

# Get Noticed: Creating Social Media Messages that Connect

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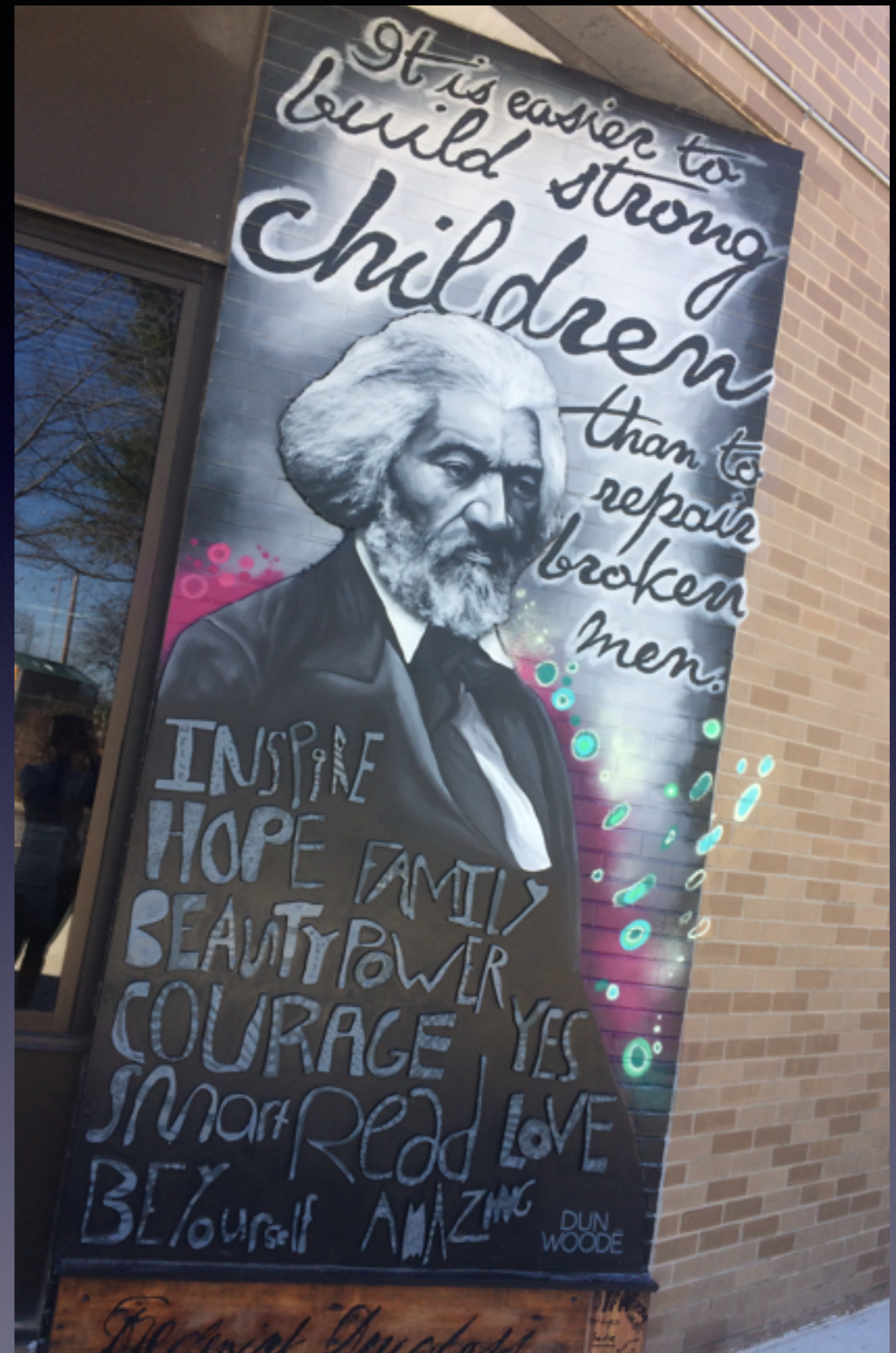
Who am I, and why am I  
here talking to you about  
social media?

Social media isn't free.

Social media costs  
time.



Have goals.



# Terrible Reasons to Do Social Media

- I took a webinar.
- I felt like I should.
- Someone told me I had to.
- I heard about this new social media outlet and dove right in.





Build a strategy.



WHAT DO YOU  
MEAN YOU  
DON'T HAVE A  
BRAND???



“If you don’t know what you want,” the doorman said, “you end up with a lot you don’t.”

**–Fight Club by Chuck Palahniuk**



## Brand Platform

**Brand Essence** People helping people learn

**Brand Personality** Creative, knowledgeable, enthusiastic, playful, compassionate

**Brand Promise** Only the Henrietta Public Library gives seekers the tools they need to transform ideas into possibilities

**Target Audiences** Primary: Seekers; Secondary: Families, funders, people in need

## Mission

Henrietta Public Library: where our community connects, discovers, and learns

## Vision

Henrietta will be known for its library, the heart of a diverse community.

## Strategic Intent

We will create strong community support for a new library through exceptional services and resources.

## Strategic Priority Areas

**Sharing Stories**  
Target audience:  
Heavy readers

**Early Literacy**  
Target audience:  
Children from prenatal-  
grade 2 and their  
families/caregivers

**Technology  
Access**  
Target audience:  
Need to define  
Access in terms of both  
equipment and  
training; empowering  
users and leveling the  
playing field

**Developing Our  
Brand**  
Next Steps checklist  
Create internal  
efficiency

**How-to**  
Target audience:  
People who want to  
learn how to do things





MADELINE

LUDWIG BEMELMAN

Team Big

Henrietta  
Public Library

Henrietta  
Public Library

Terrell Z. Krosoczka  
Peanut  
Butter  
and  
Jellyfish



# A Tale of Two Bakeries

Exercise #1: I apologize if you're on a diet.

