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# Tune In, Turn On, and Get Social!

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**\*6 to mute or unmute your  
phone**



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# Twitter hash tag **#RACEwebinar**

Tweet us @LibrarySD



## Social Media Explained



-  I'm eating bacon
-  I like bacon
-  I have skills including eating bacon
-  This is where I eat bacon
-  Watch me eat my bacon
-  Here's a vintage photo of my bacon
-  Here's a recipe with bacon
-  I work for Google and eat bacon
-  I'm listening to music about bacon



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# What do you use?

# Social Media Bookmarking Icon Set

64 PX



32 PX



DESIGNMODO.COM



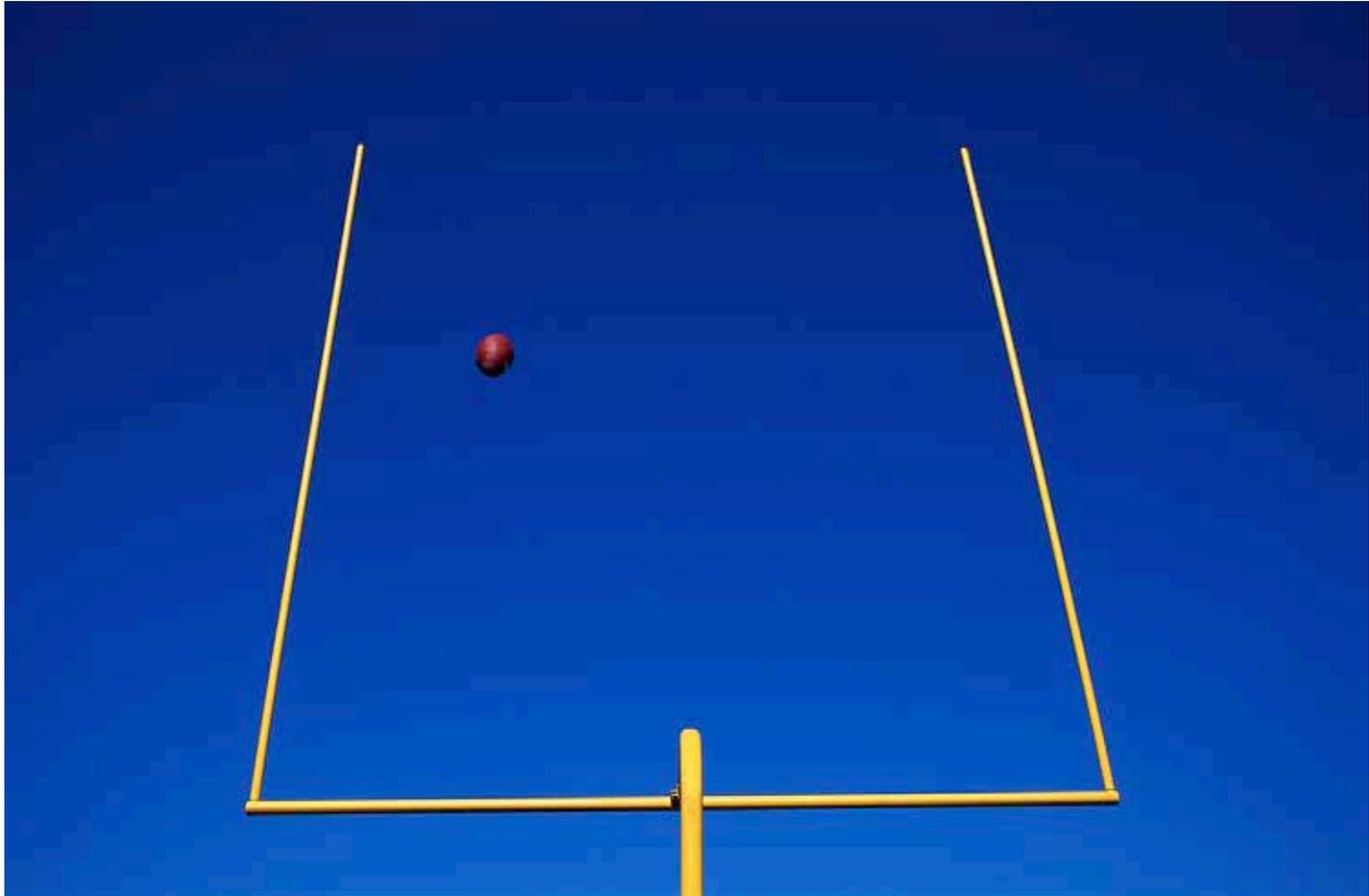
ROCKABLETHEMES.COM

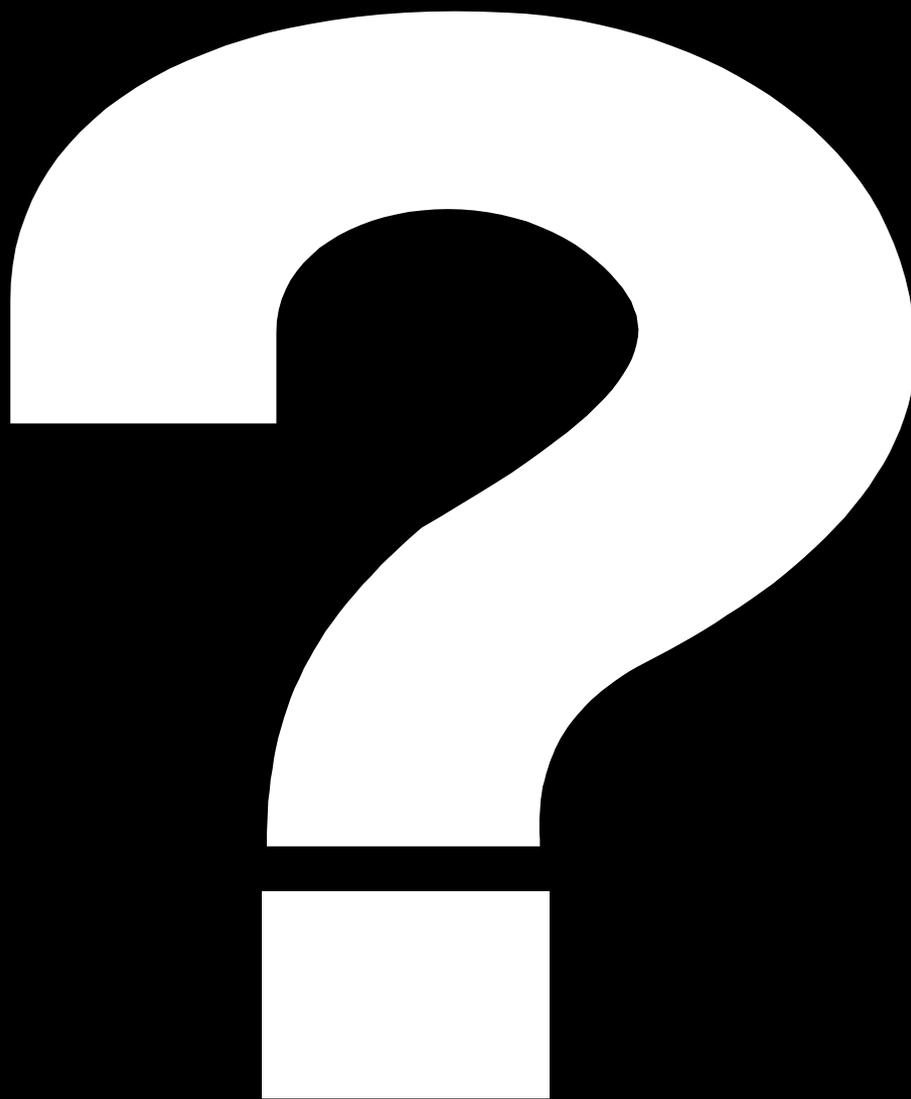
32 PX



64 PX







## Social Networking Sites

*% of internet users who use social networking sites*

		Use Social Networking Sites
<b>All internet users (n=1,802)</b>		<b>67%</b>
a	Men (n=846)	62
b	Women (n=956)	71 <sup>a</sup>
<b>Race/ethnicity</b>		
a	White, Non-Hispanic (n=1,332)	65
b	Black, Non-Hispanic (n=178)	68
