

# Surviving and Thriving with Social Media

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# Who am I?

- Digital marketing expert
- Social Media Intern for Serial Box Publishing
- Marketing Consultant for authors
- @BroodingYAHero



Brooding YA Hero @broodingYAhero · Jul 11

"Just trust me," I demand, and then get irrationally mad when you don't, despite me being the most unreliable human on the planet.



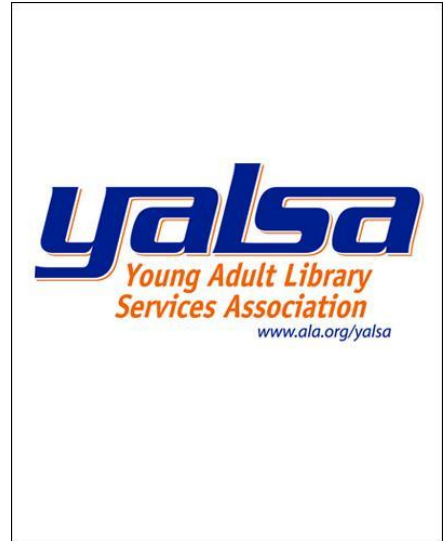
# Think Big, Start Small

- Countless sites
- Choose wisely
- Have a plan
- Know your limits



# Best Sites

- Define your need, your audience, and your own skills
- Ask your co-workers for their opinions
- Survey other libraries



# Social Media Channels Explained



**Facebook**

I LIKE DONUTS



**Twitter**

I'M EATING A  
#DONUT



**Pinterest**

HERE'S A DONUT  
RECIPE



**Instagram**

HERE'S A PHOTO  
OF MY DONUT



**LinkedIn**

MY SKILLS INCLUDE  
DONUT EATING



**Google+**

I'M A GOOGLE EMPLOYEE  
WHO EATS DONUTS



# “The Rock Stars”

- Facebook
- Twitter
- Pinterest
- Tumblr
- Instagram



# Other Sites

Some sites may be  
“popular” but labor  
intensive

Others have a steep  
learning curve

Not every site will be  
a good fit





# Facebook

- Largest site
- Tends toward “older” audience
- Allows many types of content
- Best site for events





# Twitter

Popular

Fast-moving

Downsides:

-low discoverability


-character limit



 AtlanticCityLibrary @AtlanticCityLib · Nov 1  
Robert Rynkiewicz takes over as new Library Director today for Maureen Sherr Frank, who has retired. [bit.ly/2fACEkH](http://bit.ly/2fACEkH)

 AtlanticCityLibrary @AtlanticCityLib · Oct 29  
That intersection is just one block from the Main Library.



 AtlanticCityLibrary @AtlanticCityLib · Oct 28  
**NEW:** We're holding iPad classes for adults 55+ with a change in vision. Learn about the built-in screen reader and magnification features.

**LIBRARY EQUAL ACCESS PROGRAM** A service of the City of Atlantic City

**ARE YOU 55 OR OLDER WITH A CHANGE IN YOUR VISION?**  
**FREE ASSISTIVE TECHNOLOGY CLASSES ARE AVAILABLE FOR ADULTS!**

- Learn to use the iPad!
- Classes will be held Nov. 4, Nov. 18, Dec. 2, Dec. 9, Dec. 16, 2016

