Using Social Media to Promote Your Library

Deborah B. Ford, Director of Library Outreach
@ Junior Library Guild
Libraries that update daily have higher user engagement
dford@juniorlibraryguild.com Twitter @jlgdeborahford
Twitter, Facebook and Pinterest: Junior Library Guild

4 Easy Steps

- Build Your Brand
- Connect with People
- Engage Your Audience
- Get Organized

Step 1: Build Your Brand

- Define your brand.
- What’s driving your business?
- How can you be consistent?
- What are your strengths?

Brand Evidence

- Colors
- Logo
- Slogan
- Ambience
- Reputation
- Presence

Step 2: Connect with People

- Who’s your audience?
- Who is your community?
- Who are your stakeholders?

Tell them and they’ll know.
Step 3: Engage Your Audience

- Use more than one type
- Develop a following
- Promote/Advertise
- Question
- Positive

Social Media for PLC

- Find your own PLC
- React with them
- Ask Q
- Follow suggestions

Examples from My Work

**JLG’s Booktalks to Go @ School Library Journal**

**Extra Helping Newsletter @ School Library Journal**

**Twitter**

**Facebook**

LiveBinder.com


Step 4: Get Organized

- Get on a schedule
- Delegate

Social Media: Your Easy Access to Advocacy: Use it!

About the presenter:

Deborah B. Ford, JLG’s Director of Library Outreach, is an award-winning library media specialist and international speaker with almost thirty years of experience as a classroom teacher and librarian in K–12 schools. Traveling across North America, she does workshops, library coaching, and professional development for school and public libraries. Deborah is the author of **JLG’s Booktalks to Go** and **Everyday Librarian @ School Library Journal**. She also maintains an award-winning coordinating online resource at LiveBinders.com. Contact her at dford@juniorlibraryguild.com. Follow her on Twitter @jlgdeborahford.
To Do List: Using Social Media

What’s your take-away for this session? Name three strategies you want to improve or try when you return to school.

1.

2.

3.

Aha Moment:

Affirmation Moment:

Inspiration Moment: