



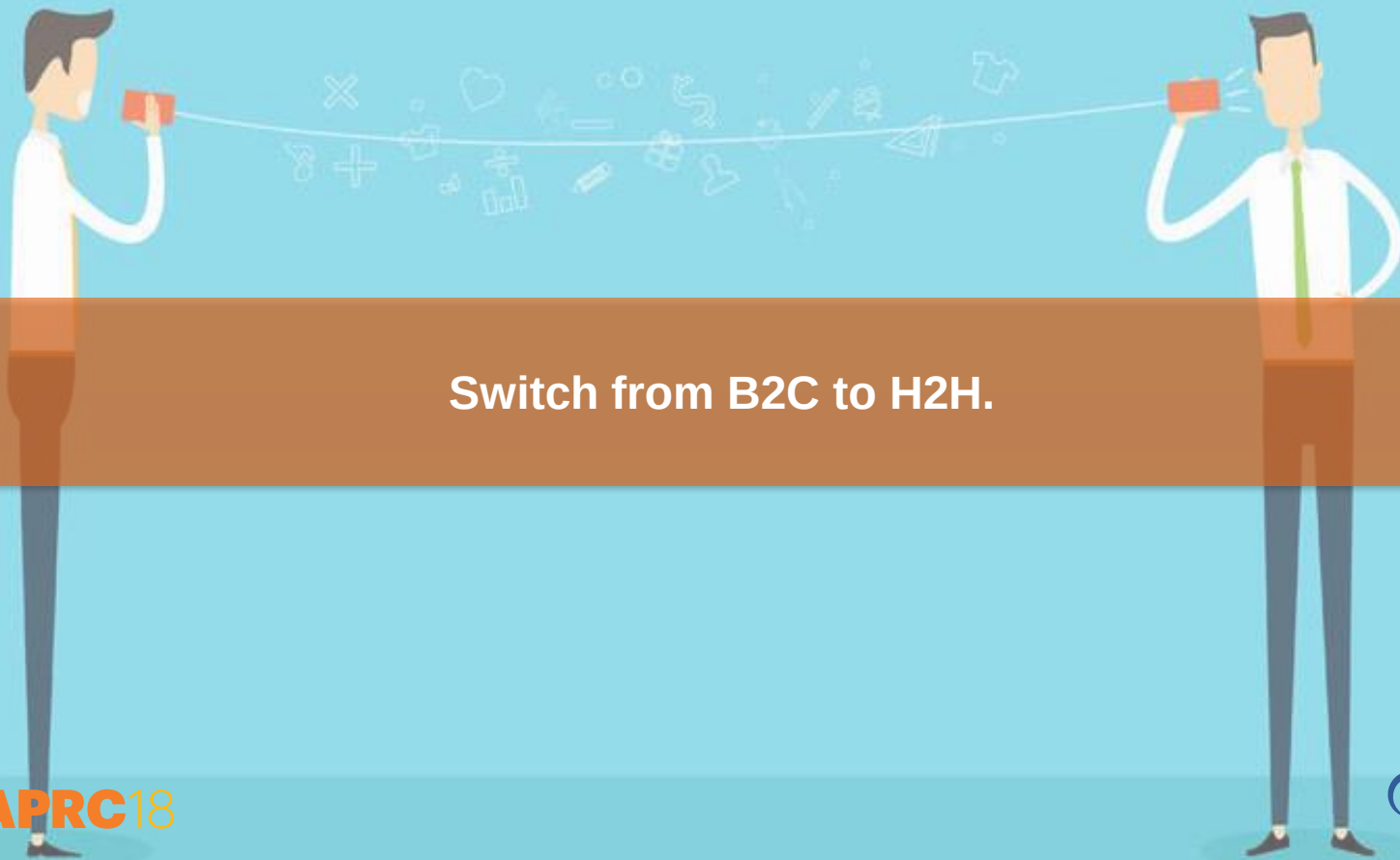
Why Social?