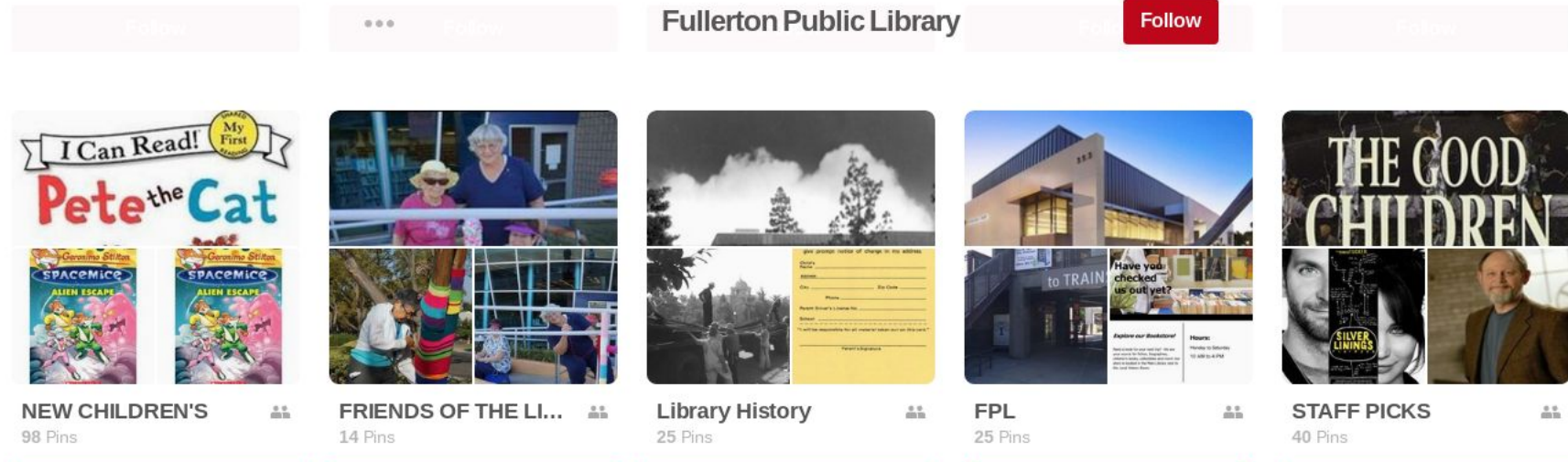
**REGISTER NOW**  
for a class at the Atlantic City Public Library!

**Call Advancing Opportunities**  
Assistive Technology Services  
888-322-1918, extension 595  
Registration is required!

# Pinterest

Easy to add content

Multi-category



# Instagram

Little content needed

Visual

Easy interface

Smartphone needed



# Instagram



24 likes

2w

crossroadslibrary And the killer (cute) costumes keep coming! We are so blown away by all our awesome patrons that have come out. 🍁🍁🍁 #shelfie #halloween #spooky

crossroadslibrary #crossroads #crossroadspubliclibrary #acworth #acworthga #dallas #dallasga #libraryofacworth #libraryfan #librarylove #librariesofinstagram #libraryshelfie #librarydisplay #instareads #instareaders #igreads #bookworm

Log in to like or comment.

...

# Tumblr


Popular among youth

Allows a variety of content


Cons

-Confusing

-Poor search feature



WONDER WOMAN - Official Trailer [HD]



OFFICIAL TRAILER

Can. Not. Wait. AAHHH!


Nov 3, 2016 11:39 am 0 Notes

WONDER WOMAN

“ October extinguished itself in a rush of howling winds and driving rain and November arrived, cold as frozen iron, with hard frosts every morning and icy drafts that bit at exposed hands and faces.

*Harry Potter and the Order of the Phoenix* (via [renaissavce](#))

- » HOME
- » REVIEWS
- » VIRL'S TEEN PAGE
- » SEARCH THE VIRL CATALOGUE
- » VIRL EVENTS CALENDAR
- » HOMEWORK HELP



Vancouver Island Regional Library  
Youth Services

The official tumblr of Vancouver Island Regional Library



# “Blog” Tumblr

Used as a main blog

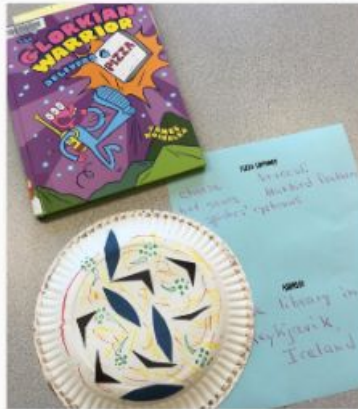
Visually appealing

Easy to post a  
variety of  
content

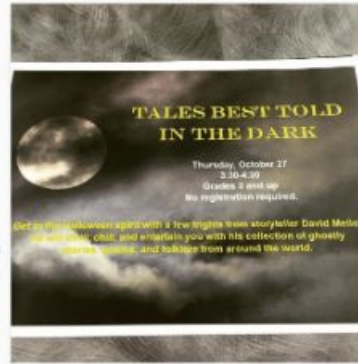


Norfolk Public Library  
Youth Services

Managed by Marissa, your friendly  
Senior Youth Services Librarian.  
Follow us, find us on [Instagram](#),  
[Twitter](#), [Facebook](#), and [Pinterest](#),  
and make sure to swing by the  
library and say hi. Check the  
library's website [here](#).



