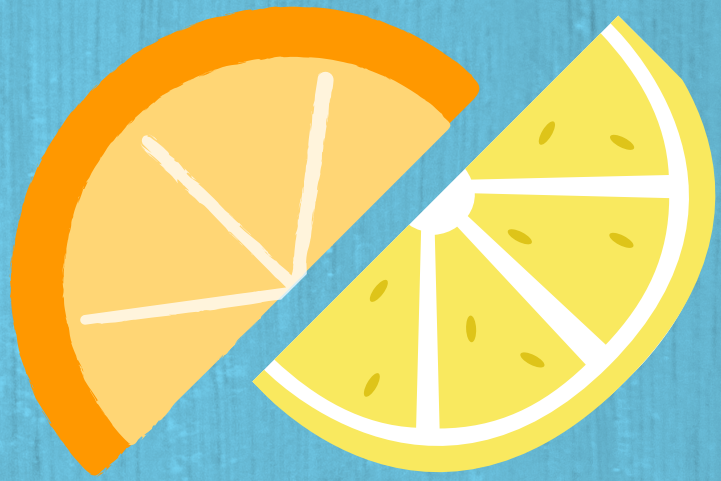


From Library Followers to Library FANS

PRESENTERS: JEFF MILO AND KELLY BENNETT

FERNDALE AREA DISTRICT LIBRARY

Summary of Program

1. Organize Publicity Machine
2. Select your social media platforms
3. Plan *when* and *what* to boost
4. Figure out *who* to engage
5. Utilize the tech you have and how to level up
6. Create standards of content
7. How to make people love you
8. Benefits of healthy social media presence
9. Benefits of healthy social media presence
10. Results/Statistics

THE PUBLICITY MACHINE

The People

- Select 1-2 coordinators/overseers of content
- Everyone else on staff can be contributors

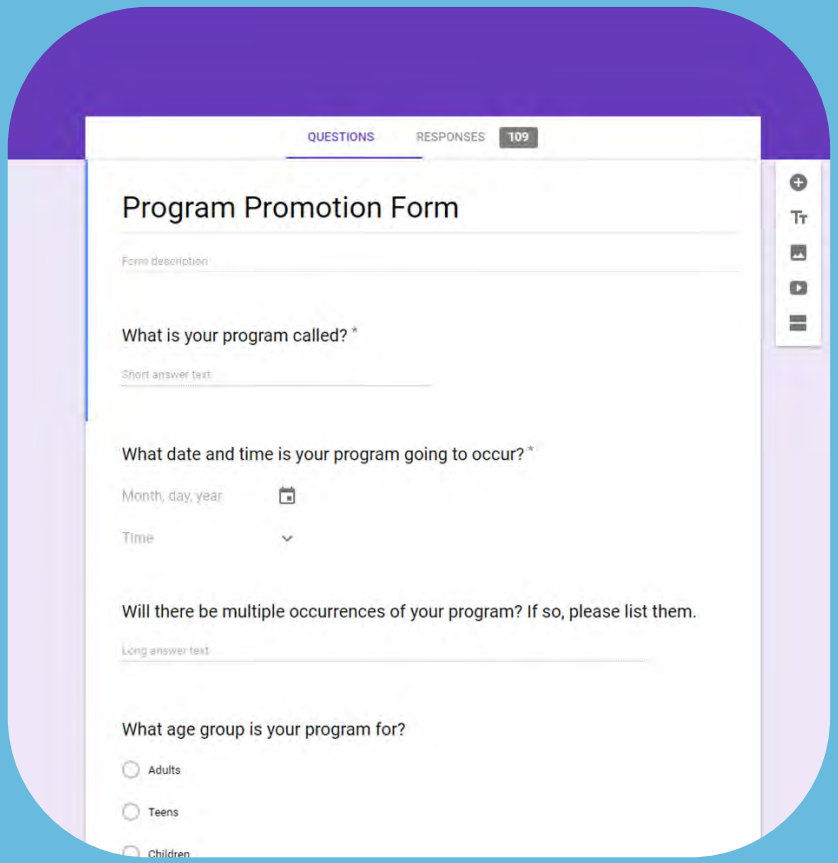
The Workflow

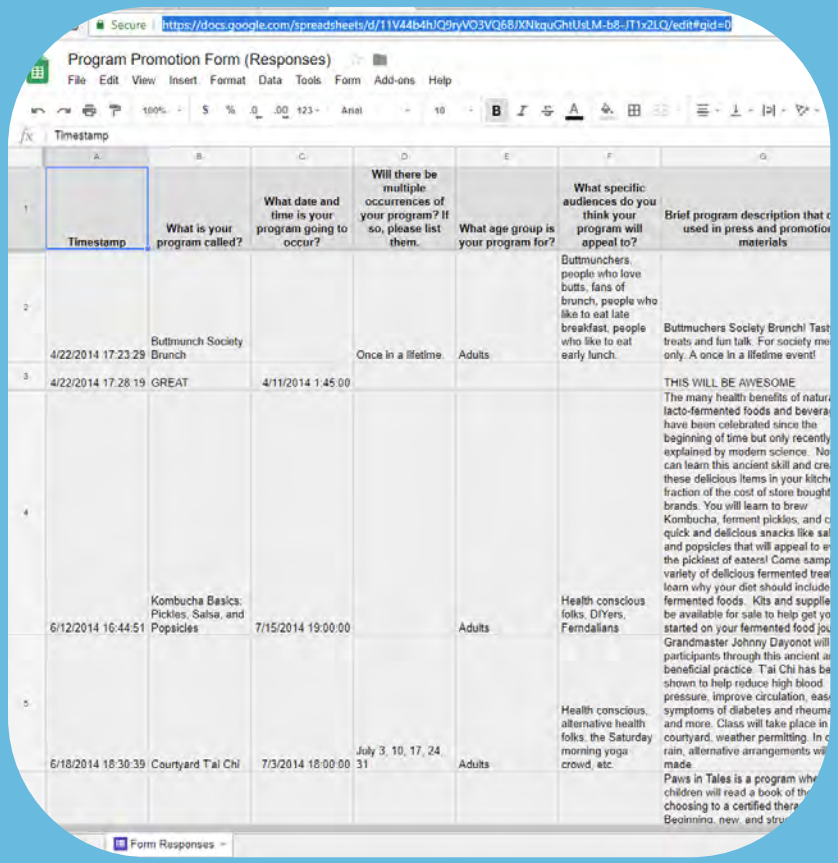
- Program Promotion form > Press Release > Facebook Event > Flyer > Everywhere else > Maximize Reach

