



# Using Social Media to Promote Your Library

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*Libraries that update daily have higher user engagement*

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*Why bother with social media?  
Don't I have enough to do?*

Just because it's **popular** isn't usually a good reason to do something, but in this case, I beg to differ. In today's BYOD world, users are constantly on their devices. Why not use a tool that quickly delivers to our audience?

Using social media is **easier than you think**. If you're a beginner, find a mentor or use the help videos and FAQs you'll find on websites and apps. Don't be afraid to try to tweet or sign up for Facebook or an Instagram account. Choose one program, master it, and then add another.

Because people are **visual**, using social media with an emphasis on images is an easy way to capture your audience. Whether you're advertising new books or recruiting volunteers, a quick post can drive usage way up.

Last but not least, **it works**. 89% of teachers polled expect social media use to increase. 3,600 photos are shared every minute on Instagram. 82% of your audience can be reached via social media. 53% of millennials would rather lose their sense of smell than their technology.

*Tell them and they'll know.*

## 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?

### 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

<http://bit.ly/jlglivebinders>

[YouTube](#)

[JLG @ Pinterest](#)

[Blog Shelf Life](#)

[Symbaloo](#)

Take-Aways

Post Presentation Post

### Step 4: Get Organized

- ❖ Get on a schedule
- ❖ Delegate
- ❖ Plan ahead
- ❖ Use a checklist
- ❖ Connect your accounts

## ***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](mailto: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:**