For this month's Cornics Club, we read *The Glorkian Warrior Delivers a Pizza!* Grades 1-3, register for NEXT month on the library calendar! (at Norfolk Public Library (Massachusetts))



Tomorrow at 3:30, join us for spooky stories to get you ready for Halloween! No registration required.  
#norfolkma #norfolkpubliclibrary  
#childrensprogram #childrensprograming  
#programming #spookystories #librariesofinstagram  
(at Norfolk Public Library (Massachusetts))

#spookystories #norfolkma #programming  
#childrensprograming #norfolkpubliclibrary  
#childrensprogram #librariesofinstagram



Oct 26, 2016



Keith Haring was the subject of Art Adventures today! Next month we'll learn about Frida Kahlo. Grades K-4, register on library calendar. (at Youth Services at Norfolk Public Library)



Oct 24, 2016




Big welcome back for Ed Morgan! He's here for our sing-along on the FIRST Tuesday of the month! (at Norfolk Public Library (Massachusetts))

# Your Thoughts?



# Putting It Into Practice



Serial Box  
@SerialBoxPub

Home  
About  
Photos  
Events  
Likes  
Posts

Create a Page



Like Message Share More

Sign Up

Serial Box  
1 min · 🌐

Malinda Lo offers a glowing review of Tremontaine! Have you given our fantasy serial a try yet? The first episode is free: <https://www.serialbox.com/episodes/tremontaine-1>



Like Comment

Serial Box  
October 28 at 10:02am · 🌐

Publisher

Search for posts on this Page

PEOPLE 699 likes

ABOUT <https://www.serialbox.com/>

PHOTOS





Edit profile

Serial Box

@serialboxpub

The source for serialized fiction. Find us online, in the App Store, or wherever ebook are sold! Latest serial: Tremontaine Season 2

[serialbox.com](https://serialbox.com)

618 FOLLOWING

1,235 FOLLOWERS

Tweets

Media

Likes

In reply to Serial Box



Lisa @EffingRainbow · 3h

@serialboxpub So much! Got writing to do this weekend. :D #TremonTEAM



1



Jed @elysdir · 7h



Home

Notifications

Moments

Messages

Me

+ serialboxpub ⚙

231 posts 230 followers 189 following

Edit Profile



Serial Box

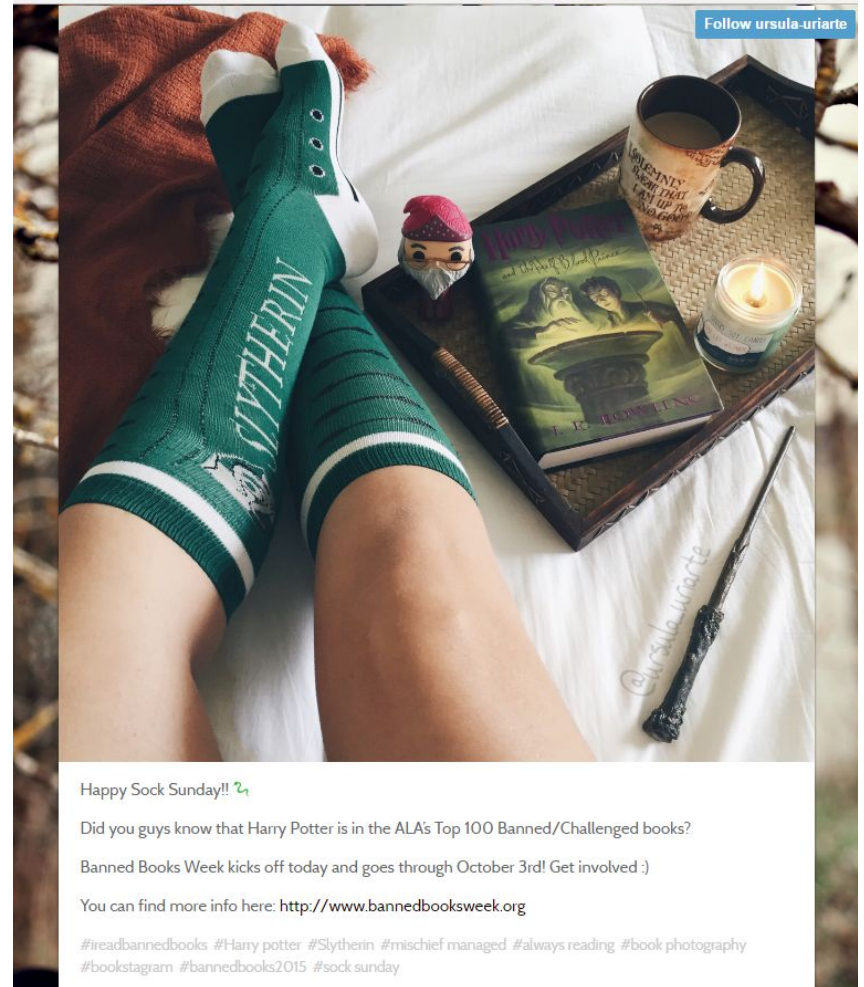
The source for fresh serialized fiction. New episodes every Wednesday!  
[www.serialbox.com/](http://www.serialbox.com/)





