Building a Social Media Team

Bailey Diers, Becky Rech, Ian Stade, Jody Wurl
Questions: icstade@hclib.org
In the beginning
Social media

Our current model

Facebook
Posts about books and reading, resources and events

Instagram
Photos from staff of library people, resources, spaces

Flickr
Photos from staff of library people, resources, spaces

Twitter
Tweets about resources, events; answers to questions

YouTube
Videos about Library services and resources, how-tos

Google+
Posts about books and reading, resources and events

Tumblr
Blogs about Special Collections, Minneapolis history

Vimeo
Videos about Library services and resources, how-tos

LinkedIn
Job and internship postings, and library staff profiles
Evolution of Social Media Management

- Single manager model to team model
- Team supports manager, manager part of team
- Team started with guidelines
- Panel of experts – for library to consult
- Team facilitates the rollout of new platforms
- Content creation democratized
Instagram: The Beginning

Instagram Social Media Guidelines
Modified Jan. 13, 2015

Hennepin County Library will use one Instagram account for mobile photo sharing purposes. Each library that wants to have an Instagram presence can get trained on how to use the app with their iPad and how to tag photos.

The HCL Instagram account is reserved for individual library, department and system-wide photos. Each library will assign one or more staff members to post photos to Instagram. The Online Communication Senior Librarian will monitor the Instagram account and make sure it is properly tagged and described.

Instagram Scope – What to Share and Why

Instagram is a social media platform that allows HCL to engage patrons through immediate, informal, visual storytelling. It is a medium for visually showcasing people, resources, and spaces at HCL. Staff Instagrammers are based in libraries across the HCL system, providing multiple voices and giving a full picture of what it’s like to be at our libraries. Click on the images to view larger captions.

We encourage photos/videos of:

People – The human side of HCL, including staff, patrons and volunteers (If showing individual faces, must have patron/volunteer complete a photo release form.)
Instagram: Soft Launch
Instagram: Increasing Staff Participation
#Repost

Instagram: Increasing Public Participation via #Repost
<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 27, 2011</td>
<td>Placeography is a wonderful way to learn more about your surroundings or share your research on a city, building, house, neighborhood, etc. Here is a page we did for one of our libraries, Linden Hills Community Library. You also can do a Placeography page for your...</td>
</tr>
<tr>
<td>Mar 27, 2011</td>
<td>#Richfield (Minn.) #Minneapolis</td>
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<tr>
<td>Mar 27, 2011</td>
<td>Note</td>
</tr>
<tr>
<td>Mar 27, 2011</td>
<td>1 note</td>
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<tr>
<td>Mar 2011</td>
<td>24 posts</td>
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</tbody>
</table>

Minneapolis Oral History Collection

Guest blog post from one of our hard-working volunteers, Ben.

Special Collections only deals with books and records on paper right? Follow me and prepare to have your mind blown. Correct it is a collection of tapes and CDs,

When was Grain Belt Beer born?

A lot of historical sources credit Grain Belt first being used in 1893 to describe beers brewed by Minneapolis Brewing Company. Two major changes happened around 1893, the new brewhouse was built in 1892 and the company was reorganized and offered stock in March 1892.
Having seen your recent post about the McKinley you had any information about The Oakland Avenue 9th Street in downtown?

