Social Media @ the Library

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Social Media

• Why we use Social Media
• How Rochester Public Library uses Social Media
• Statistics

Once upon a time...

• there was no facebook
• there were no tweets
• phones were not smart
• foursquare was a playground game
• email was the fastest way to communicate
Then along came Web 2.0

and things changed...

23

A Library Learning 2.0 Program

http://23thingsonastick.blogspot.com/

A Library Learning 2.0 Program

http://morethingsonastick.pbworks.com/w/page/21665164/FrontPage

more
70

and then there were even more

http://thingsonasticknews.blogspot.com/

Should we use social media to market the library?

Socialnomics 2011

http://youtu.be/QzZyUiaOvpdc
Mindset for the Class of 2015

- There has always been Internet
- Their blackboards are smartboards
- PC means Personal Computer
- They've broken up with their significant other via texting/facebook

http://www.beloit.edu/mindset2015

Yes, we should use Social Media!

Getting Social

- March 2008
  - Facebook
  - Twitter
  - MySpace
  - YouTube
  - Flickr
- October 2011
  - Facebook x 3
  - Twitter x 3
  - YouTube x 2
  - Flickr
  - Wordpress Blog
Statistics

Facebook Insights
- Likes
- Active users
- Impressions
- Page views
- Interaction
- Demographics

Likes & Active Users
Likes & Active Users

Impressions:
the opportunity to see the post in the newsfeed

Page Views:
The actual amount of people who looked at the page
**Monthly page views**

- Facebook
- Blog
- Flickr
- YouTube
- Newsletter

![Graph showing monthly page views for April to September with Facebook having the highest views.]

**Interaction**

- Comments
- Likes
- Click throughs to web page or blog

**Referrals to RPL website**

- Facebook
- Blog
- Twitter

![Graph showing referrals to the RPL website from April to September with Facebook leading in August.]

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**Graph 1:**

- April, May, June, July, August, September
- Facebook (purple), Blog (green), Flickr (red), YouTube (orange), Newsletter (blue)

**Graph 2:**

- April, May, June, July, August, September
- Facebook (purple), Blog (green), Twitter (red)

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**Notes:**

- Interaction metrics for the period.
- Referrals to RPL website by social media platforms.
Create a Plan

- Who
- What
- When
- Where

Who?

- Who are you trying to reach?
- Who will be in charge?
- Who will be posting, writing, etc?

What

- What are you posting?
  - events
  - news
  - services
  - materials
When
- When and how often to post?
- Know your audience
- Use scheduling to post while you’re away

Where
- Where to post certain things?
- Short blurbs - Twitter and Facebook
- Longer stories - blog
- Use links to tie all the sites together

Creating and using Social Media sites
Usernames

- Facebook - Rochester Public Library
- Twitter - rochpublibrary
- Wordpress Blog - rochpublibrary
- YouTube - rochpublibrary
- Flickr - rochpublibrary
- Foursquare - Rochester Public Library

Get more interaction

- Ask questions
- Post interesting stories (library related or not)
- Don't sound like a robot
- Start a conversation

Get more interaction

- Post as yourself occasionally
- If all else fails... have a conversation with yourself (use different accounts)
- Most importantly... know your audience!
What about bad things people say?

- Address it
- Ignore it
- Delete it only if it goes against the code of conduct

When do you have time?

- 20% of my work week spent on planning/scheduling Social Media
- Most material is copy/pasted
- Actual posting takes a few minutes

Other Tools

- Twitter
- Hootsuite
- Tweetfeed
- Twitpic
- #fb
Other Tools

- Location Based
- Foursquare
- Google Maps
- Gowalla
- Facebook Places
- Yelp!

Other Tools

- URL Shorteners
  - bit.ly, ht.ly
- QR code generators
  - posters, brochures, business cards
- Sqworrel

Thank You