The Results

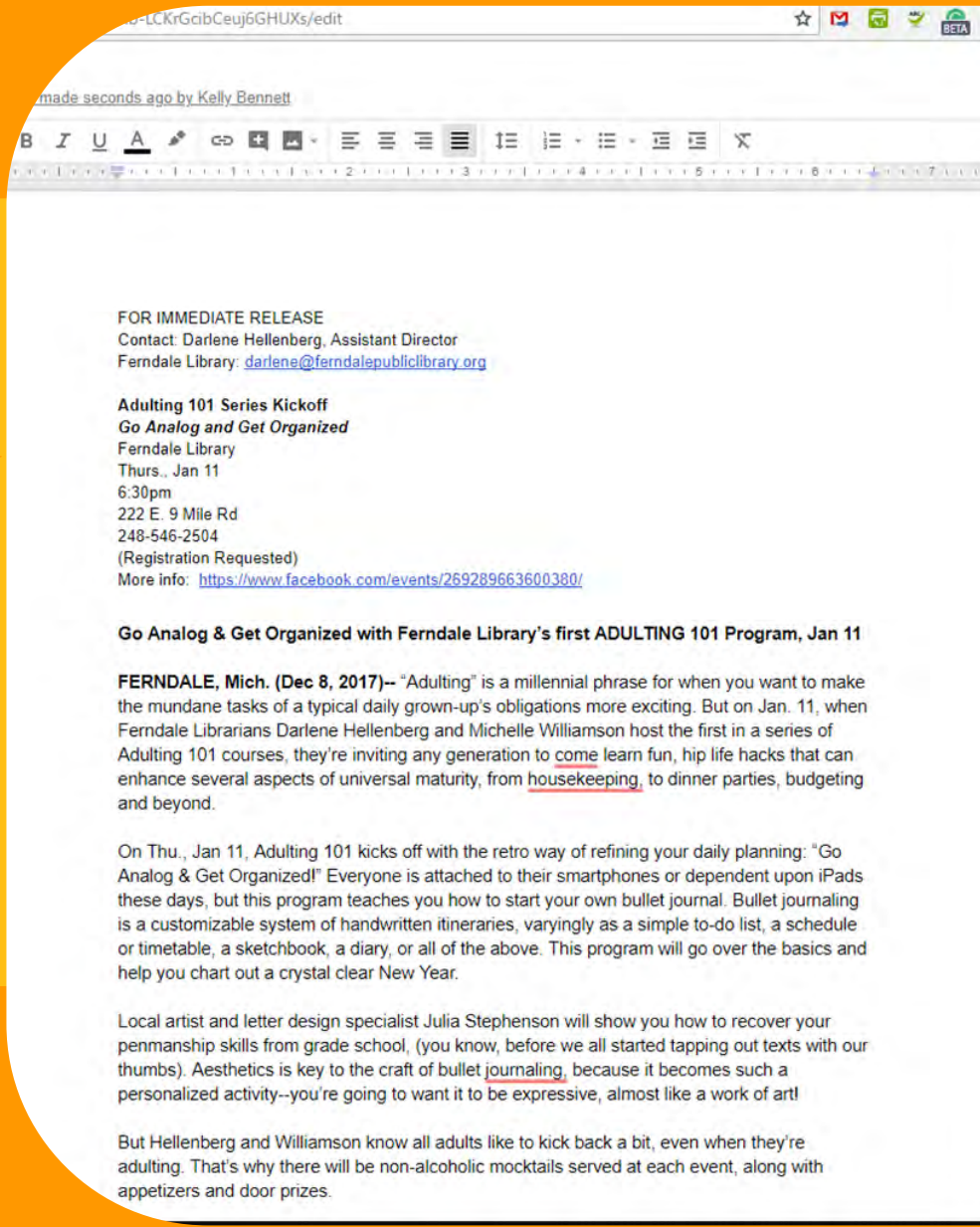
- Streamlined Content Creation allows approved language and images to be created at the beginning of the process and then utilized throughout the spectrum of promotional avenues
- Oversight and editing starts at the beginning so we know that the facts are straight.
- Flyer is distributed to all staff so everyone knows what's going on

PROGRAM PROMOTION FORM





PRESS RELEASE



made seconds ago by Kelly Bennett

FOR IMMEDIATE RELEASE
Contact: Darlene Hellenberg, Assistant Director
Ferndale Library: darlene@ferndalepubliclibrary.org

Adulting 101 Series Kickoff
Go Analog and Get Organized
Ferndale Library
Thurs., Jan 11
6:30pm
222 E. 9 Mile Rd
248-546-2504
(Registration Requested)
More info: https://www.facebook.com/events/269289663600380/

Go Analog & Get Organized with Ferndale Library's first ADULTING 101 Program, Jan 11

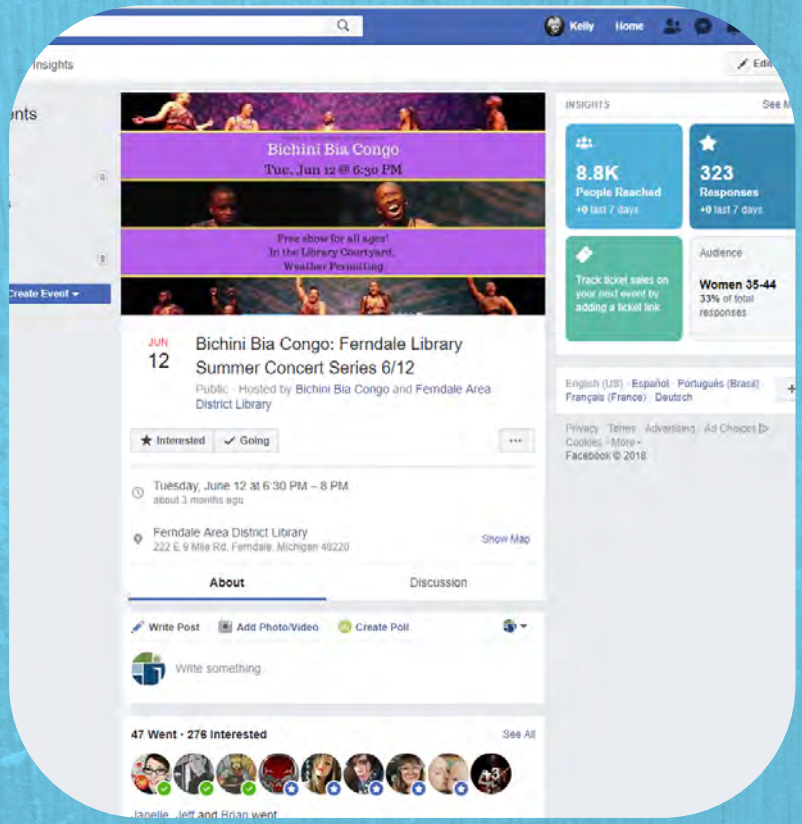
FERNDALE, Mich. (Dec 8, 2017)-- "Adulting" is a millennial phrase for when you want to make the mundane tasks of a typical daily grown-up's obligations more exciting. But on Jan. 11, when Ferndale Librarians Darlene Hellenberg and Michelle Williamson host the first in a series of Adulting 101 courses, they're inviting any generation to come learn fun, hip life hacks that can enhance several aspects of universal maturity, from housekeeping, to dinner parties, budgeting and beyond.

On Thu., Jan 11, Adulting 101 kicks off with the retro way of refining your daily planning: "Go Analog & Get Organized!" Everyone is attached to their smartphones or dependent upon iPads these days, but this program teaches you how to start your own bullet journal. Bullet journaling is a customizable system of handwritten itineraries, varyingly as a simple to-do list, a schedule or timetable, a sketchbook, a diary, or all of the above. This program will go over the basics and help you chart out a crystal clear New Year.

Local artist and letter design specialist Julia Stephenson will show you how to recover your penmanship skills from grade school, (you know, before we all started tapping out texts with our thumbs). Aesthetics is key to the craft of bullet journaling, because it becomes such a personalized activity--you're going to want it to be expressive, almost like a work of art!

But Hellenberg and Williamson know all adults like to kick back a bit, even when they're adulting. That's why there will be non-alcoholic mocktails served at each event, along with appetizers and door prizes.

Event image fits frame (1920x1005 is the current size)



THE FACEBOOK EVENT

the core of our event promo

- Event description is succinct and searchable
- Invite people! They'll get updates even if they don't respond
- Events are easy to boost

Benefits of the Workflow

1. With oversight & editing at the beginning, wording & images can be shared freely and with minimal concern or involvement of programming staff

2. Early start gives the program time to build up interest. (Ideally, we start publicity 4-5 weeks before the date of the event).

