A little about me

- BA in English Literature and Professional Writing from Millikin University
- MS in Library and Information Science from the University of Illinois at Urbana-Champaign
- Worked as a library director since 2010
- Chair of the Illinois Library Association Marketing Committee
- Guest-lecturer at the Graduate School of Library and Information Science at UIUC in administration and marketing topics
- Spent nearly 4 years in publishing as a production editor working with book production and design, print marketing, web marketing, social media marketing, and graphic design
- Cumulative ten plus years of freelance professional writing and consulting experience
Definitions

- **Social Media**
  - Websites and applications that enable users to create and share content or to participate in social networking.

- **Web 2.0**
  - The transition of websites from static holders of information to sources of content.

- **Dynamic**
  - Content will change based on the user

- **Hashtag**
  - A metadata tag that denotes a searchable term

- **More information:** [https://goo.gl/4jxkrU](https://goo.gl/4jxkrU) [shortlink]
Definitions

- RSS
  - “Really Simple Syndication” – a feed of information that can be subscribed to by users
- Meme
  - An idea that spreads
- Viral Marketing
  - A marketing campaign that is so compelling that people share it, so it spreads, like a virus.
- Social Media Optimization
  - Making your data portable and useful on Social Media

More information: https://goo.gl/4jXkrU [shortlink]
Examples of Social Media Networks

- Facebook
- Twitter
- LinkedIn
- Reddit
- Pinterest
- Instagram
- SnapChat
- Tumblr
- Google+
- ... and many, many more.
What’s the point???
Social Media

- Connects people with each other
- Connects people with the things (brands, businesses, issues) they care about
- The FIRST place many customers will look for information
- The ONLY place some customers will look for information
- Is a two-way street
Wait, how is it a two-way street?

- On social media, customers can and will:
  - Post reviews about you
  - Recommend you / discourage people from patronizing you
  - Talk about you
  - Talk to you (or try to)
  - Drive your brand image

- Even IF you don’t participate on Social Media!
What’s most important?

- Claim your business on Google
- This allows you to:
  - Edit what shows up in this box!
  - (Which shows up on Google searches for your business)
- Google accounts for 78% of web searches worldwide. Chances are, your customers are looking for you there.
Let’s take another look at Google search results...

Many people will visit a Facebook page BEFORE visiting the actual website – if they EVER visit the actual website!

If starting out, start with Facebook

(but don’t forget to build a good website, too!)

Read more:

- [http://goo.gl/tG9btm](http://goo.gl/tG9btm)
- [http://goo.gl/ZtzCqT](http://goo.gl/ZtzCqT)
- [http://goo.gl/b7QKRD](http://goo.gl/b7QKRD)
Facebook, a very brief overview
Facebook Mobile

What's on your mind?

GQ

Just now -

Vin, you really shouldn't have.

Vin Diesel Gave the World a Beautiful Valentine's Gift
gq.mn

Like
Comment
Share
Facebook mobile search results
Places with a Page seem to be more likely to show up in both Facebook search results and Facebook checkin options.

I say “seem to be” because Facebook’s algorithms are trade secrets, which is true of all social media websites. We’re left to make best guesses at how to use them most effectively!

A checkin at a place that has a Page will show on that place’s page.
Facebook Pages

- People have Profiles, everything else has Pages
- Pages can have any number of admins
- Admins can Post to the Page and anywhere else on Facebook as the Page (instead of as themselves)
- Admins can respond to messages sent to the Page
Anatomy of a Page
Chillicothe Public Library
Published by Genevieve Croce
- February 14 at 5:03 am

Bring your best deck and play for glory! All players will receive a free booster pack while supplies last Tuesday, February 16th @ 3:45 pm

Chillicothe Public Library
Published by Brock Peoples
- February 14 at 12:49 am

We are closed today (Sunday) due to the weather.
When creating your page

- Choose an engaging cover photo
- Use an identifiable profile pic
- Include as much information as possible in the relevant areas:
  - Address
  - Hours
  - Website
  - Phone number
  - “About” information
Creating Content

- Include images with your posts
- Include hashtags when appropriate
- Keep text short, informal, and conversational. Include a call to action in each post. Social media posts must be perceived as personal and genuine and NOT as marketing
  - It is also important to note that it is considered bad form to delete negative comments or reviews.
- Don’t ask users to like or share your posts (often)
- If you are planning to “boost” your post, make sure your images follow Facebook’s guidelines (in general, the image should contain very little or no text)
- Update, update, update!
- A Facebook page that is not updated regularly (every few days, in my opinion) is worse than no Facebook page and portrays you as out of touch. Plus, only NEW content shows up in users newsfeeds! Relatively few users will navigate directly to your page once they have liked it.
A closer look at posts

Chillicothe Public Library
Published by Genevieve Crotz
January 28 at 5:27 pm

Our final Winter Reading celebration and our next Concerts in the Stacks installment are all rolled up into one this Sunday @ 2pm! Come listen to the tropical sounds of the Brazilianaires. Dancing area and quiet activities will be provided for younger guests. Concert generously sponsored by South Side Bank.

