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Tune In, Turn On, and Get Social!

Presented by Stacia McGourty

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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



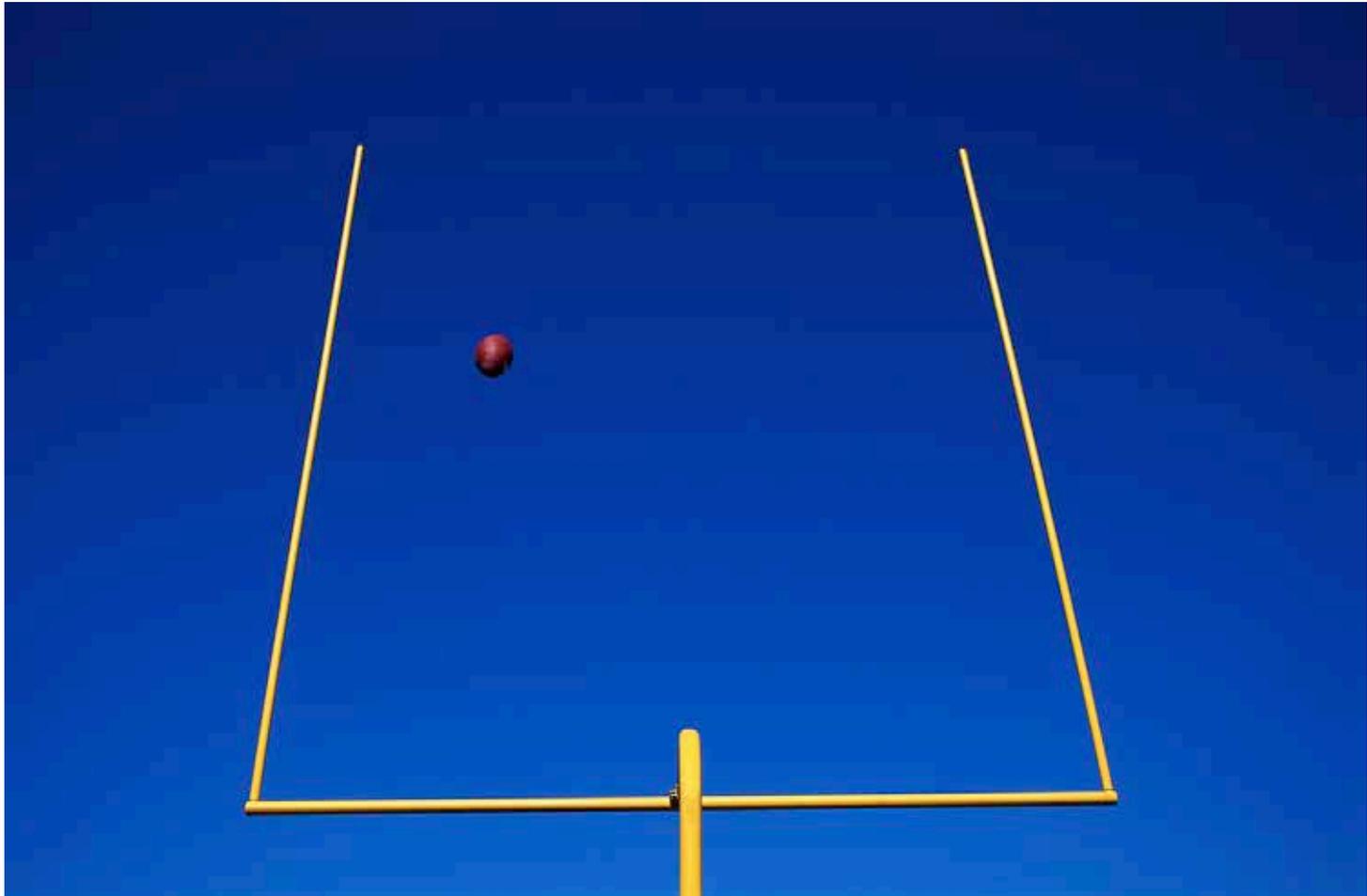
ROCKABLETHEMES.COM

32 PX



64 PX







Social Networking Sites

% of internet users who use social networking sites

		Use Social Networking Sites
All internet users (n=1,802)		67%
a	Men (n=846)	62
b	Women (n=956)	71 ^a
Race/ethnicity		
a	White, Non-Hispanic (n=1,332)	65
b	Black, Non-Hispanic (n=178)	68
c	Hispanic (n=154)	72
Age		
a	18-29 (n=318)	83 ^{bcd}
b	30-49 (n=532)	77 ^{cd}
c	50-64 (n=551)	52 ^d
d	65+ (n=368)	32
Education attainment		
a	Less than high school/high school grad (n=549)	66
b	Some College (n=519)	69
c	College + (n=721)	65
Household income		
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
Urbanity		
a	Urban (n=561)	70 ^c
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

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?