3. Consistency across platforms made easy

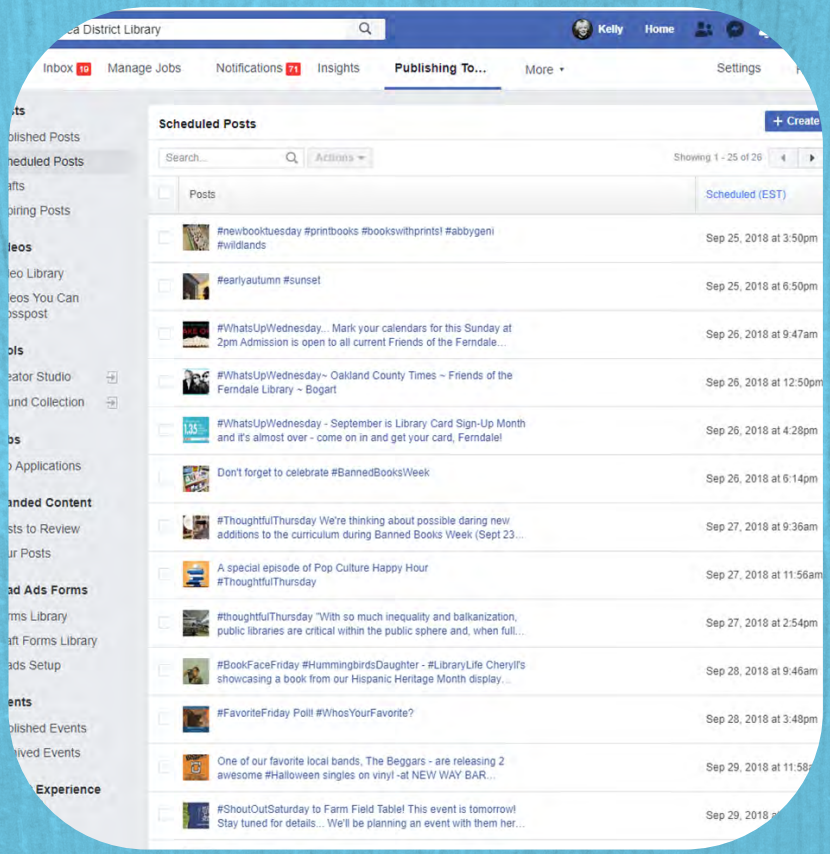
PICKING YOUR PLATFORMS

Pick Your Platforms

- Start small (1 or 2). If just one, Facebook is likely your best bet.
- You can also use patron demographics or surveys to help you choose.
- Make sure you have staff and time to manage whichever platforms you choose.
- If you're looking to expand, think about who you're *not* reaching.

Plan Your Posts

Facebook Post Scheduler



- Start with themed days
- Decide how many posts a day you think you (and your audience) can handle
- A set schedule will allow you to be flexible, because you know you'll have something every day of the week, but there will be space around them to react to current events.

Our Themed Days

#MondayMotivation - Typically tied to library resources and library cards

#NewBookTuesday - Featuring new releases

#WhatsUpWednesday - Upcoming programs

#ThoughtfulThursday - Libraries' impacts on community and individuals

#BookfaceFriday - Always a charmer

#ShoutOutSaturday - tagging and applauding local businesses and organizations

#SundayFunday - Cartoons, puns and fun library related stuff

7 Days of Gardening Books

13 Days of scary books for Halloween

12 Days of Blitheness during December holidays

30 Days of Recipes for Thanksgiving or a Bake Sale

Try a Limited Series

*A week-long or month-long series gives your followers something to look forward to, and gives you a chance to explore a theme more thoroughly

*Consider involving more people on your staff for contributions to spread the workload, and the fun!

When to Post

When will your audience be scrolling through their social media?
Think of following the Breakfast-Lunch-Dinner schedule

Morning

Our first post on Facebook is usually up by 10 am, when the library opens during the week

Midday

Second post goes up between noon and 2 pm to catch the lunch crowd of followers logging on during their break

Late Afternoon/Evening

Third post as early as 4 or 5 pm, depending on the day. Many parents look at social media around 7-8pm when their kids go to bed. This can be an effective time to expand your reach.