c	Hispanic (n=154)	72
<b>Age</b>		
a	18-29 (n=318)	83 <sup>bcd</sup>
b	30-49 (n=532)	77 <sup>cd</sup>
c	50-64 (n=551)	52 <sup>d</sup>
d	65+ (n=368)	32
<b>Education attainment</b>		
a	Less than high school/high school grad (n=549)	66
b	Some College (n=519)	69
c	College + (n=721)	65
<b>Household income</b>		
a	Less than \$30,000/yr (n=409)	72
b	\$30,000-\$49,999 (n=330)	65
c	\$50,000-\$74,999 (n=283)	66
d	\$75,000+ (n=504)	66
<b>Urbanity</b>		
a	Urban (n=561)	70 <sup>c</sup>
b	Suburban (n=905)	67
c	Rural (n=336)	61



**"The most powerful force convincing them to take the plunge...is their families. Especially when it comes to their grandchildren, they do not want to be left out of the loop."**





# Questions?





# CLASS *of* 2011

---

*What if social media were a highschool?*

FROM THE JOCKS TO THE GEEKS, EVEN THE VAST WORLD OF SOCIAL MEDIA COMES WITH ITS OWN STEREOTYPES AND TEENAGE ANGST.

# Facebook

- 400 million users
- Deeper connections with people you already know
- Better for local news/events
- Better for things that are not time sensitive



# Twitter

- 75 million users
- 140 character limit
- Better for connecting with people you don't know
- Better for time sensitive material
- Real time conversations



# YouTube

- 800 million people per month
- People are more likely to watch short videos
- Great for tours, tutorials, book talks/trailers, and more!



**YOUTUBE**

*Clubs:* A/V Club, President of the 10 Minute Movie Club, Talking Cats Video Club

*Quote:* Please follow link for video quote:  
[www.youtube.com/quote](http://www.youtube.com/quote)

# Pinterest

- Roughly 30 million users per month
- Drives traffic to your website, blog, or other marketing channels
- Inspiration – not socialization
- Works with other social media platforms



# Instagram

- Photo sharing
- Roughly 100 million active users
- Uses hashtags to aid in discovery
- Now owned by Facebook



# Diigo

- Social bookmarking
- Annotate and tag links for discovery
- Highlight and add sticky notes to specific text on a website
- Can be used privately or with a group



# Tumblr

- Microblogging platform
- Shares images, video, and audio as well as text
- Can follow specific blogs or track specific tags





# Questions?





# Content, Content, Content

If you don't have anything to say....