Kalliope Stavridaki

Marketing Specialist

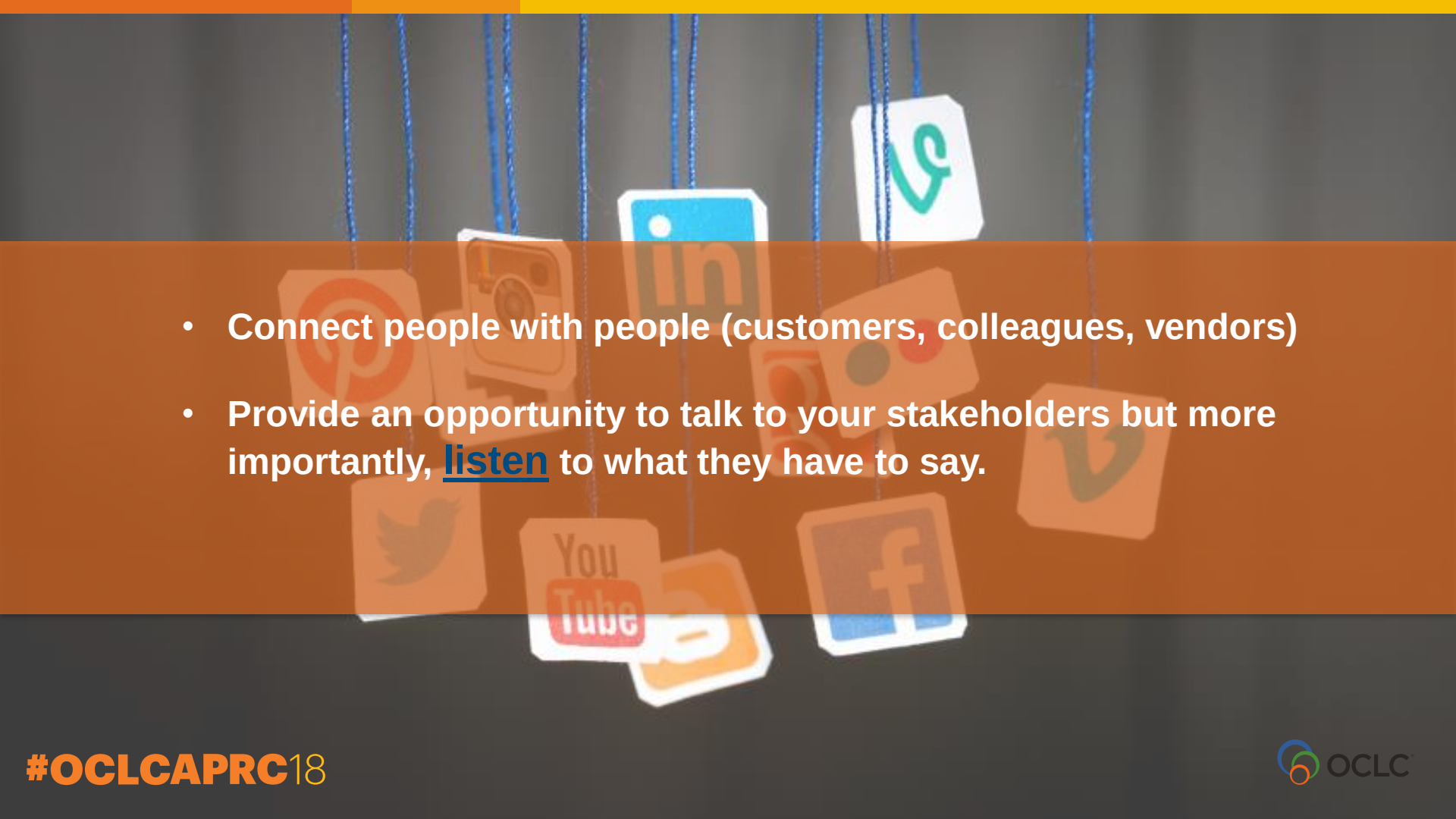


