

Hello!

Social Media Process

- b the checklist
- curation & containers
- > 3rd party apps
- ▷ scheduling
- native/organic marketing
- Strategy (social media survey/audit)

You can find me at: aSHelmick



Library Marketing BINGO

Schedule	Brand (3 words)	Instagram	Content	Native Ad
Funnel (herding cats)	Mobile	Share	Post	Comment
Snaps	Tag	FREE SPACE	Curation	Analytics
Twitter	FB Events	Hyperlink	#trend	Filters
Engage	Character	LIVE Streaming	RIO	Strategy



THE CHECKLIST

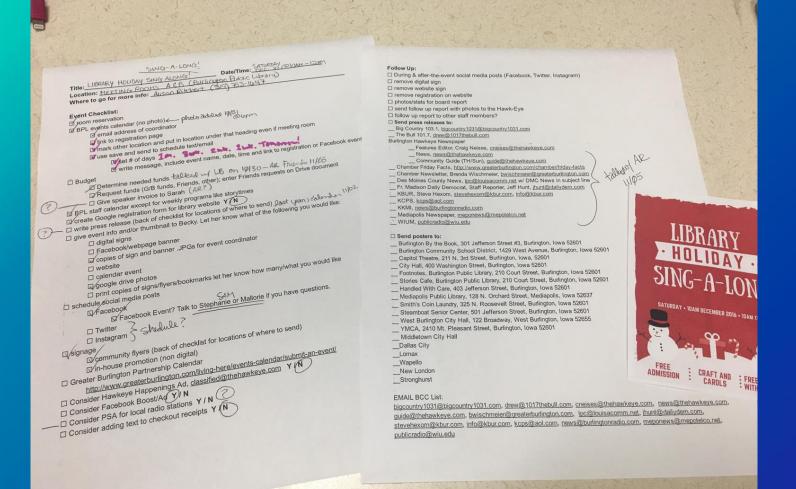
Mo wise pilot, no matter how great their talent and experience, fails to use a checklist."- Charlie Munger

- guideposts from start to finish
- Includes budget, audience, PR language, as well as traditional and modern marketing
- adaptable and subject to update
- a tool used by all staff

SING-A-LONG Title: LIBRARY HOUDAY SING ALONG! Location: MEETING ROOMS A&B (Rurlington Public Library) Where to go for more info: Alison Ritchert (319) 753-1647 Event Checklist: ☑ room reservation ☑ BPL events calendar (no photo)← photo added 10/31 @upm ☑ email address of coordinator Ink to registration page mark other location and put in location under that heading even if meeting room If use save and send to schedule text/email Diset # of days 1m. 3wk. 2wk. 1wk. Tondoo. write message, include event name, date, time and link to registration or Facebook event ☐ Budget Determine needed funds talked up LB on 19130 - AR Friends 11/65 Request funds (G/B funds, Friends, other); enter Friends requests on Drive document ☐ Give speaker invoice to Sarah (AR?) BPL staff calendar except for weekly programs like storytimes ☐ create Google registration form for library website Y/N □ write press release (back of checklist for locations of where to send) last upon scalendar 11/02 ☐ give event info and/or thumbnail to Becky. Let her know what of the following you would like: ☐ digital signs ☐ Facebook/webpage banner ☑ copies of sign and banner .JPGs for event coordinator ☐ website ☐ calendar event ☐ google drive photos ☐ print copies of signs/flyers/bookmarks let her know how many/what you would like ☐ schedule social media posts D'Facebook Event? Talk to Stephanie or Mallorie if you have questions. Facebook ☐ Instagram Community flyers (back of checklist for locations of where to send) ☑/signage in-house promotion (non digital) ☐ Greater Burlington Partnership Calendar http://www.greaterburlington.com/living-here/events-calendar/submit-an-event/ ☐ Consider Hawkeye Happenings Ad, classified@thehawkeye.com Y /N ☐ Consider Facebook Boost/Aq(Y)/ N ☐ Consider PSA for local radio stations Y / N ☐ Consider adding text to checkout receipts Y