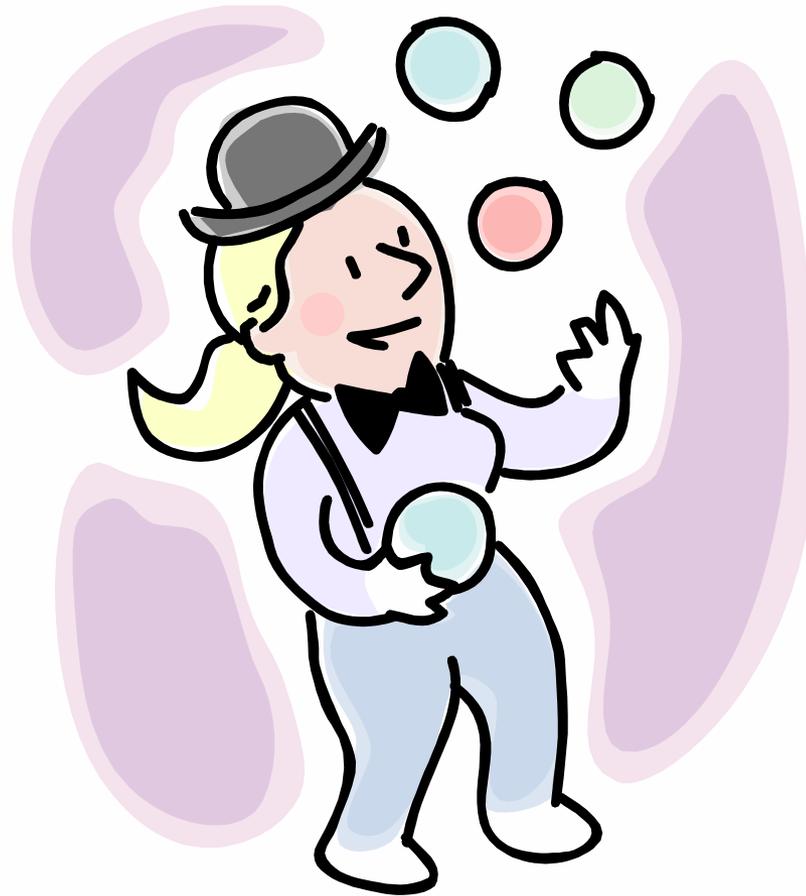


# Timing

- Wednesdays at 3pm are a peak time for likes and shares.
- More re-tweets happen on Mondays between 1-3pm.