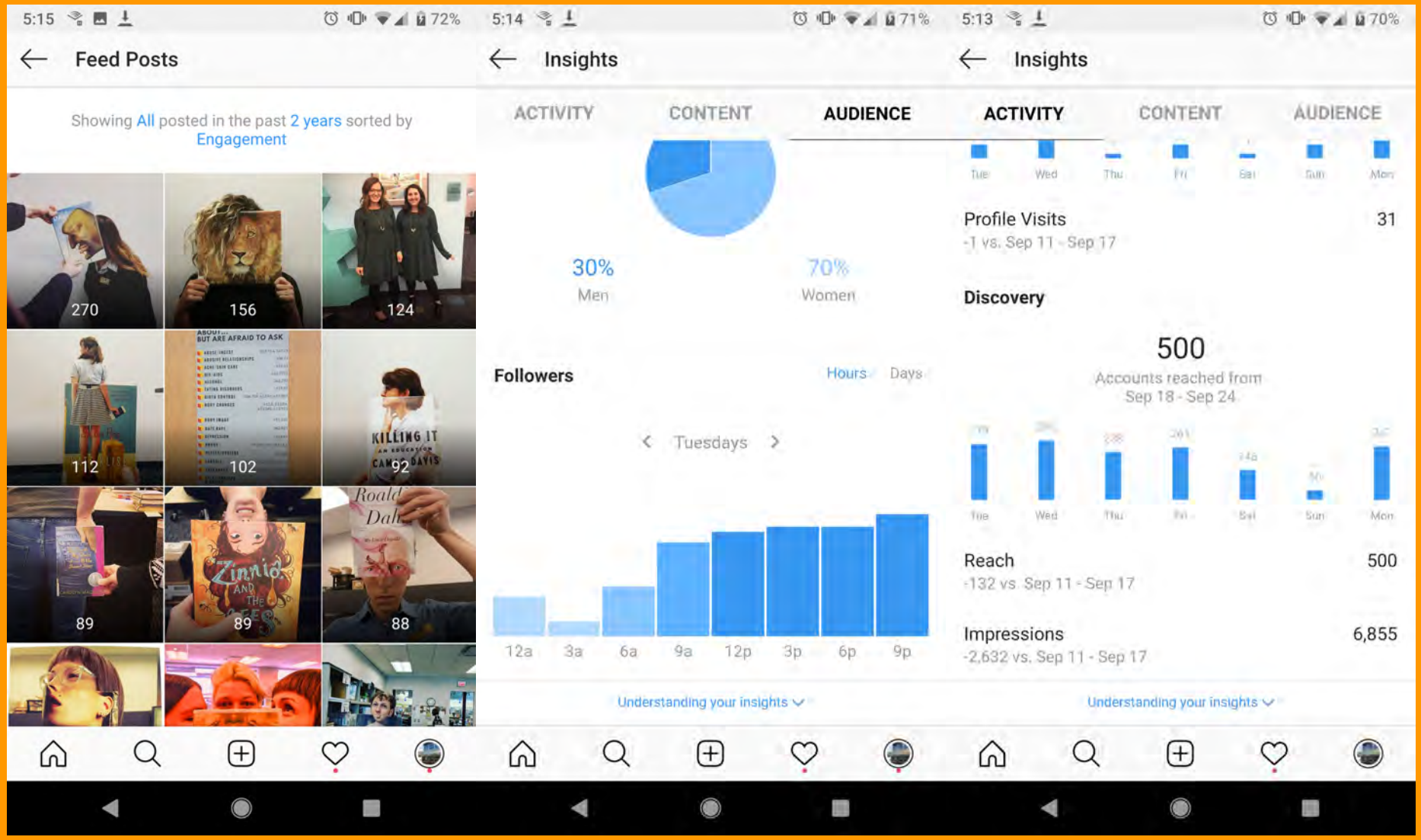
When to Post Continued

Program Promotion Timing

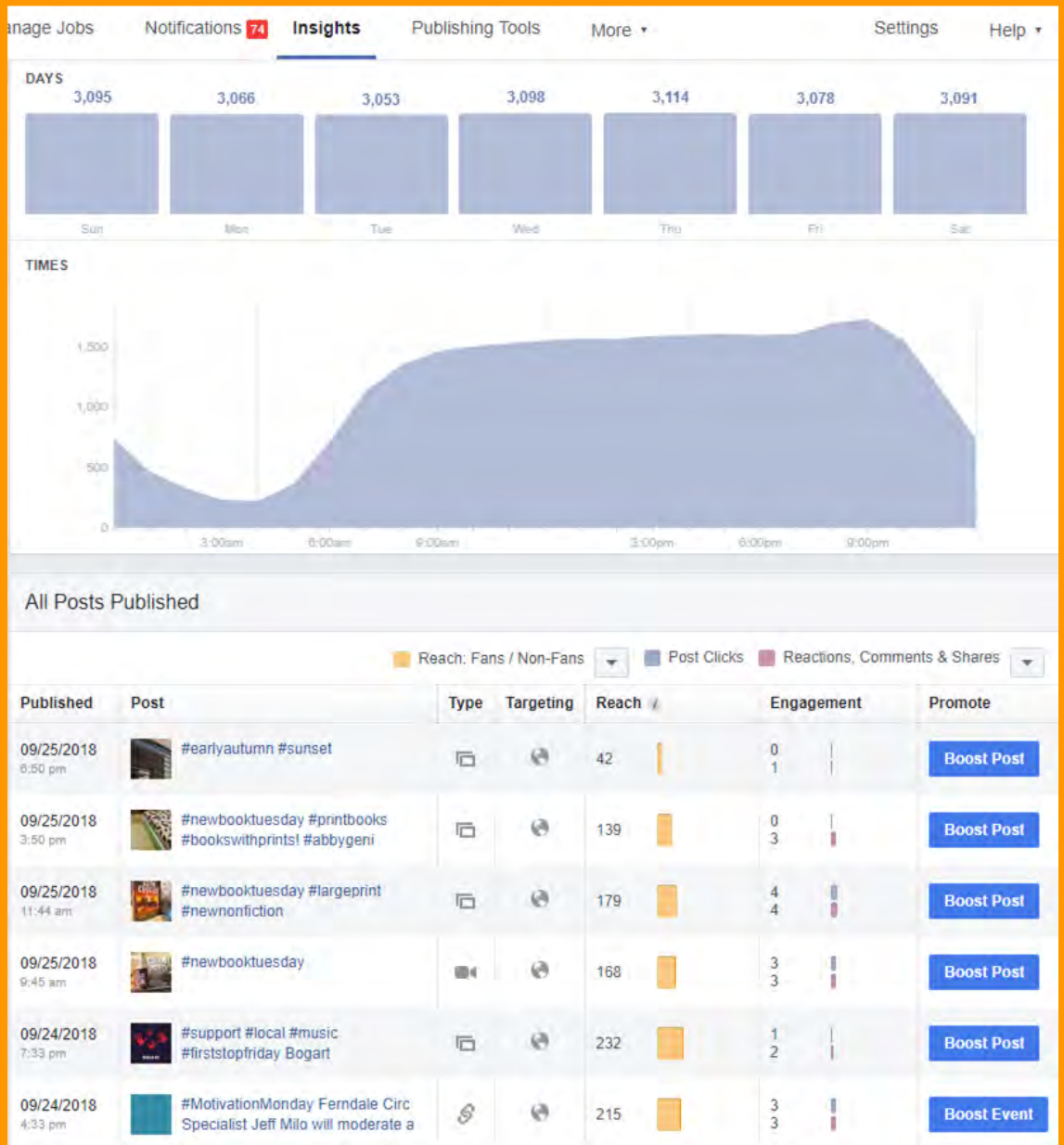
- Consistently refer to your upcoming programs, so that you can coordinate promotional social media posts
- Post about your program for the first time 4-5 weeks from the date, linking to the Facebook event
- We usually boost Facebook events 2-3 weeks from the date of the event
- Boosting can be very effective. But don't do it with less than a week to go or you'll be wasting your ad dollars
- Spread out your posts on a particular program to accumulate likes and shares without bombarding people

FACEBOOK WHALE & INSTA-INSIGHTS

INSTA-INSIGHTS



FACEBOOK WHALE



What to Post

Consider the...

Experience of your patrons

Perspective of your patrons

Interests of your patrons

Character of your patrons

POST IDEAS!

Memes

Instagram filters/stickers/effects to make your stories pop

#bookfacefriday

Video challenges

Geofilters for snapchat for people to use when they snap from your library or event

For trending hashtags, try http://www.tweeplers.com

How can you give non-users a backstage pass to your library?

Looking for a trend, try trendhunter.com for consumer trends

Use Instagram Stories: create instructional videos about resources

What great ideas have you tried?

RECENTLY RETURNED TREASURES

EVERY DAY, YOU'LL SEE ITEMS THAT HAVE BEEN RETURNED TO THE FPL, FROM THE POPULAR TO THE ARCAN

MAY YOU LIVE APPLE-Y EVER AFTER.