Follow Up:	
☐ During & after-the-event social media posts (Facebook, Twitter, Instagram)	
□ remove digital sign	
□ remove website sign	
remove registration on website	
photos/stats for board report	
□ send follow up report with photos to the Hawk-Eye	
☐ follow up report to other staff members?	
☐ Send press releases to:	
Big Country 103.1, bigcountry1031@bigcountry1031.com The Bull 101.7, drew@1017thebull.com	
Burlington Hawkeye Newspaper	
- w 2 : N : analogo @thohawkeye com	
News, news@thehawkeye.com	rallegist AR
Community Guide (TH/Sun), guide@thehawkeye.com	7/1/
Chamber Friday Facts, http://www.greaterburlington.com/chamber/friday-facts	100001
Chamber Priday Pacis, http://www.greater.bwischmeier@greaterburlington.com Chamber Newsletter, Brenda Wischmeier, bwischmeier@greaterburlington.com	500-1105
Des Moines County News, Ipc@louisacomm.net w/ DMC News in subject line	, (114
Fr Madison Daily Democrat, Staff Reporter, Jell Hult, Indition	
KBUR, Steve Hexom, stevehexom@kbur.com, info@kbur.com	
KCPS, kcps@aol.com	
KKMI news@burlingtonradio.com	
Mediapolis Newspaper, meponews@mepotelco.net	
WIUM, publicradio@wiu.edu	
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Middletown City Hall	
Dallas City	
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New London	ADMISSION
Stronghurst	

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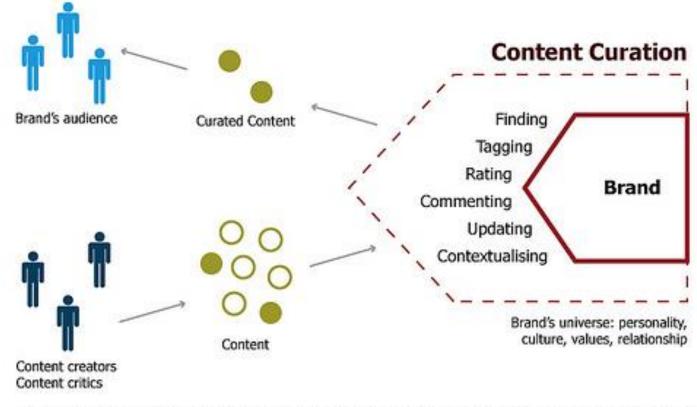
CURATION

Why we curate ...

- Sharing images on Twitter increases Retweets by 150%
- Facebook posts which include articles, data and graphs experience 89% more likes
- Recycle content to hit new audience members at different times (tailor messages to attract specific audiences)
- Keep up with trends and stay on top of library brand

Content Curation: how does it build value?

Content curation is becoming everyday more important as brands notice that taking care of consumers' limited time is a way to add value to their lives and to build a relationship with them. It's not anymore just about **creating**, now it's about **finding**, **rating** and **aggregating**.



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HOW/WHERE TO CONTAIN CONTENT

- ▶ Google Doc
- ▶ Evernote
- ▷ Dropbox
- ▶ Picsart
- And...your office wall!













Tracking

FB Pages and Messenger allow marketers to respond and manage social media campaigns.

Analytics

Sprout Social and Hootsuite assist in the analytics of posts and social media platform engagement.

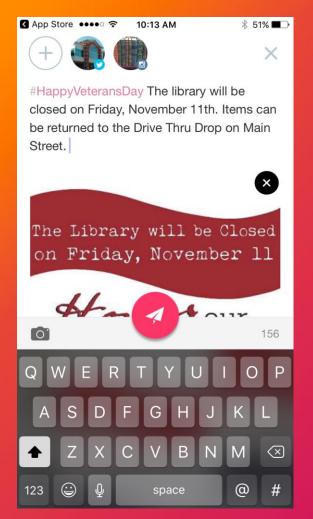
Research

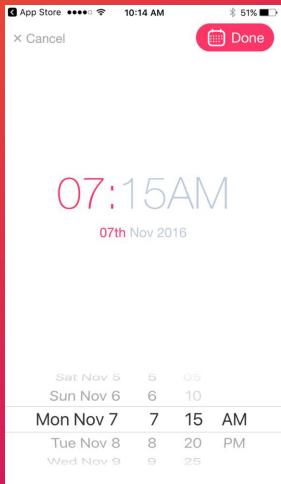
FB Events and Twitter
Periscope can help you
ascertain your community
happenings and keep you
up-to-date on what matters
to your local social marketing
audiences.