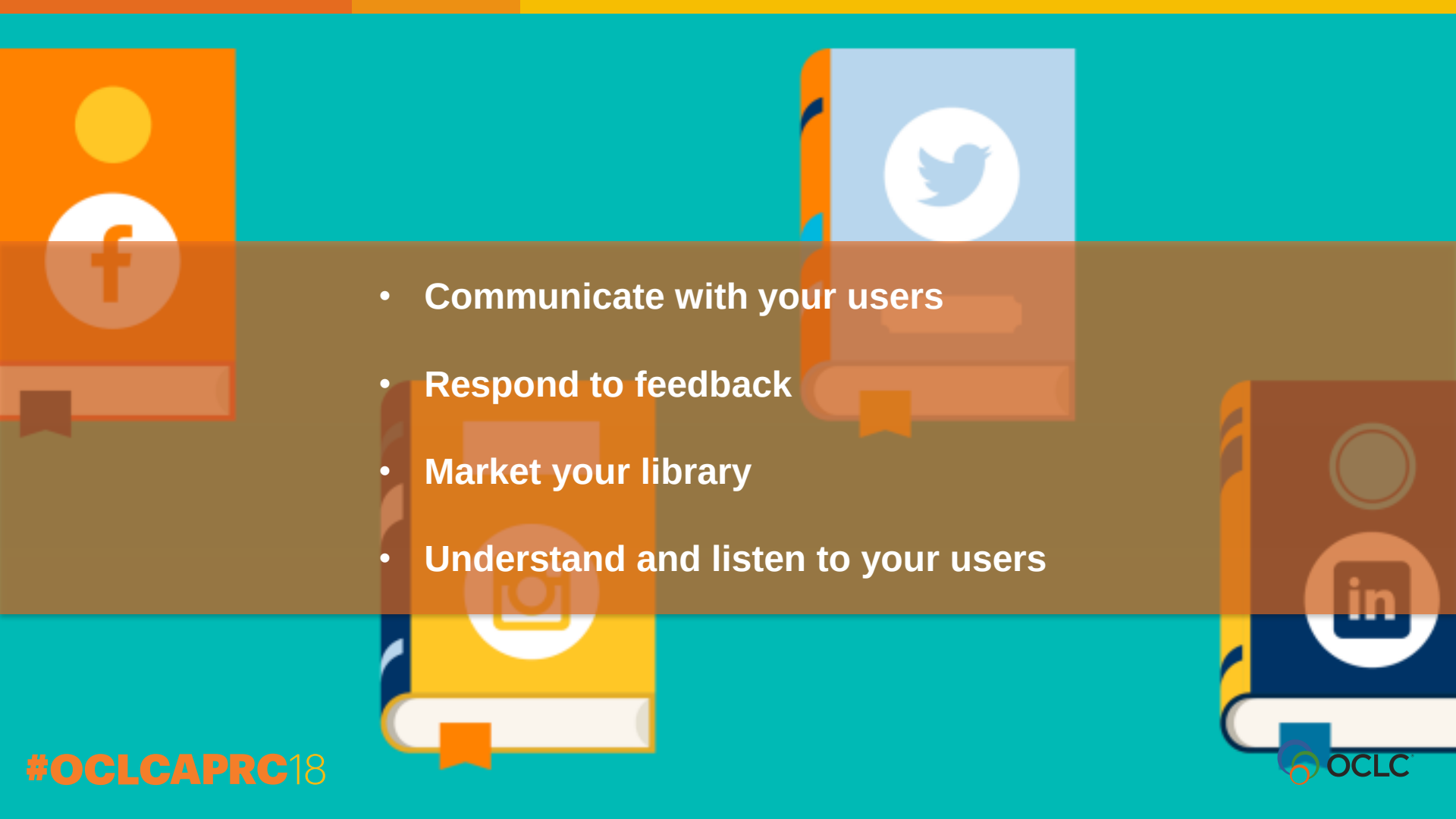
Switch from B2C to H2H.