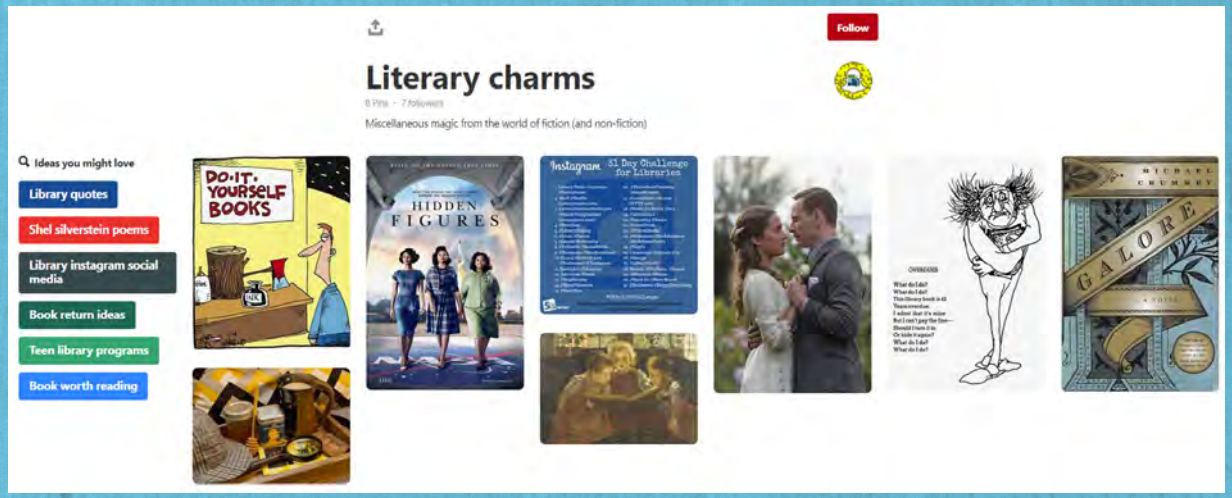
2 DAYS AGO

TAGS: LIBRARY LIBRARIES ROMANTIC MOVIES ROMANCE FALL ROMANCE COZY FILMS FILMS CHICK FLICKS

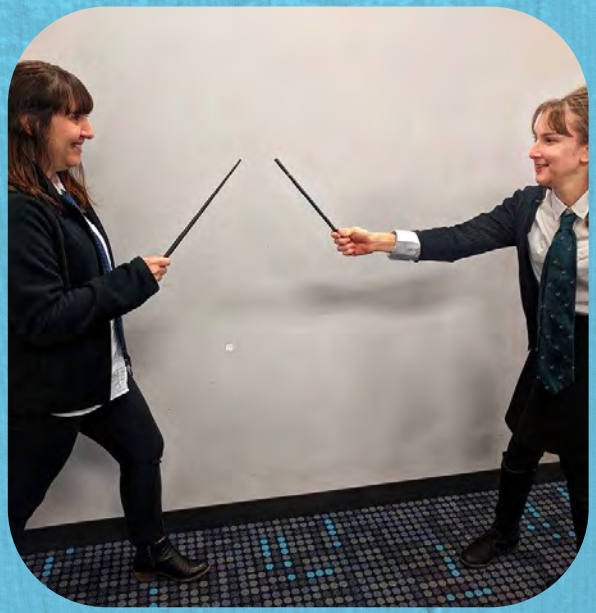
It's that time of year to cozy up under a blanket with a hot drink and a good romance movie. It's fall!

When Harry Met Sally

You've Got Mail



BACKSTAGE PASS



RULES AND STANDARDS

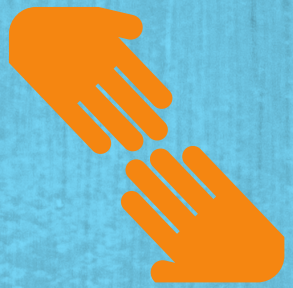
- Set up some editing/oversight procedures, with a minimum of 1 other person reviewing posts
- Editors can review press releases and look over pre-scheduled content which can be done with Facebook's post scheduling feature and with Buffer for Instagram
- Images should be well-composed, clear and at least 200 dpi (you never know when you'll need to print one!)
- Text should be well-written, succinct and attention-grabbing

RULES AND STANDARDS, CONT.

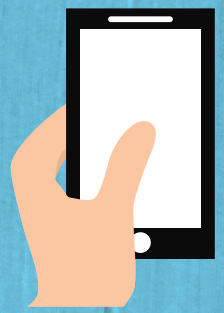
- Videos should be no longer than two minutes, and ideally 59 seconds so they can be used on Instagram
- Consider developing a social media policy
- Livestreaming is a compelling option
- By only posting high-quality content, you show your followers that you take communicating with them seriously

Our patrons and community

Other libraries and communities



Non-patrons and social media fans



WHO ARE WE ENGAGING?

- Our patrons, local organizations, businesses, civic groups, politicians and other libraries
- We should also reach non-patrons. Your posts may even entice them to visit!
- The wider your reach becomes, the more you start to engage people who aren't patrons or even residents. They might be interested in your collection, programs or even just your social media presence.

Consistency

Consistency builds your audience! You begin to hit the same target, which deepens the impression you're making.

TECHNOLOGY

Mevo Plus Live Event Camera
~$730.00

DSLR Still Camera ~$450.00

iPad ~$329-$559

WORTHWHILE UPGRADES

HARDWARE

If you've got grant money or the budget, updating your social media tech might breath new life into your online presence

Great pics and livestreaming initiate FOMO, which can bring people in to your *next* program

Never underestimate the power of a wifi hotspot! Especially when livestreaming.

CAMERAS

- The best camera is the one you have with you
- Consider wifi enabled cameras, DSLR (new and used) or medium quality point and shoot digital cameras
- If you have to use your phone, learn the advanced features of your camera app to make your photo focused, framed and fascinating
- Consider creating a stock photo collection of your library, so staff can have approved, high quality images for posts, press releases and annual reports

Adobe Premiere and Photoshop~$239.88 per year
Premiere and Photoshop Elements~$27.00

Canva ~ Free for non-profits

Buffer
50% off plans for non-profits
~$0-$200

WORTHWHILE UPGRADES

SOFTWARE

Adobe programs will help create and edit professional looking photos, graphics and videos. Don't let the learning curve frighten you

Canva is the best thing to happen to our library since our millage passed. Amazing templates, cute graphics and platform-specific sizes

Buffer makes it easy for you to schedule posts, analyze performance, and manage multiple social media accounts in one place. We use it to pre-schedule Instagram posts

Don't forget about Boomerang (Instagram), Bitmoji (Snapchat), Layout (Instagram) and Facebook's scheduling feature. These tools within apps make your content more compelling and posting it even easier!

HERE'S WHY

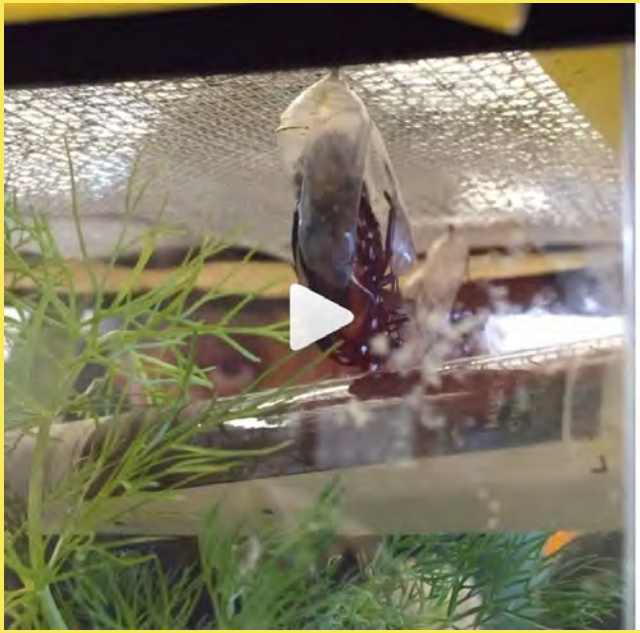
Self-promotion is now part of the workflow

Re-emphasizing the value of your library, collection & staff

Fans of your library, even those who don't visit, will be up to date on new materials, hot programs and services, and important information in your community

If you've charmed them and made them love you, they'll think of the reality of the library (not a nebulous bookpile) the next time they vote, donate or simply recommend a place

WHAT'S WORKED



ferndalepubliclibrary

ferndalepubliclibrary Have you ever witnessed a monarch emerge from its chrysalis? Now you can! #monarch #librariestransform

adrifazz Wow!!

_que_sera__ Whoa!

blairmemoriallibrary So cool!!