Asked by allweknownthatweknow
## M24

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Notes</th>
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<tbody>
<tr>
<td>1 Jan</td>
<td>Lantern slides (Brett Programs (Lisa))</td>
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<tr>
<td>2 Jan</td>
<td>Vietnam vets (Gall)</td>
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<td>3 Jan</td>
<td>Eric Nathanson talk</td>
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<td>4 Jan</td>
<td>HCL Catalog</td>
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<td>5 Jan</td>
<td>Fair Oaks (Renee)</td>
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<td>6 Jan</td>
<td>Black history (Gall)</td>
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<td>7 Jan</td>
<td>Lac des Plieurs</td>
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<td>8 Jan</td>
<td>Praca</td>
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<td>9 Jan</td>
<td>Mpls High 1877</td>
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<td>10 Jan</td>
<td>Teen Tech Week</td>
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<td>11 Jan</td>
<td>Rosa Bogar talk</td>
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<td>12 Jan</td>
<td>Nankin Orchestra</td>
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<td>13 Jan</td>
<td>Lincoln bday</td>
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<tr>
<td>14 Jan</td>
<td>victory book campaign</td>
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<tr>
<td>15 Jan</td>
<td>old YA room (Ted)</td>
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<tr>
<td>16 Jan</td>
<td>Wheatly House (Gall)</td>
<td></td>
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<tr>
<td>17 Jan</td>
<td>Menushin (Gall)</td>
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<tr>
<td>18 Jan</td>
<td>cues for you (Katie)</td>
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<tr>
<td>19 Jan</td>
<td>Quinlan WHM (Gall)</td>
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<td>20 Jan</td>
<td>Savage guards (M4368)</td>
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<td>21 Jan</td>
<td>Black history (Gall)</td>
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<tr>
<td>22 Jan</td>
<td>mark twain</td>
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<tr>
<td>23 Jan</td>
<td>MPL van (Ted)</td>
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<tr>
<td>24 Jan</td>
<td>UMN Dentistry</td>
<td></td>
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<tr>
<td>25 Jan</td>
<td>sponsor earth day (MIA)</td>
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<tr>
<td>26 Jan</td>
<td>WW11 cartoon</td>
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<tr>
<td>27 Jan</td>
<td>Sanford WHM (Gall)</td>
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<tr>
<td>28 Jan</td>
<td>Met Opera (Manche)</td>
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<tr>
<td>29 Jan</td>
<td>MIA 1917 plan</td>
<td></td>
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<tr>
<td>30 Jan</td>
<td>Grad program (Gall)</td>
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<tr>
<td>31 Jan</td>
<td>Gates organ (Gall)</td>
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</tbody>
</table>

#BDayMIA
Twitter and Facebook

Hennepin County Library

MT @LaurenKewley THE BEAR ATE YOUR SANDWICH: #fridayreads for the kindergarten crowd. apps.hclib.org/catalog/record... 4:14 PM - 20 Feb 2015

Patrick Guddal
May 9, 2014 - Minneapolis, MN • 4

Today marks my fourth anniversary with Hennepin County Library. So much more than books, buildings and computers, I am grateful every workday when I get the chance to be surrounded by the most talented and dedicated body of professionals I have ever known. I had no idea I would love this job so much, and find it impossible to imagine a bad day of work.

31 others like this

Ellabell
May 9, 2014 at 11:11pm • 4

Well, aren't you just all full of warm fuzziness this week.

May 10, 2014 at 6:25am • 1

We should all do what we love.

May 9, 2014 at 1:55am • 1

Let's think you just like the uniform. Glad you love what you do.

May 9, 2014 at 6:25am • 1

Saud Saimat
May 9, 2014 at 10:10pm • 2

We are blessed to have you as one of our colleagues.

Hennepin County Library

MT @setsponiesfree Here's a new thing at my library @hclib that's making me incredibly happy today. 252 PM - 26 Feb 2015

Hennepin County Library

Title Details | Hennepin County Library
Tip: Use an asterisk (*) to fill in parts of a word (e.g., harry potter ac*) to find Harry Potter and the Prisoner of Azkaban.

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Amy Lucidike
January 29 at 7:39pm

Title Details | Hennepin County Library
Tip: Use an asterisk (*) to fill in parts of a word (e.g., harry potter ac*) to find Harry Potter and the Prisoner of Azkaban.

Best Books of 2014 from HCL Staff (#2014reads)
In an informal poll HCL Staff suggested their favorite books from 2014. Inspired by the #2014reads on Twitter.

Becky Rech
@SheReads
Ring in 2015 with a book, here's some 2014 favorites from @hclib staff #2014reads @pinterest.com/beckyrech/best...
4:15 PM - 31 Dec 2014

3 retweets
Just finished 'A song of ice and fire', interested in something as character/plot driven but more feminist. Not typically into sci-fi. Favorite authors include Marquez, Erdrich.

Ben Stanley and Teresa Mock like this.

Heather Wambach: Here is a whole awesome list for you! Some I'd recommend are The White Queen by Philippa Gregory and definitely The Hundred Thousand Kingdoms by NK Jemisin. http://www.hclib.org/pub/bookspace/booklistaction.cfm...

Christina Gehring: Also maybe the Parable of the Sower by Octavia Butler!
Questions?

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