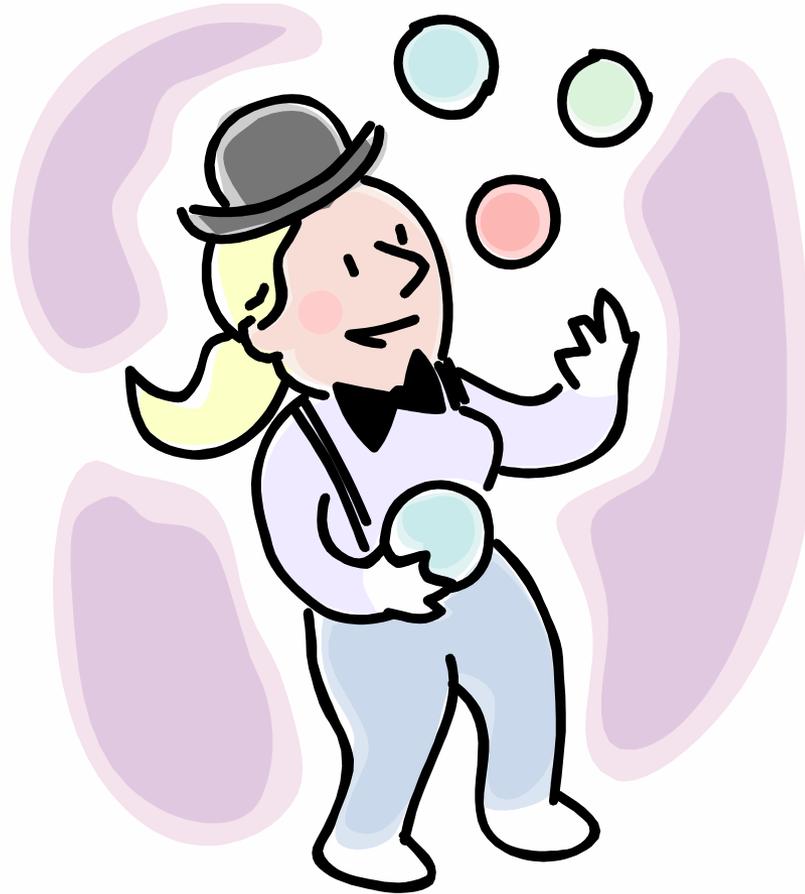
Content, Content, Content

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

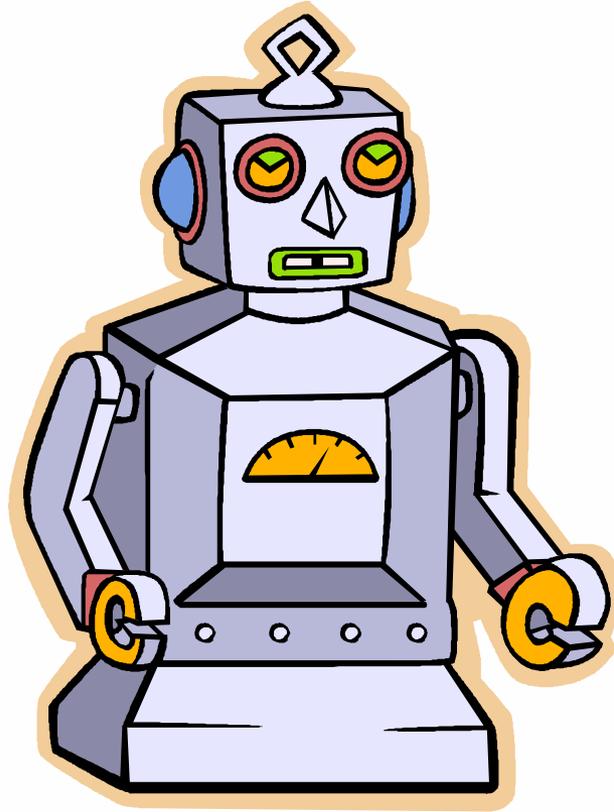
Timing

- 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



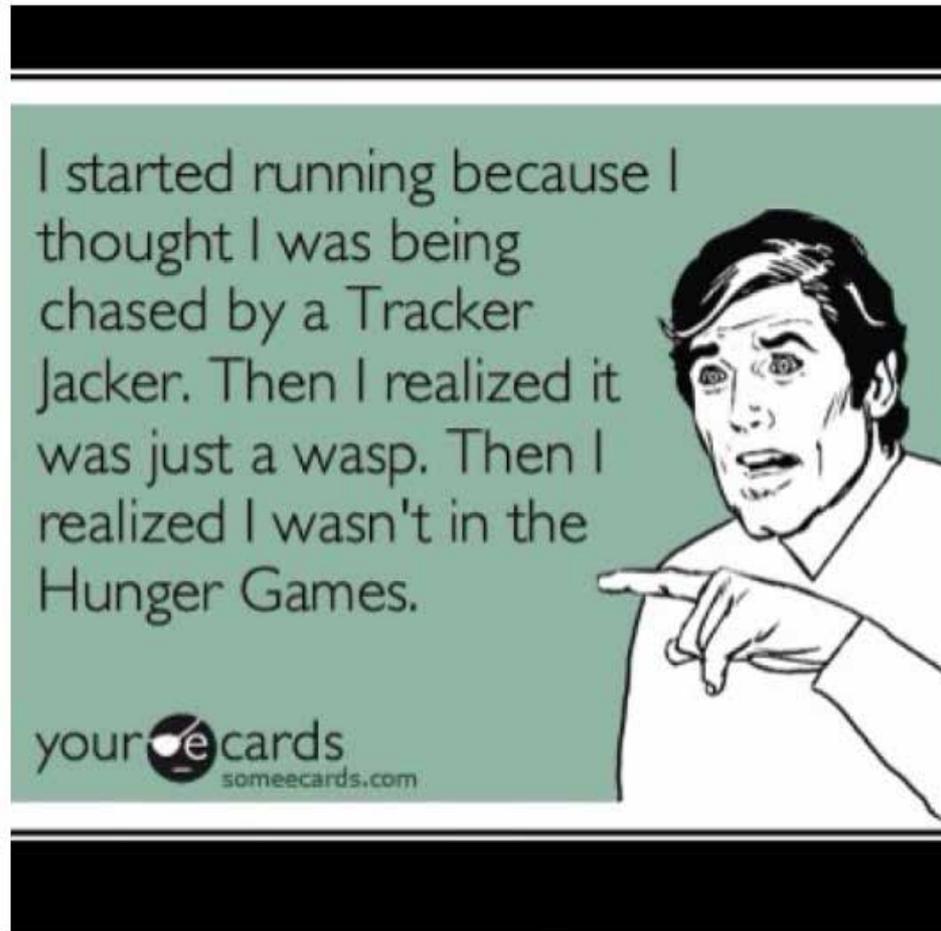
Engage Your Followers



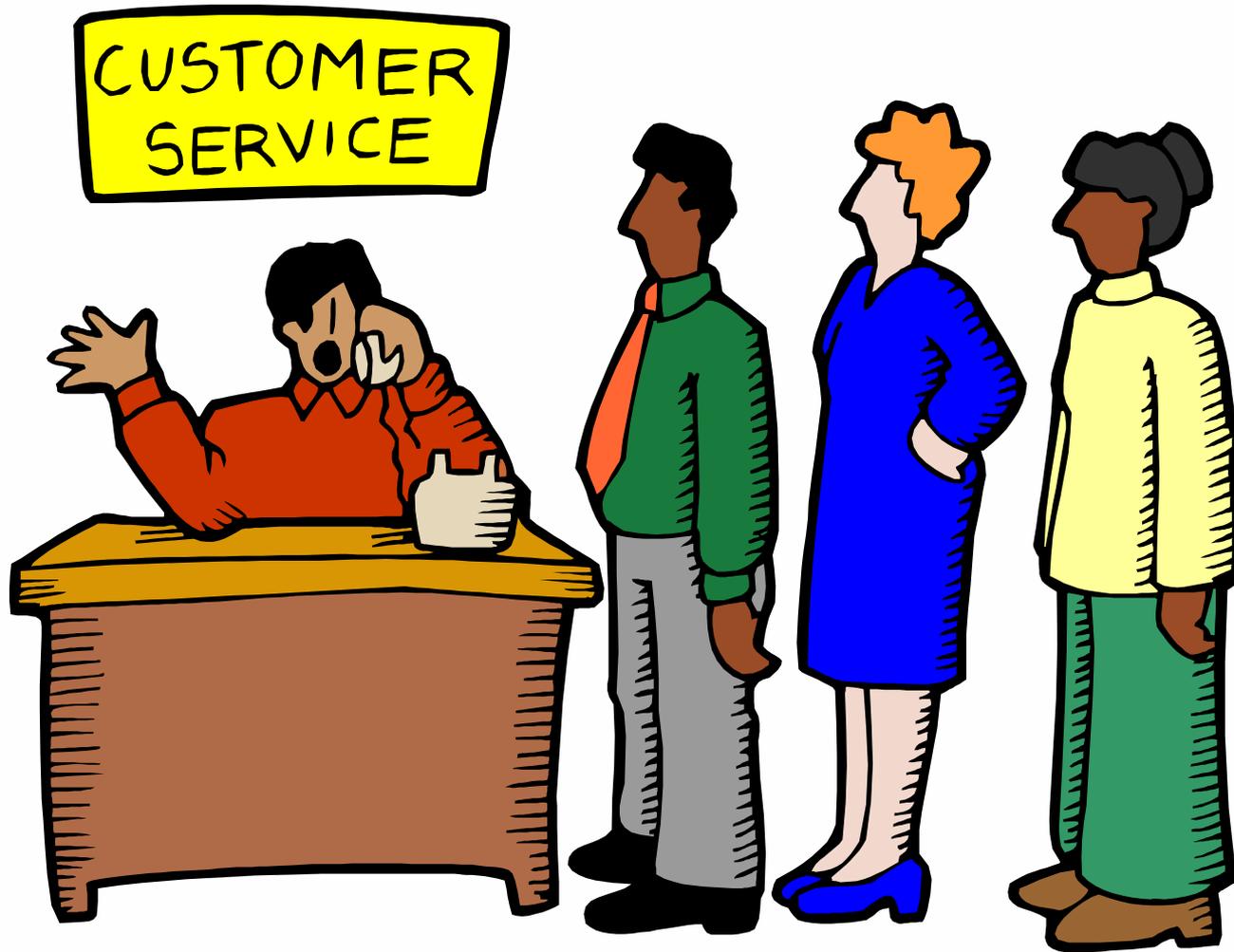
THE 80-20 RULE

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

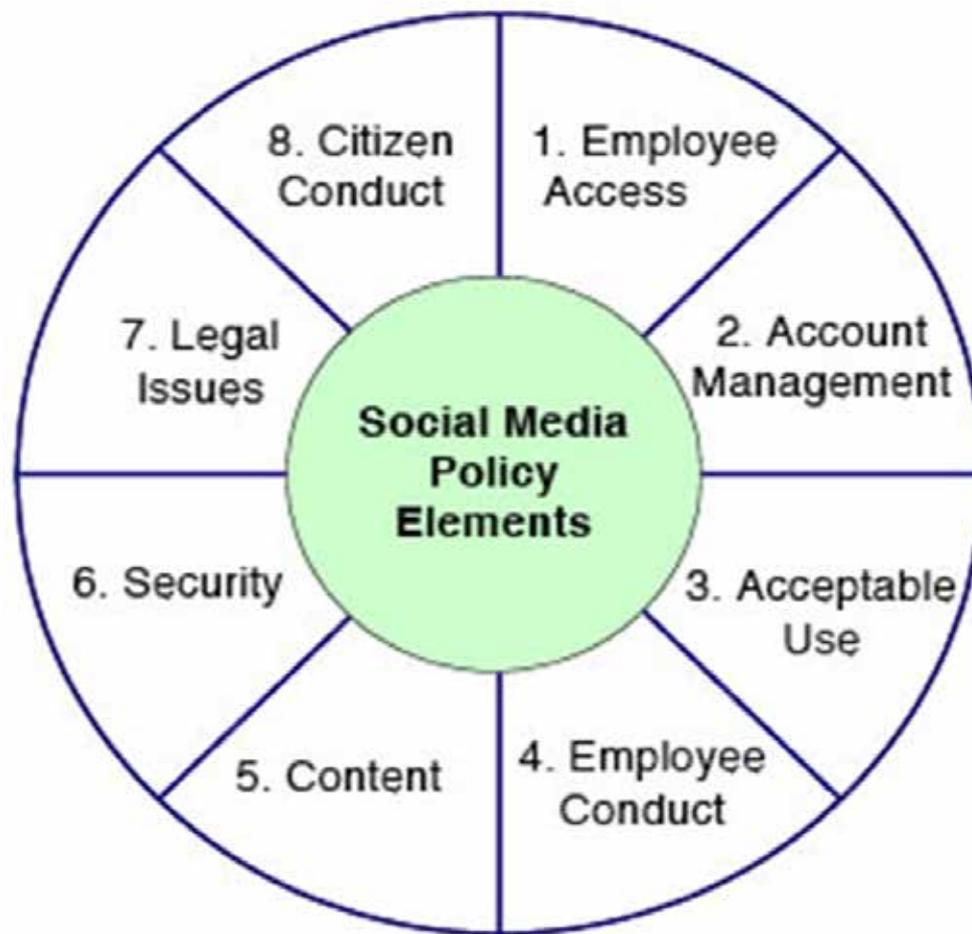


Friends and Followers



Quality vs. Quantity