142 views

JUNE 27, 2017

Add a comment...

ferndalepubliclibrary
Ferndale Area District Library

ferndalepubliclibrary On our latest edition of #whoworeitbest, we have librarians Ashley and Darlene, who came to work in the exact same outfit, accessories included!

nataliemarion What luck!! Both look 👍!

furyfilly So cute!

unrealsnow Lol! #ThatSwingDressLife

thrwbck_vtg On accident ? Darlene, Dar-lene, Dar-lene, DARLENE! 👯👯👯👯👯 so helpful, helped us navigate thru Champs 😊

cassrose17 Where do I buy one? Cute!

lindenartworks I was always amazed at how often a pair of us matched at work.

planet_dar @cassrose17 Old Navy! You definitely need 1-5 of them!

pzm1025 Lol

southfield_library ♥👚🏆🏆🏆🏆

115 likes

FEBRUARY 19

Add a comment...

ferndalepubliclibrary

ferndalepubliclibrary #happyfriday #bookfacefriday #bookfacemagazine

southfield_library Susan!!!!!! 👚😊

snowsuitsound This is so her 👌

ephou @sarybow this is cute

mikegentrymusic Really good!

stadtbibliothekbielefeld Do good👍

justkeeponmovin Perfect!

brenlibny Awesome job guys!!!👏👏

missreynacat Oh this is great cuz!! Very cool!! 👏👏👏

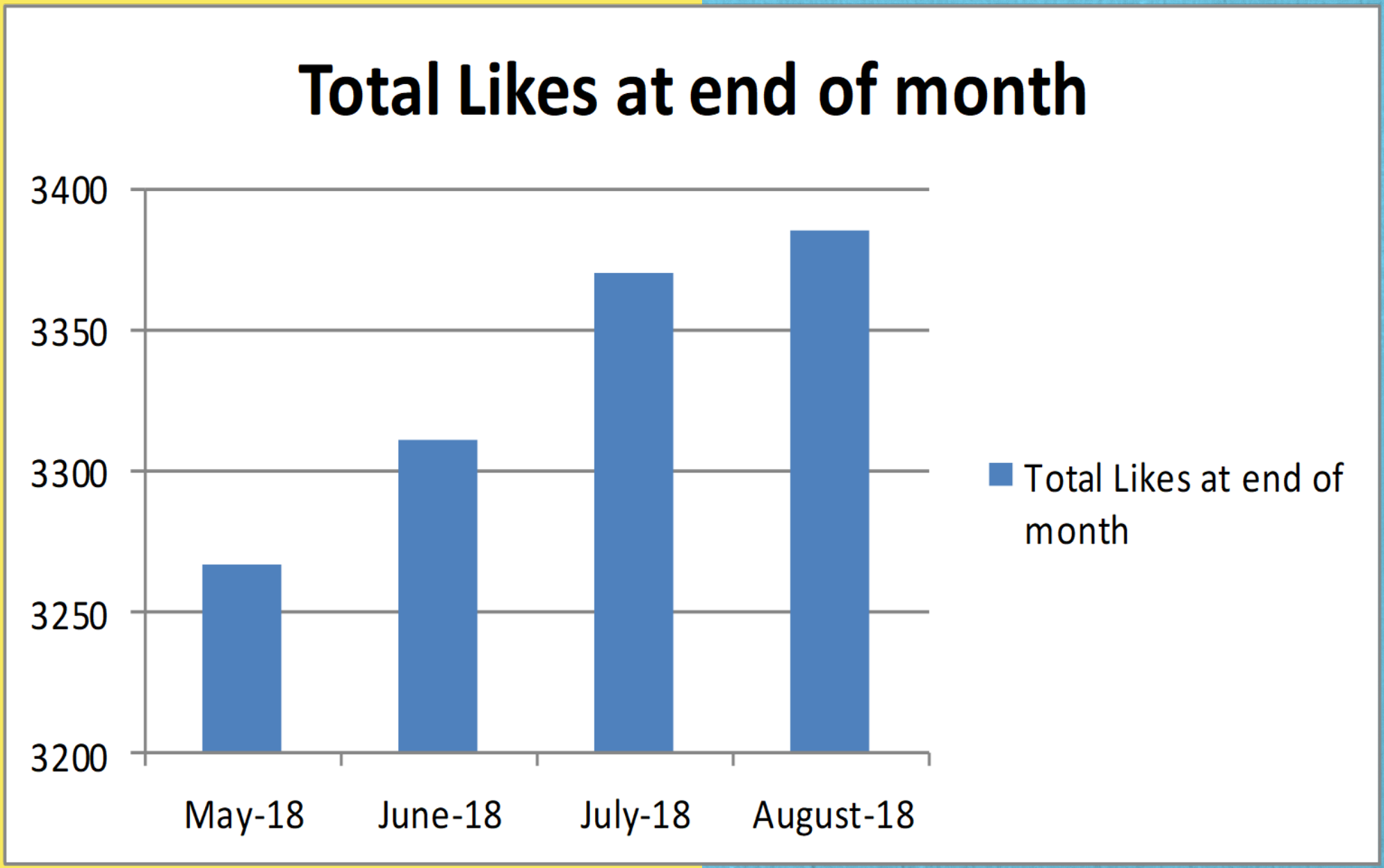
princess_galv @jozaira.galvan

101 likes

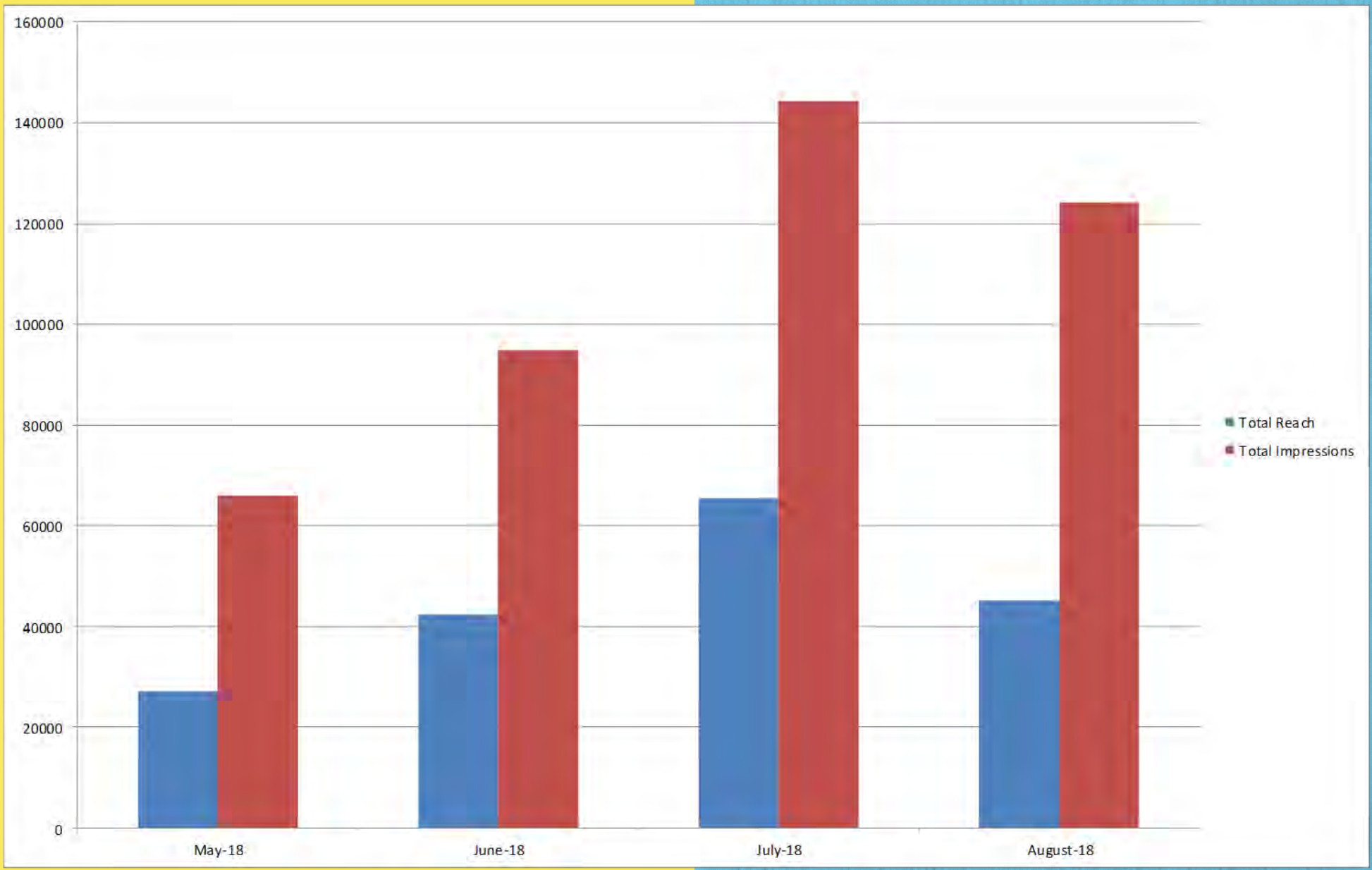
JULY 27

Add a comment...

