Building a Social Media Team

Bailey Diers, Becky Rech, Ian Stade, Jody Wurl
Questions: icstade@hclib.org
In the beginning
Our current model

Social media

- **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

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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.

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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
March 2011 24 posts

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 that being used in 1833 to describe beers brewed by Minneapolis Brewing Company. Two major changes happened around 1833, the new brewhouse was built in 1832 and the company was reorganized and offered stock in March 1833.

Placeography
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

Laker News

Photo of Sean Daley
Tumblr: Team Approach
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Twitter and Facebook

The Bear Ate Your Sandwich

Hennepin County Library

MT @LaurenKewley THE BEAR ATE YOUR SANDWICH: #afriidayreads for the kindergarten crowd. apps.hclib.org/catalog/record...

4:14 PM - 20 Feb 2015

1 favorite

Patrick Guddal

May 9, 2014 - Minneapolis, MN

Today marks my fourth anniversary with Hennepin County Library. So much more than books, buildings, and computers. I am grateful every weekday 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

Wendy Ross

May 9, 2014 at 1:11pm

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

May 9, 2014 at 1:19pm

We should all do what we love.

May 9, 2014 at 1:29pm

We think you just like the uniform. Glad you love what you do.

Saad Samatar

May 9, 2014 at 8:10pm

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

In her most recent newsletter column, Rev. Karen recommends the book "Spiritual Libraries: Reading the Sacred in Everyday Life" by Brussat. Hennepin County Library does have a few copies of this available for check-out. Anoka County Library should have a copy as well.

Title Details | Hennepin County Library

Tip: Use an asterisk (*) to fill in parts of a word e.g. "Harry Potter act?" to find Harry Potter and the Prisoner of Azkaban.

App: MCLib.org

Like · Comment · Share

Amy Lucidike here is the link: https://hclib.org/catalog/record...

Tip: Use an asterisk (*) to fill in parts of a word e.g. "Harry Potter act?" to find Harry Potter and the Prisoner...

App: MCLib.org

January 29 at 1:19pm

Becky Rech

@SheReads

Ring in 2015 with a book, here’s some 2014 favorites from @hclib staff #libfaves14

pinterest.com/beckyrech/best...

4:15 PM - 31 Dec 2014

Best Books of 2014 from MCL Staff #libfaves14

In an informal poll, MCL Staff suggested their favorite books from 2014. Inspired by the #libfaves14 on Twitter.

Pinned by the @library links on Twitter.
Read This Next

Monday, November 17, 2014 at 6:00pm - 8:45pm
about 3 months ago

Just in time for cozy book nook reading season. Join us on Facebook, Twitter or Google+ from 6-8:45 p.m. on Monday, November 17. Name an author or title of a book you like and tell us why - we’ll give you suggestions. Just post your titles and authors in the comments field of this event from 6-8:45 p.m. on November 17. #ReadThisNext #CozyHCL

May 15, 2014 · Minneapolis, MN

Just finished a '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... May 15, 2014 at 8:00pm · Like

Christina Gehring Also maybe the Parable of the Sower by Octavia Butler! May 15, 2014 at 8:14pm · Like · 3

Yes, anything by Octavia Butler. Try Wild Seed May 15, 2014 at 9:03pm · Like · 1

I second The Hundred Thousand Kingdoms. Very little sci-fi written by women of color, and THTK kept me turning pages! May 15, 2014 at 10:27pm · Like
Questions?

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