THE BRAZILIANIRES

925 people reached

Like Comment Share

Lindsey Johnson, Maryann Geng, Melissa Head and 10 others like this.

3 shares

Write a comment...

Chillicothe Public Library
Published by Brock Peeples
January 14

Please take a moment to complete a short survey for us regarding the library's hours. Thank you!

- Open later on Fridays: 9 am - 6 pm
- I would like this change
- I would not like this change
- I don't know

- Open on Sunday afternoons: 1 pm - 5 pm
- I would like this change
- I would not like this change
- I don't know

- Opening at 9 am instead of 7:30 am on weekday mornings
- I would like this change
- I would not like this change
- I don't know

- Opening longer on Saturdays: 9 am - 5 pm
- I would like this change
- I would not like this change
- I don't know

723 people reached

Like Comment Share

Jason White, Judi Thornton, Marcia Lewis King and 4 others like this.

1 share

Jason White Thanks for all the recent changes and looking at the hour changes!

Unlike Reply Message 1 January 14 at 6:45 pm

Write a comment...
### Your 5 Most Recent Posts

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/15/2019</td>
<td>Join us this Wednesday at 7pm at Lucky Dogs! Discussion will be l</td>
<td></td>
<td></td>
<td>183</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>02/14/2019</td>
<td>Bring your best deck and play for glory! All players will receive a f</td>
<td></td>
<td></td>
<td>233</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>02/14/2019</td>
<td>We are closed today (Sunday) due to the weather.</td>
<td></td>
<td></td>
<td>32</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>02/12/2019</td>
<td>The library will be closed Monday, February 13th for Presidents’ D</td>
<td></td>
<td></td>
<td>226</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>02/10/2019</td>
<td>Looking to fall in love with your next book? Come to Book Speed-</td>
<td></td>
<td></td>
<td>262</td>
<td>0</td>
<td>5</td>
</tr>
</tbody>
</table>

See All Posts
Boosting Posts

- Boosted posts are placed at the top of the newsfeeds of users you target
Boosting the Page
Boost Page

AD CREATIVE

Text
Learn. Share. Read. Grow. Check out what's new at the Chillicothe Library! #chilib

AUDIENCE

Location

Interests
Reading  Books  Education  Music  Arts and music  Video games
Bass guitar  Painting  Middle school  Drawing
Sculpture

AD CREATIVE

Save
DESKTOP NEWS FEED  MOBILE NEWS FEED  RIGHT COLUMN

Suggested Page
Chillicothe Public Library
Sponsored
Learn. Share. Read. Grow. Check out what's new at the Chillicothe Library! #chilib

Chillicothe Public Library
781 people like this.

Cancel  Boost
When to use #hashtags

- Using **hashtags** to categorize Tweets by keyword: People **use** the hashtag symbol # before a relevant keyword or phrase (no spaces) in their Tweet to categorize those Tweets and help them show more easily in Twitter Search. Clicking on a hashtagged word in any message shows you all other Tweets marked with that keyword.

- MOST relevant on Twitter and Instagram. They see little use on Facebook

- Read more: http://goo.gl/ImiAq7
Website Integration

- Use social media to drive traffic to your site (short links are great for this!)
- Use your site to drive traffic to your social media accounts
- Invite users to share your content
Share links vs. Follow links

- Share links invite users to share your page’s content on social media
  - Used most effectively on articles / specific items
- Follow links take users to your social media sites
  - Consider as important as your physical address and phone number

Read more: http://blog.hootsuite.com/social-media-integration-for-your-website/
Next, or first, steps

- Determine how social media fits into your marketing plan
- Decide where to spend your energy on social media
- Search for your business on Google, on Yahoo, in Facebook, on Twitter, in Yelp – and anywhere else you can think of.
  - Could you find it?
  - Do you like what you saw?
  - How are you going to drive the conversation?
Questions?

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