SOME FACEBOOK NUMBERS

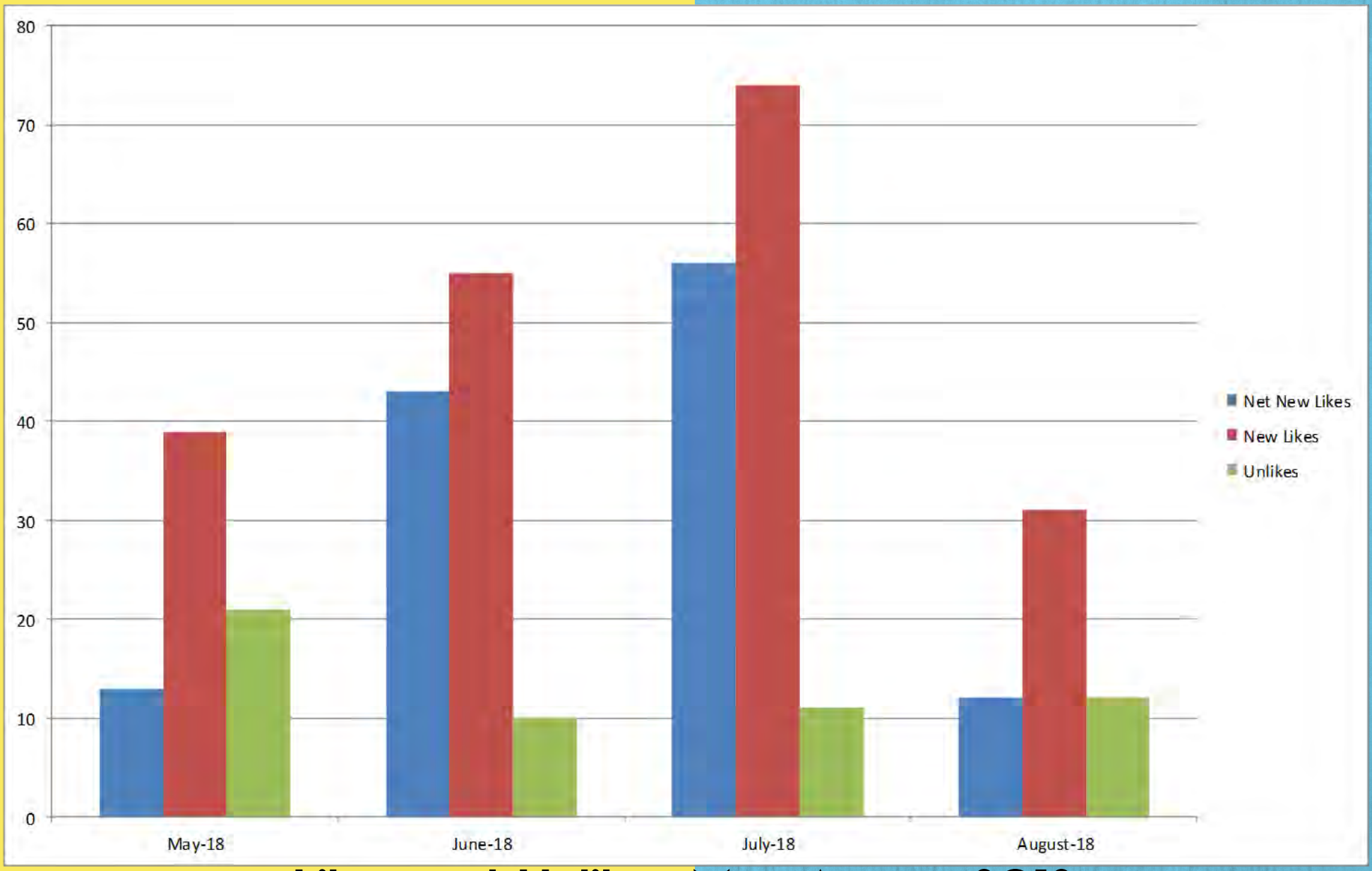


SOME FACEBOOK NUMBERS



Reach and Impressions May-August 2018

SOME FACEBOOK NUMBERS



Likes and Unlikes May-August 2018

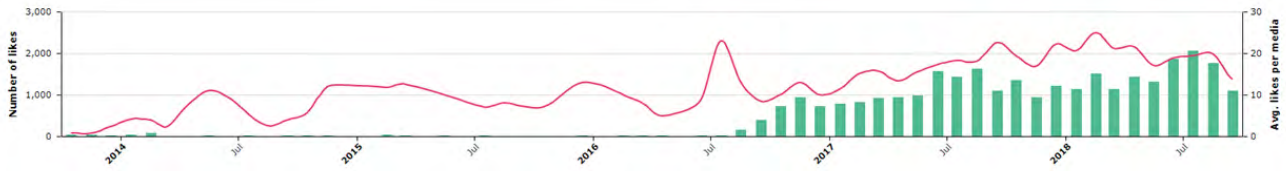
SOME INSTAGRAM NUMBERS

ANALYTICS FOR INSTAGRAM-ACCOUNT: FERNDALEPUBLICLIBRARY

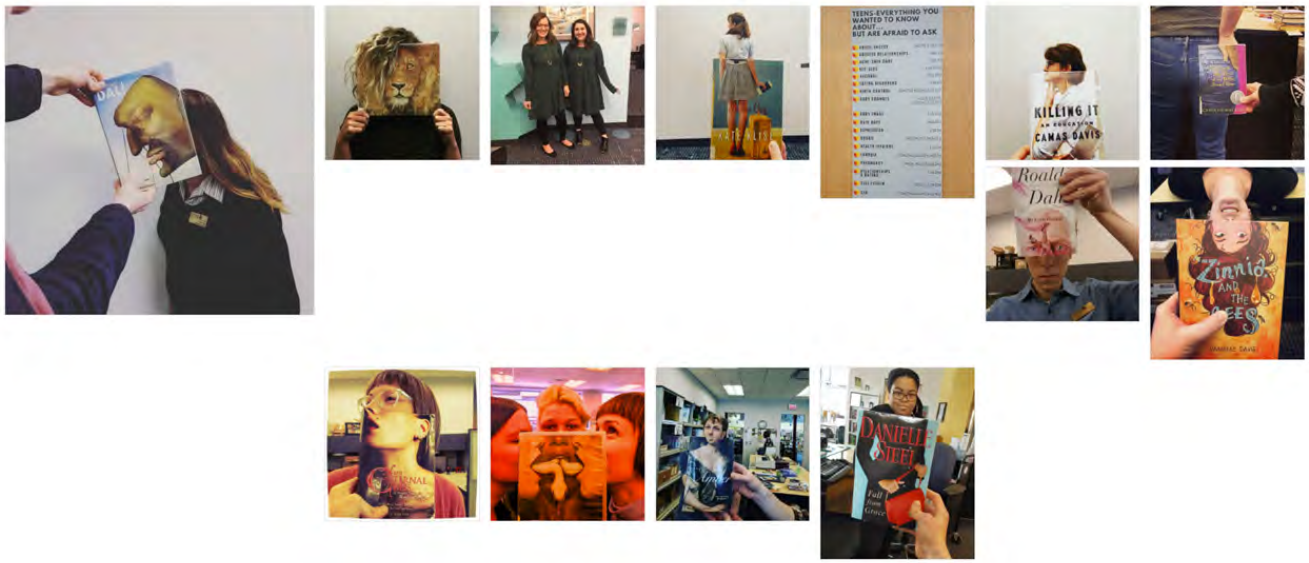
Last update: 28/09/18 12:09

MEDIA	LIKES	COMMENTS	FOLLOWER	FOLLOWINGS
1946	30457	744	1055	391

LIKES RECEIVED



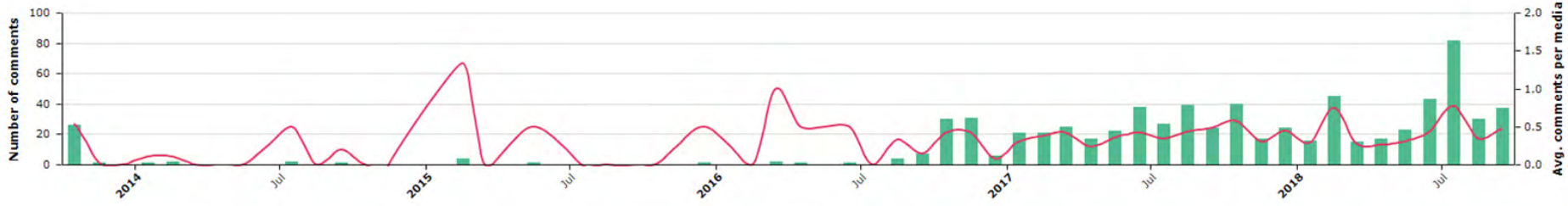
MOST LIKED MEDIA, EVER



OUR LIKES

SOME INSTAGRAM NUMBERS

COMMENTS RECEIVED

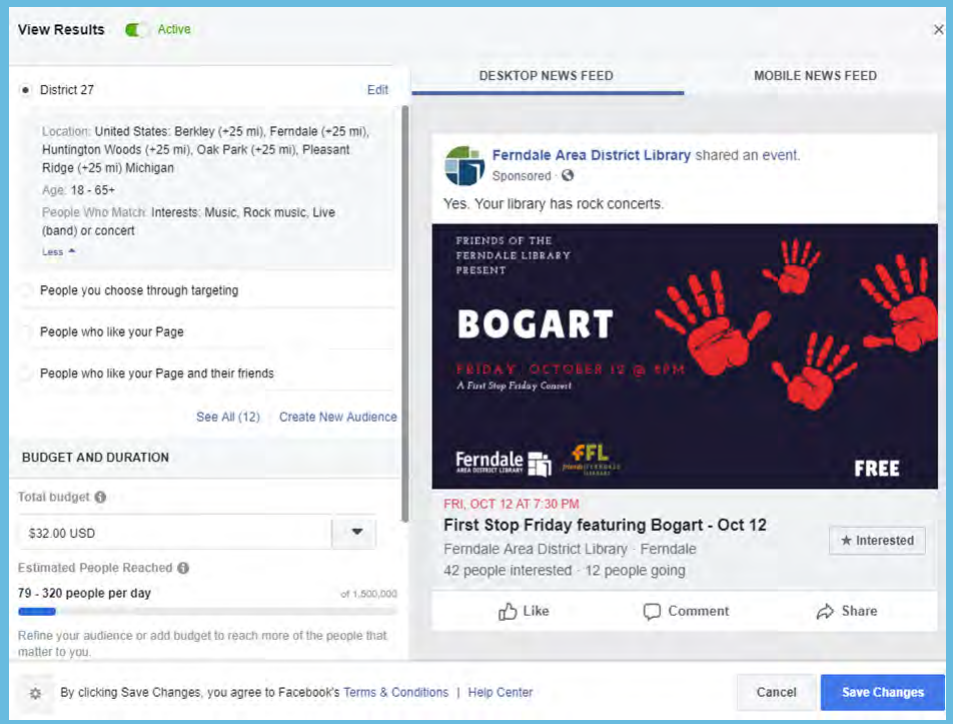


MOST COMMENTED MEDIA, EVER

COMMENTS

BOOSTING

Ad image should be 1200x628 to fit without cropping or stretching



For best results, use an image with less text than this. :)

Boost at least 2 weeks away from event for decent results

At least $1.00 per day, $2.00 if you can afford it

Before boosting an event, make sure you've done your best with inviting people, posting about it multiple times and using effective tags

Be sure to narrow your audience by location and interests

If you've got emergency info to put out (closure, etc.) consider boosting to get the word out faster