# Building Engagement

- Cross-link your sites
- Include on print material
- Participate in themes/games/tags
- Continue posting!



Follow ursula-uriarte

Happy Sock Sunday!! 🧦

Did you guys know that Harry Potter is in the ALA's Top 100 Banned/Challenged books?

Banned Books Week kicks off today and goes through October 3rd! Get involved :)

You can find more info here: <http://www.bannedbooksweek.org>

#readbannedbooks #Harry potter #Slytherin #mischief managed #always reading #book photography  
#bookstagram #bannedbooks2015 #sock sunday

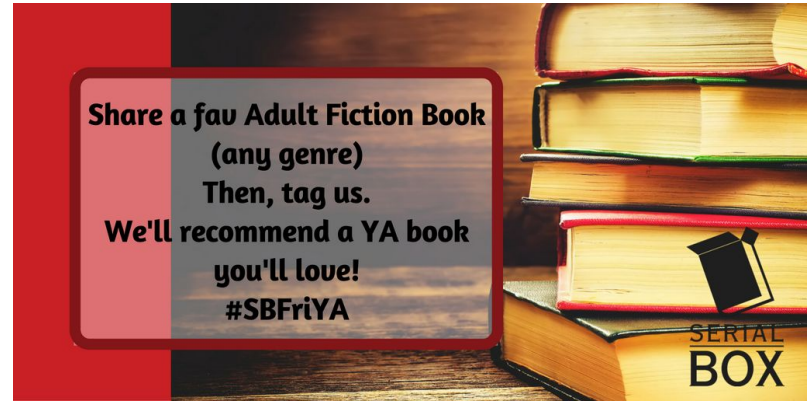
# What Do You Need?

- Start small, no more than two sites
- Create a posting schedule
- Build content before going live



# Developing a Brand

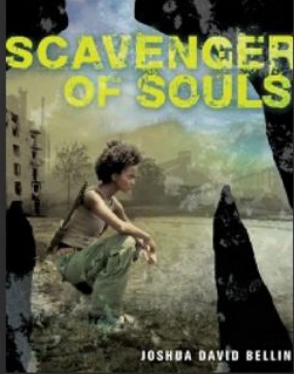
- Consistent message
- Visually similar colors and logo
- Images help. Try Canva
- Check in on your platforms every quarter
  - What generates content? What doesn't?
  - What sites have gained no followers?



# What Can Canva Do?

- Premade formats
- Visually appealing
- Set style rules

"There is no luck  
left in this world."



**YA TWITTER CHAT:  
MOVIE TIME**

**#SBFRIYA**

1. Introduce yourself!
2. What's the last YA book you read?
3. What actor/actress would play you in a movie?
4. Least favorite book-to-movie, and why?
5. Pick one: Popcorn or Gummis?
6. If you could adapt one YA book into a movie, what would it be?
7. What YA book are you most excited about?



*Even a King may err  
and  
even a Queen may forgive.*

**Whitehall**

 SERIAL BOX

# Schedule

- Queue Content
- Leave room for spontaneous messages
- Don't just advertise: create discussions
- Be aware of what's been queued



# “Teen Takeovers”

- Builds engagement
- Teaches skills
- Define parameters before it begins
- Learn from them
- Monitor!



# Respect your audience

- Often, you are the “new kid” on the site
- Be kind, and considerate
- Do not share art without permission, and ensure those in photos consent
- Be careful assuming pronouns associated with users
- Research tags/trends before using them
- Timely responses matter
- Don't take a position quickly



# When a Mistake Happens...

- Follow your policy
- Monitor
- Unify under one login (don't let someone “go rogue”)
- Apologize, clearly, and directly



# Questions?



**Brooding YA Hero**

@broodingYAhero



Following

I'm too good-looking to ever explain my backstory, my actions, or this plot.