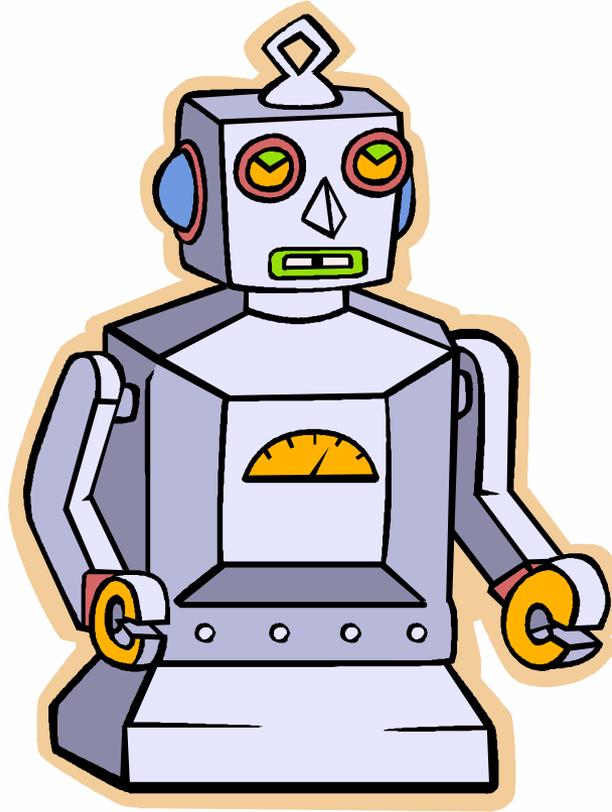


# Create a Routine





# Be Human





# Engage Your Followers

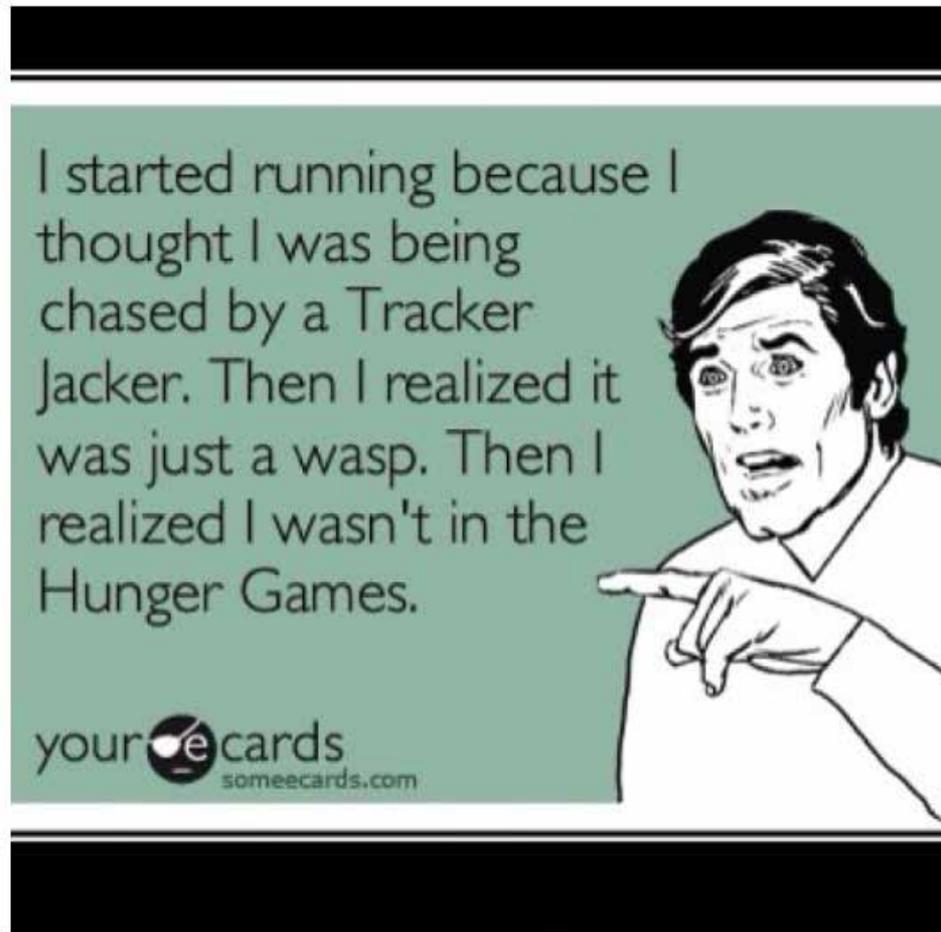




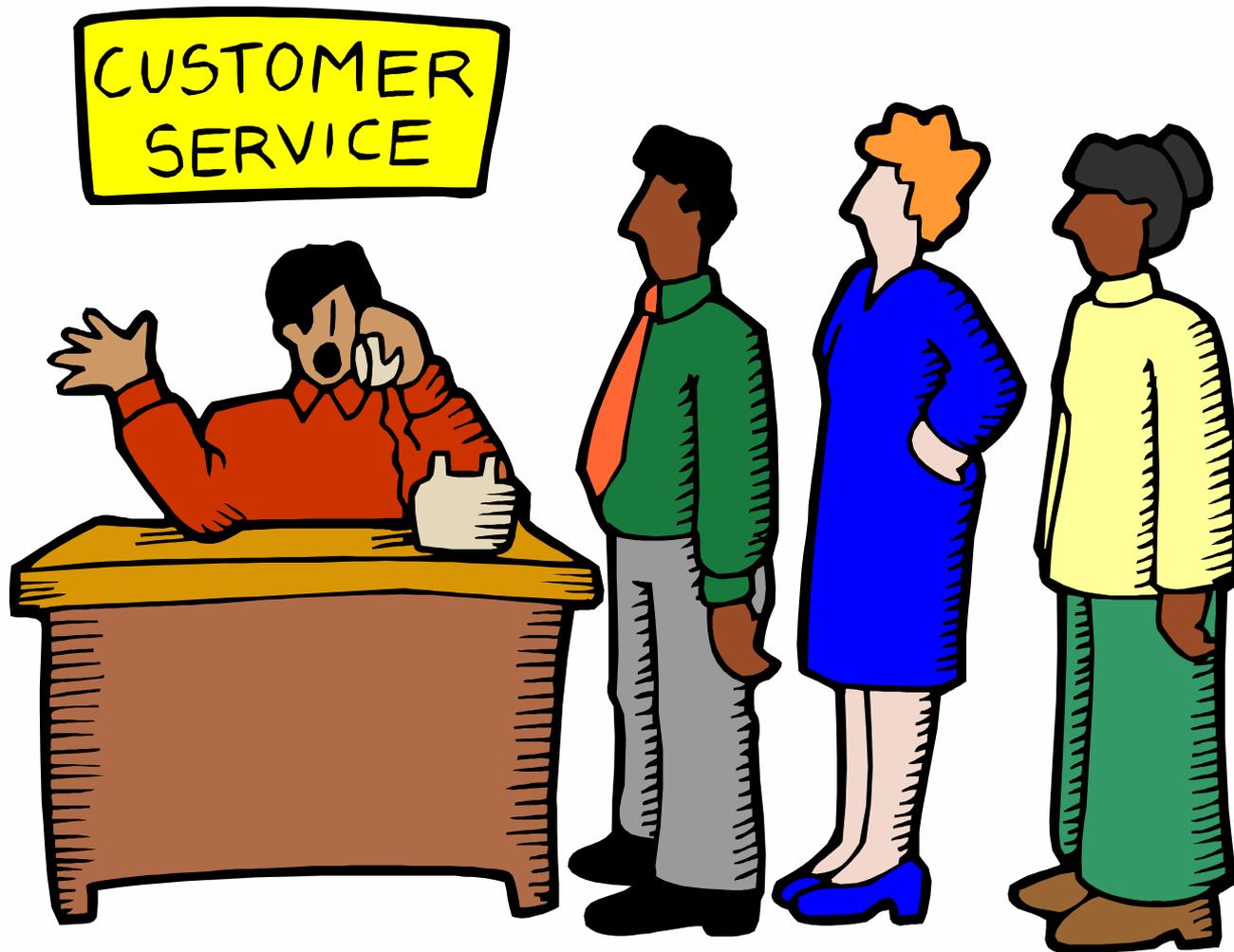
# THE 80-20 RULE

**80 % Engagement      20% Business**

# Participate in Memes



# Open 24/7 No Waiting





# Combat the Trolls

- Know your trolls
- Don't feed the trolls
- Unmask the troll
- It's not allowed
- Not in your back yard





# Friends and Followers



# Quality vs. Quantity





# Posted to Topeka & Shawnee County Public Library's Digital Branch

## Community Discussion Guidelines

 Like 0

 +1 0

 Tweet 0

Here are some guidelines to posting comments and content at Topeka & Shawnee County Public Library's digital branch. The goal? To help you have fun!

### We encourage comments:

- **We want to hear from you!** Please post comments, questions, and other thoughts ... as you think them. That's what we're here for.
- **Stay on Topic** – stick to the subject and issues raised by the post, not the person who made it or others that commented on it
- **Think before you press the publish button.** Remember that this is a public forum, and your words will be archived on this site and available for anyone to find for a long time – the web has a very long memory.
- **If you can't be polite, don't say it.** Respect is the name of the game. You must respect your fellow commenters.

### Some Don'ts:

- Don't post copyrighted materials (articles, videos, audio, etc) that you do not have permission to reproduce or distribute.
- Don't post content that installs viruses, worms, malware, trojans, etc.
- Don't post content that is obscene, libelous, defamatory or hateful
- Don't post spam
- Don't post personal, real-life information such as home addresses and home phone numbers.



# Questions?





# Have Fun!







And then I was murdered. (This will be eerie if I really end up murdered this week.)

OCTOBER 17, 2012

in [RANDOM CRAP](#)

Victor: I don't understand the point of twitter. Millions of people saying random stuff ALL THE TIME.

me: Sounds like you *totally* understand twitter. And that's what's so awesome about it.

Victor: There's literally *nothing* that hasn't already been said on twitter. Aren't you all done yet?



Victor: *Well.* I stand corrected.



# BrookingsPubLibrary

@brookingspublib

Welcome to the Brookings Public Library twitter page! Tweet us if you have any questions or give us a call at 605-692-9407.