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

Community Discussion Guidelines



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!





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

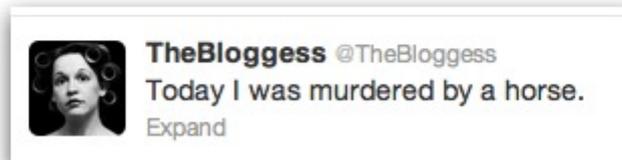
OCTOBER 17, 2012

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>

Follow

192 TWEETS

53 FOLLOWING

31 FOLLOWERS

Tweet to BrookingsPubLibrary

- 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 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

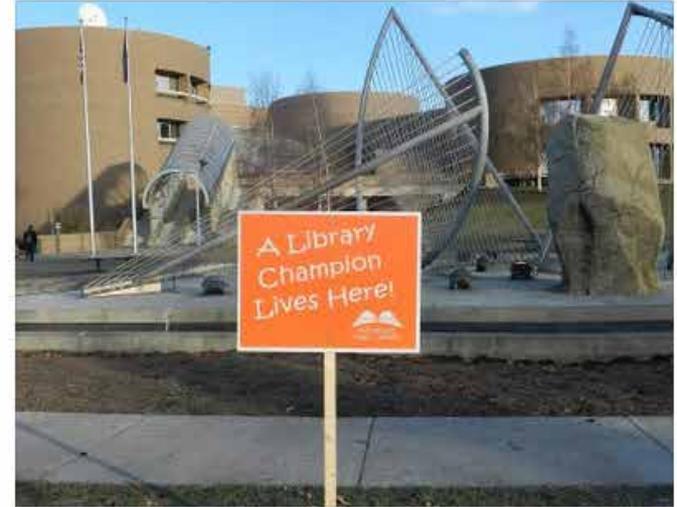
Last Thu

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

Find Friends Home

Like

Create Page

How

See All

See All

Chat (off)

Book Art - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://pinterest.com/librarysd/book-art/ iaps.playingwithmedia.com

Most Visited Getting Started Latest Headlines

Log in to OCLC services [OCLC - Pr... x] OMK - Operation Military Kids x Book Art x

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

x Find: slovak    Highlight all Match case

Done

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

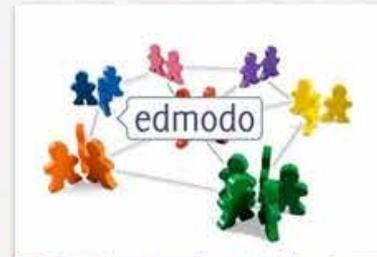
17 pins



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

New Spice - Famous Library Commercial / Old Spice Parody

realestatedollardeal Subscribe 4 videos ▾



0:54 / 1:06

The Library Minute by librarychannel

6/34



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

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!

Stacia McGourty

Collection Services Librarian

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