RESULTS THAT MATTER

Growing numbers of followers, engagements, comments, shares and likes are all valuable, and show your director, board and community that your social media activities are important

Also measure program attendance, resource usage, physical visits and checkouts and look for correlation between promotional efforts and these numbers

Perhaps more importantly, you'll begin to hear about how people are enjoying your posts!

RESULTS THAT MATTER, Cont.

Creating a feeling with your social media presence is as valuable as more likes.

You may also experience more positive online reviews (Facebook, Google and Yelp)

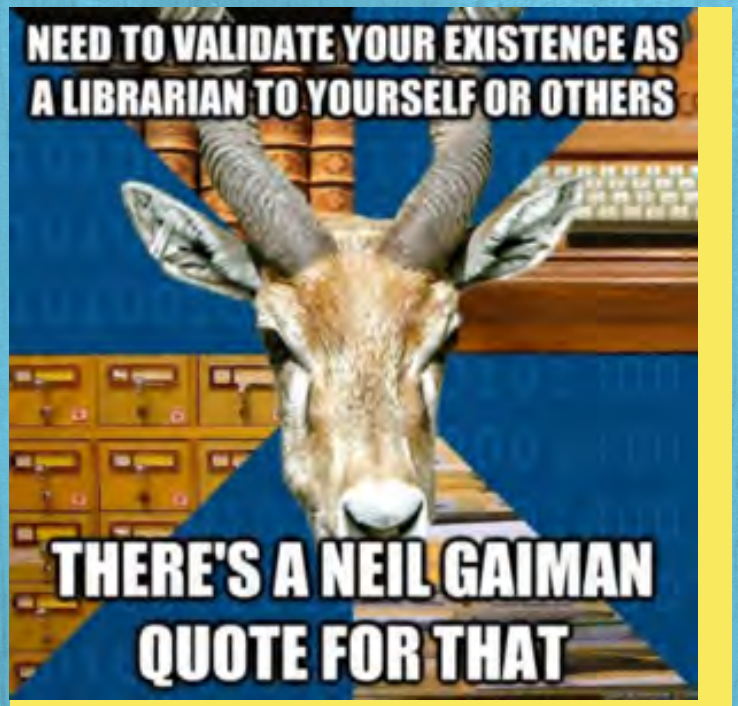
You'll see your posts shared and discussed, creating a dialog outside of your building

Ideally you'll see evidence that followers are talking about your library in person and online.

"LIBRARIES ARE OUR FRIENDS" - NEIL GAIMAN

But we want MORE friends, Neil!

- Let's tell our own story, every day!
- We can make our own inspirational quotes
- Let's be our own heroes, or at least heroes to our patrons!



THANK YOU!

Jeff Milo
jeffmilo@ferndalepubliclibrary.org

Kelly Bennett
kelly@ferndalepubliclibrary.org