Scheduling

Publish is a simple app to schedule Instagram and Twitter posts from your device.

SCHEDULING POSTS







NATIVE/ORGANIC marketers

- Library staff, board, friends
- Influential voices (reciprocity)
- nonprofits, guests, stakeholders, community partners, vendors
 - Library users BOOST signal

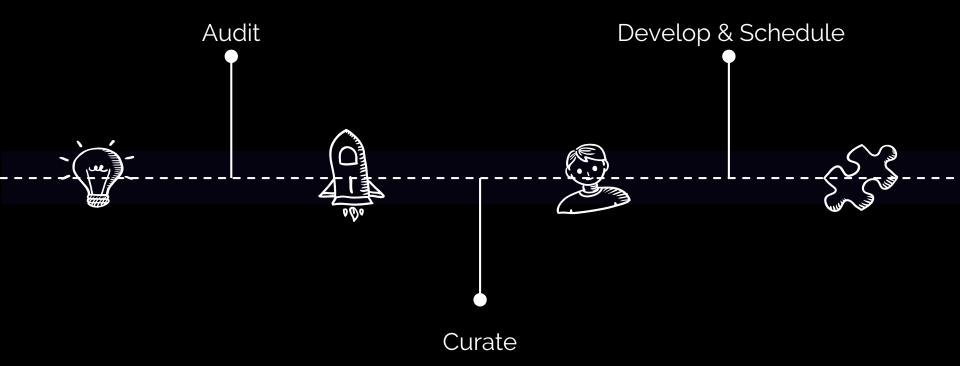




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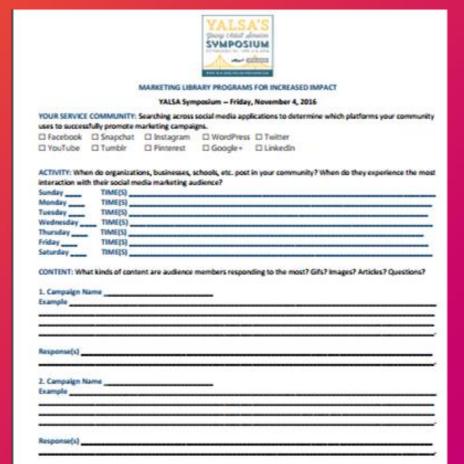
BRANDnarrative

- Library mission statement
- 3 words/concepts
- Present in all social marketing





- platforms
- ▷ content
- times/days
- ▷ interaction
- ▷ calls to action



CALLS TO ACTION: Name some popular calls to action in your community and from other libraries you have reviewed?

□ Like/Respond □ Comment □ Share □ Click Link □ Action

C Other

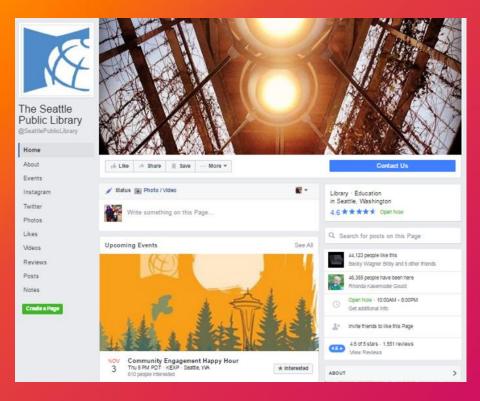
SAME PLATFORM & DIFFERENT AUDIENCE

The Teen'Scape and the Los Angeles Public Library



TOOLS & FUNNELED MARKETING MESSAGES

The Seattle Public Library and The Bettendorf Public Library





CALLS TO ACTION & FOLLOW UP

The Queen's University Belfast Library and The Fresno County Public Library

