

**Message.** What you say.

**Strategy.** How you say it.

**Results.** They speak for themselves.

# Your Library: What Does Social Networking Have to Do With It?

Presented by  
Libby Post, President  
for the Onondaga County Public Library  
Staff Development Day  
March 19, 2009

marketing  
advertising  
fund raising  
public relations  
online marketing  
graphic & web design

message • strategy • results  
**COMMUNICATION SERVICES**  
▶ SINCE 1984

NOT-FOR-PROFIT HEALTH CARE LIBRARIES ADVOCACY

## In the 21<sup>st</sup> Century

- Social networking is redefining how we communicate
- For some, the only way to communicate online is through Facebook or MySpace
  - E-mail is passe
  - Texting is also becoming a fast growing communications tool
- Short video thanks to the folks at Fayetteville Free Library

message • strategy • results  
**COMMUNICATION SERVICES**  
▶ SINCE 1984

# In the 21<sup>st</sup> Century

- If library's are going to stay relevant and maintain their position on the cutting-edge of technology, employing social networking tools is an absolute!

message • strategy • results  
COMMUNICATION SERVICES  
SINCE 1984



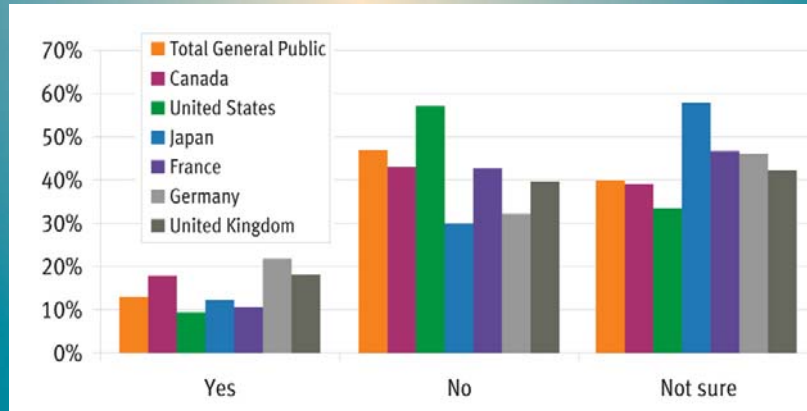
## Social Networking

- Is extremely relevant!
- Is a cost-effective way to market your programs and services
- Enables you to target your audiences
- Shows how with it/hip/cool/not out of the loop you are!
  - Even if you haven't finished filling out your Facebook profile (it's only been a month!)

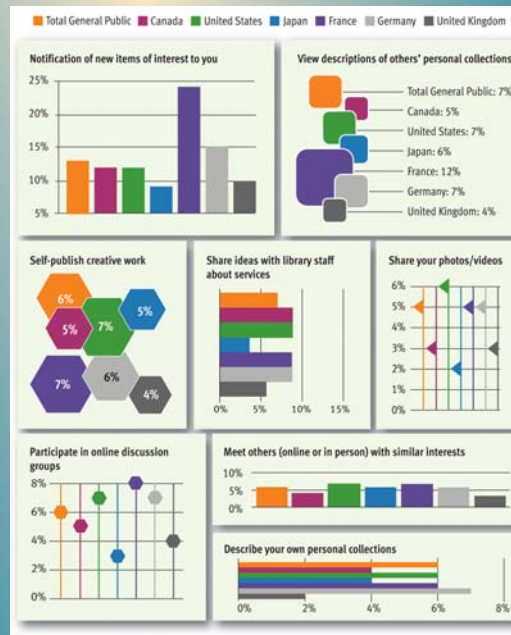
## OCLC Asked The Wrong Questions

- Did a survey in 2007 and asked
  - Do you think it should be the library's role to BUILD social networking sites for your community?
  - How likely would you be to participate in each of the activities on a social networking/community site BUILT by your library?

# Do you think it should be the library's role to BUILD social networking sites for your community?



message • strategy • results  
**COMMUNICATION SERVICES**  
 SINCE 1984



message • strategy • results  
**COMMUNICATION SERVICES**  
 SINCE 1984

## OCLC Asked the Wrong Questions at the Wrong Time

- In the two years since 2007, social networking has just made its way from “something for kids”—MySpace to “something for everyone”—YouTube, LinkedIn, FaceBook

## OCLC Asked the Wrong Questions at the Wrong Time

- It's not whether libraries should BUILD social networking sites but whether they should take advantage of the sites out there

## The Answer?

- Without a doubt.
- Bien Sur.
- Absolutely!
- Of course.
- Why not?

## Look At It This Way

- Social networks are interactive e-playground community
- Web based tools that allow individuals to meet, interact, collaborate and share info and media
- Quickly evolving from mere public profiles into platforms for communication, advocacy, creativity, advertising and even commerce

## Look At It This Way

- People like social networking because it allows them to express themselves, meet new folks and keep in touch with old friends
- Professionals use it to work collaboratively and network with colleague or other professionals

## Libraries Can Use It Too

- Opportunity to engage your patrons who are online and build an interactive web community for the library
  - Create a community
  - Share content
  - Collaborate with others

## Libraries Can Use It Too

- Challenge is how to apply social networking to enhance and extend the public service mission of libraries
- We have a choice—reinforce our role as a place for intellectual improvement, social interaction and cultural cohesion or just be a warehouse for cultural treasures, books, DVDs?

