little odd, especially for those not comfortable with social media, it is ok to just observe. If it is public, people usually expect it to be seen.

- ❏ reddit: Search for relevant subreddits, which are small communities created within Reddit. There are thousands of these for every imaginable topic. You can also search by keyword. Subreddit examples: www.reddit.com/r/LibraryDisplays/, www.reddit.com/r/newjersey/
- ❏ **NSFW** : Not Safe For Work. Most of these sites, especially Reddit and YikYak have content that will shock you, offend you, and make you weep for humanity. You are likely to stumble upon such content. Be warned and prepared. 
- ❏ Search by location, user name, hashtags and keyword. Be creative with your searching, users are creative with their hashtags.
- ❏ The different apps provide different searching capabilities and some third party apps allow for more. For example; Yik Yak allows users to "peek" outside their geographic area, Instagram location searching can be done on Worldcam (<http://worldc.am/>) and Twitter Search (<https://twitter.com/search-home>) provides a platform for detailed searching.
- ❏ Desktop use is limited with many of these, be prepared to use a mobile device for most of them.
- ❏ The best way to learn about these sites is to jump right in, download the app and join the community. If you aren't ready for that, Mashable (mashable.com) provides nice descriptions and how tos.