Brookings, SD <http://www.brookingslibrary.org>

[Profile] Follow

192 TWEETS

53 FOLLOWING

31 FOLLOWERS

## Tweet to BrookingsPubLibrary

[@brookingspublib](#)

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

## Similar to BrookingsPubLibrary >

Premier Motorcars @PremierofSF

## Tweets

**BrookingsPubLibrary** @brookingspublib 18 Oct  
The Brookings Library Puppeteers are presenting Fantastic Fall tonight at 7pm. Everyone is invited!  
Expand

**BrookingsPubLibrary** @brookingspublib 18 Oct  
Author and Brookings native Kristen Lee Johnson will be reading from her book "unprotected" tonight starting at... fb.me /wRaKK8qb  
Expand

**BrookingsPubLibrary** @brookingspublib 10 Oct  
Teen Gaming begins again starting today. From 3-5pm on Wednesdays teens can come and play on our Wii and Xbox.  
Expand



Wall Community Library Timeline Now

Liked

Create Page

Wall Community Library shared a link. 4 hours ago

Being an ultimate geek, one of my favorite shows is "The Big Bang Theory". Here is a clip about one of the characters, Sheldon, looking for a book on how to make a new friend. I highly recommend it :) http://www.youtube.com/watch?v=o0h0qZCjR\_k



The Big Bang Theory - The Friendship Algorithm www.youtube.com

Season 2, episode 13 Sheldon is looking for a book on how to make friends, and uses his skills trying to befriend a little

Like Comment Share

2 people like this.

Judith Vargo It's my favorite episode. about an hour ago Like 1

Write a comment...



Recent Posts by Others on Wall Community Library See All



Megan 'Deuchar' Hoffman Anyone with toddlers out there, Nora and I heartily recommen 1 1 September 7 at 3:22pm

Likes



South Dakota State Library 23 friends also like this.



Dolly Parton's Imagination Library Book & Magazine Distribution Like



Wall Community Library Wednesday

Happy Teen Read Week! Come by and check out our great teen picks!

Now September Joined Facebook

Sponsored SurveyMonkey: Free Signup surveymonkey.com



More insights. Better decisions. Create and send surveys. Sign up for FREE.

Chat (Off)

facebook

Anchorage Public Library

Library  
E. J. Loussac Public Library - 3600 De  
(907) 343-2975  
Today 10:00 am - 6:00 pm  
About - Suggest an Edit

Post Photo / Video

Write something...

Like

Anchorage Public Library  
57 minutes ago

Teen Lit Undergr

Last Thu

Like · Comment · Send · Share · October 24, 2012 at 7:57pm



Clare Stockert Ross

Calling all library champions! Show your support for the Library with a library yard sign. Available at Loussac and Girdwood libraries. Coming to other branches later this week.



Like · Comment · Send · Share · October 24, 2012 at 12:33pm near Anchorage, AK

5 people like this.



Jennifer Howell I definitely want one! There's one hthat I drive by all the time - now I don't have to plot how to liberate it from anyone's yard! lol

October 24, 2012 at 1:08pm · Like



Write a comment...



Ben Cogger

\$50.00 REWARD FOR THE RETURN OF A 4GB SD CARD LEFT IN A COMPUTER AT THE LOUSSAC LIBRARY EARLY IN OCTOBER 2012. THE PHOTOS ON THIS CARD ARE VERY IMPORTANT TO ME. PLEASE LEAVE CARD AND CONTACT INFO AT THE SECURITY OFFICE.

Like · Comment · October 15, 2012 at 1:37pm near Anchorage, AK

Home

Like

Create Page

How

See All

See All

Chat (off)

Search



Add + About ▾ Stacia ▾

# Book Art

Like 0

Weeded books deserve a new life!!