## Which will guarantee relevance and continued support?

- **SOCIAL NETWORKING!**
  - It will help libraries become a part of people's everyday lives
- Use it to develop content around a user's interests including music, books, films, etc.

## It's An Opportunity

- For libraries to bring together their patrons, raise funds and even have their core audiences have a say in what programs and services they'd like to see or what improvements could be made

## So, How Do I Figure It All Out?

- Three categories
  - Communication
    - MySpace, Facebook, Blogs, Twitter
  - Distribution
    - Flickr, YouTube, Wikis, Digg
  - Organization
    - Del.icio.us, RSS Readers

## What's Useful for Marketing the Library?

- MySpace—if you want to go where the students (Middle School/HS/some college)
  - Calendar and blog features work well for libraries
  - Can also include custom catalog search tools
- Facebook—growing fast, beyond college students to just about everyone!
  - Great utilities to spread the word

message • strategy • results  
COMMUNICATION SERVICES  
SINCE 1984

## What's Useful for Marketing the Library?

- Create a library blog--Direct communication between library and patrons, community
  - Can allow responses
    - Can get dicey if you allow “anonymous,” unedited blog responses
    - The NY Times even monitors its blog

message • strategy • results  
COMMUNICATION SERVICES  
SINCE 1984

## What's Useful for Marketing the Library?

- YouTube—post videos of programs, creative projects of patrons, how to get around the library
  - Lots of potential
  - Videos are short, concise ways to convey information and even have some fun!
  - [Nebraska Library Association](#)
  - [Super Librarian](#)
  - [Hollywood Librarian](#)
  - [Library Commercial](#)

## Reaching Tweens & Teens

- MySpace
  - Originally created for tweens and teens
  - Demographic now is 18-34
    - 80% of US Audience is over 18
    - 40% of U.S. moms are on MySpace
  - Evenly split between men and women
  - 58.5 million users
  - Focus on music, personal web pages
  - Kids still on it

## Libraries on MySpace

- [Bethpage Public Library](#) (Long Island)
- [Hennepin County Library](#) (Hopkins, MN)
- [Denver Public Library](#) (CO—for teens)
- [Public Library of Charlotte](#) and [Mecklenburg County](#) (NC)

## Libraries on MySpace

- Use it to reach tweens and teens
- Use it to promote music collections and programs
- Use it to promote programs to moms

## Facebook

- Originally developed for college students
- Fastest growing social network
- Over 175 million users
- 4<sup>th</sup> most trafficked site on the net
- Grew 14.9% between 12/08 and 1/09
- 57% users out of college
- Average stay is 4 hours
- Can update from your phone

## Facebook

- Various utilities enable you to
  - Promote your events
  - Generate a fan base
  - Keep folks up to date
  - Create causes (keep the library funded)
  - Post links and videos
  - Connect through Twitter

## Libraries on Facebook

- [Fayetteville Free Library](#)
- [Seymour Library](#), Galesburg, IL
- [Charleston County Public Library](#), Charleston, SC
- [Newberry Library](#), Chicago, IL
- [Onondaga County Library Non-Profit Center](#)

## Libraries Using Wikis

- [What is a wiki?](#)
- Opportunity to share information and work tasks internally
- Opportunity to provide a service to patrons
  - Book club participants
  - Collaborating with local schools on research projects
  - Developing research nodules for areas of local interest

## Despite what OCLC says

- You can easily create your own social networking site
- [www.ning.com](http://www.ning.com)

## OK, so you've made the decision

- Your library is going to jump, feet first, into social networking
- Is that enough?

• **NO**

## You Have to Market!

- You just can't expect folks to immediately you and become "fans" or "friends"
- Need to promote your social networking presence
- Find Us On Facebook/MySpace campaign
  - Bookmarks
  - Newsletter
  - Integrate in all marketing activities

message • strategy • results  
COMMUNICATION SERVICES  
SINCE 1984

## You Have to Market

**Find the  
Onondaga County Public Library  
Online at:**

[www.ocpl.lib.ny.us](http://www.ocpl.lib.ny.us)

Facebook

MySpace

Twitter

message • strategy • results  
COMMUNICATION SERVICES  
SINCE 1984

## It's All About Staying Relevant

- Library's are being used more today than ever before
- Once the economy bounces back, we'll once again have to prove our worth
- Keeping up with technology, positioning yourself as cutting-edge

message • strategy • results  
COMMUNICATION SERVICES  
SINCE 1984

**Because**  
**It's All**  
**About Building**  
**Relationships**

message • strategy • results  
COMMUNICATION SERVICES  
SINCE 1984