# Scratch Bakeshop





# Get Caked Bakery







How do we create posts that engage?



If you aren't willing to be seen, no one is ever going to care what you have to say.



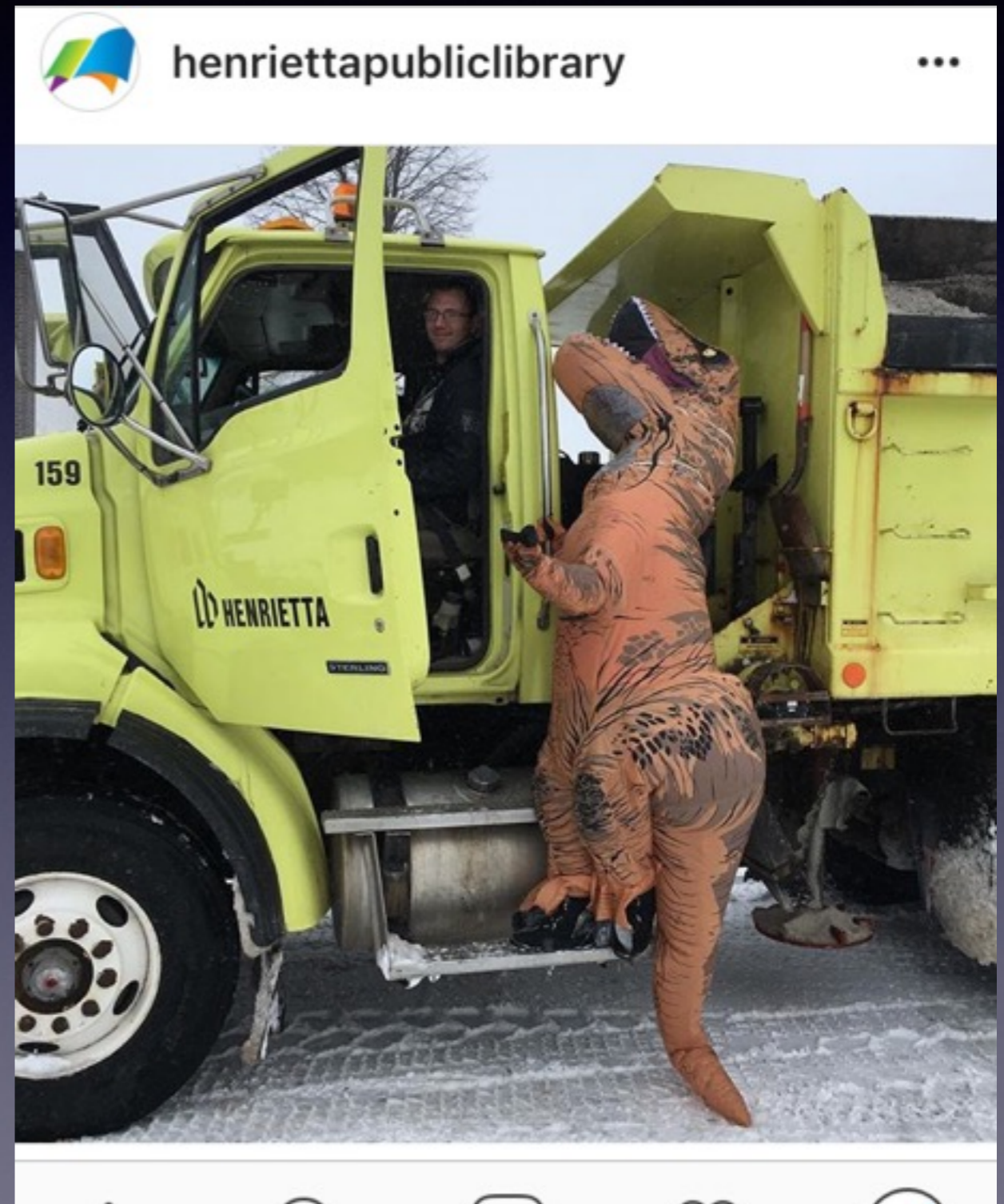
“If you don’t want to know the truth, you’ll do anything to disguise it.”

–Pax by Sara Pennypacker



# Tips!

- Generate a lot of ideas and develop the best one.
- People love photos.
- Collaborate!
- Pay attention to what you spend time on and why.





# More Tips!

- Appeal to emotions.
- Create clear calls to action.
- Pay attention to what performs best and worst.
- Feel nervous, take risks, and make mistakes.





# Yes We Can!

Exercise #2: Remember nothing is forever on the Internet.

# How can we fix this post?

What are some ways we could have communicated this information that would have gotten people's attention and interest?



Can we  
improve this  
one?







Only YOU can make good content.

# Some Tools I Like

- Buffer (web site and app)
- Canva (web site and app)
- Layout (app)
- Word Dream (app)
- Typorama (app)
- Boomerang (app)
- Facebook Pages (app)



# Now It's Your Turn

Exercise #3: Let's talk about you.

# What are your social media challenges?

- What would you like to accomplish on social media that you're having a hard time getting done?
- Can the hive mind help you out?
- Discuss.





# Final Thoughts

- Don't get paralyzed by perfection.
- There are a lot of right ways to do social media.
- Invest in good content.
- Continuously evaluate and improve.
- Focus on your goals and whether you're achieving them.



Remember: If you aren't willing to be seen, no one's ever going to care what you have to say.



“Part of success is just starting something, working toward a goal, and then living long enough to achieve it.”

**–Adam McKay in Poking a Dead Frog**

# Where's Adrienne?

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