Edit Board

72 followers, 79 pins



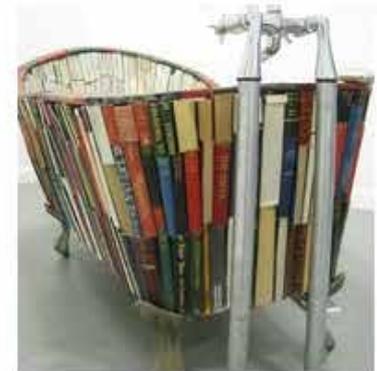
book spine poem

1 like

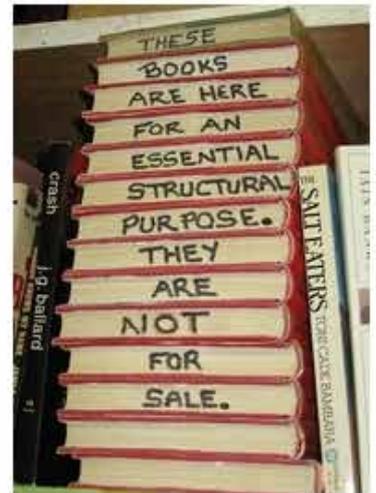


Another book spine poem winner from @Candlewick Press

South Dakota State Library from Uploaded by user



book bath



These Books Are Here For an Essential

Search



Add + About ▾ Stacia ▾



### Bruce Guadalupe Middle School Library

Get Connected @ Your Library...All the resources, all the time...for school and home!!!  
Ms. Klug - Library Media Specialist

Milwaukee, WI

Repins from

- Viking Library
- Sharlene Paxton
- Mrs. Malespina

44 Boards

1,641 Pins

16 Likes

Activity

Follow All

427 Followers

382 Following

#### 5th Grade

14 pins



Follow

#### 6th Grade

15 pins



Follow

#### 7th Grade

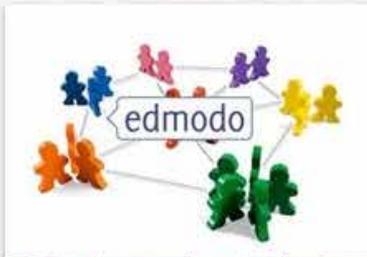
17 pins



Follow

#### 8th Grade

24 pins



Follow

#### 2013 ALA Youth Media A...

37 pins



#### APA Citations (Bibliograp...

7 pins



#### Apps for Your Mobile De...

9 pins



#### Author Websites

19 pins



# What to do with YouTube

I Like Big Books - Dowell Middle School

METChannel98  Subscribe 378 videos ▾



1:18 / 6:18

This video player shows a scene from a library. A young man in a yellow t-shirt is sitting in a red armchair reading a book. Behind him, a woman in a striped shirt and a man in a dark shirt are standing and gesturing enthusiastically. A sign in the background reads "Do-Well... because it's EASY". The video player interface includes a play button, volume control, and a progress bar.

New Spice - Famous Library Commercial / Old Spice Parody

realestatedollardeal  Subscribe 4 videos ▾



0:54 / 1:06

This video player shows a parody of an Old Spice commercial. A man in a bright green polo shirt is sitting at a table, looking surprised. Another man in a blue shirt is leaning over the table, and a third man in a dark shirt is standing in the background. The setting is a library. The video player interface includes a play button, volume control, and a progress bar.

The Library Minute by librarychannel

6/34



- ▶ **The Library Minute: The Social Connection**  
by ASU
- 7 **The Library Minute: Library One Search**  
by ASU
- 8 **The Library Minute: Open Access**  
by ASU
- 9 **The Library Minute: Mobile Web**  
by ASU
- 10 **The Library Minute: Top 5 Resources for Online ...**  
by ASU
- The Library Minute:**

Play

We don't want to be the socks

0:40 / 1:04





# Resources

## Books

- Doing Social Media So It Matters: A Librarian's Guide by Laura Solomon
- Face2face: Using Facebook, Twitter, and Other Social Media Tools to Create Great Customer Connections
- The Librarian's Nitty-Gritty Guide to Social Media

## Blogs and Websites

- The Social Media Librarian
- David Lee King
- Pew Research Center
- Center for Technology in Government
- Flowtown.com
- Socialmediagovernance.com
- Theguardian.co.uk (Dealing with Trolls: A Guide by Tim Dowling)
- Digitalcitizenship.net



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# Thank You!

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Collection Services Librarian

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