Social Media is the use of electronic and internet tools for the purpose of **sharing** and **discussing** information and experiences with other human beings.

-Wikipedia

- 
- The background of the slide features a collection of social media icons, including Pinterest, Instagram, LinkedIn, WhatsApp, Twitter, YouTube, Facebook, and others, each on a small white card. These cards are suspended by thin blue strings against a dark grey background. A semi-transparent orange horizontal band is overlaid across the middle of the image, containing the text of the list.
- Connect people with people (customers, colleagues, vendors)
 - Provide an opportunity to talk to your stakeholders but more importantly, listen to what they have to say.

- 
- Communicate with your users
 - Respond to feedback
 - Market your library
 - Understand and listen to your users

The Dos and the Don'ts

A photograph of three children in a library. Two girls stand in the background looking at books on a shelf. One girl is wearing a blue sweatshirt with a 'Pine Style' logo, and the other is wearing a blue patterned cardigan. In the foreground, a boy in a green shirt is sitting and reading an open book at a table. A tall stack of books is on the table next to him. The background is filled with bookshelves containing various books, including comic books like 'Zombillium', 'GAMMARELLA', 'KINDERMÄPPEL', and 'DONALD DUCK'.

Get organized.

#OCLCAPRC18

GMT+1	Sun 11/11	Mon 11/12	Tues 11/13	Wed 11/14	Thurs 11/15	Fri 11/16	Sat 11/17
All Day							
10am			  	 9:30a Pres...  9:52a OCL...	 9:30a zQu...  9:32a		
11am			 10:40a Erfah...  10:41a Erfah...	 11:00a We h...  11:23a La		 OCLC (Neder... 11:30a Bibliotheek Rotterda...	
12pm							
1pm				 12:50p Happy  12:51p Hap...	 OCLC (Neder... 12:30p There are countless r...		
2pm		 OCLC 1:30p Bookshops and	 OCLC (Neder... 1:30p Het Jaarverslag van ...				
		 Geek the Libr... 2:16p We geek those who ...		 Geek the Libr... 2:29p We geek this history ...	 Geek the Libr... 2:33p We geek bicycle des...	 Geek the Libr... 2:42p We geek tech servic...	
3pm	 OCLC Italia 3:00p https://t.co/vanoYE8gfu	 3:33p Boo...  3:35p Boo...	 OCLC 3:00p Last call to lend your	 	 3:15p Halif...  3:30p Check		
4pm			 OCLC Italia 4:12p https://t.co/3kAuSPs...	 			
5pm		 4:54p We a...			  		



Follow and listen.

#OCLCAPRC18





Marja de Jong Ben ik op dit moment aan het lezen!

1d

View 2 more replies



de Bibliotheek Dat is een goed voorteken. Ik wens je veel leesplezier, laat ons mettertijd vooral weten wat je zelf van het boek vond. ^LN

1d



Marja de Jong de Bibliotheek zal ik doen! Bedankt.

1d



Roger Justis Do you know when the Board meeting will be rescheduled?

Like · Reply · 1w



Vineland Public Library As of right now we do not have a new meeting date.

Like · Reply · 5d



Krystle Nuñez Can you please give me more information on the Pokemon club? My 11 year old is very interested.

Like · Reply · 1w



Vineland Public Library The Pokémon Club meets about once a month (not in December) for children & teens ages 7-16. Senior Library Assistant Juni Ruiz leads the program, which is a discussion of all things Pokémon. Participants are invited to bring their Nintendo DS handhelds, Pokémon games, trading cards, and anything else related to Pokémon. We're not sure what the schedule will be in January, but we'll post it on Facebook when we do. Thank you for your interest!

Like · Reply · 1w



1



NYPL The New York Public Library

November 15 at 3:00 PM · 🌐

If you want a more bookish Instagram timeline, these are the perfect accounts to follow.



BUZZFEED.COM

13 Libraries Book Lovers Need To Follow On Instagram

Your timeline just got a whole lot more literary.

👍❤️ 185

8 Comments · 81 Shares



Like

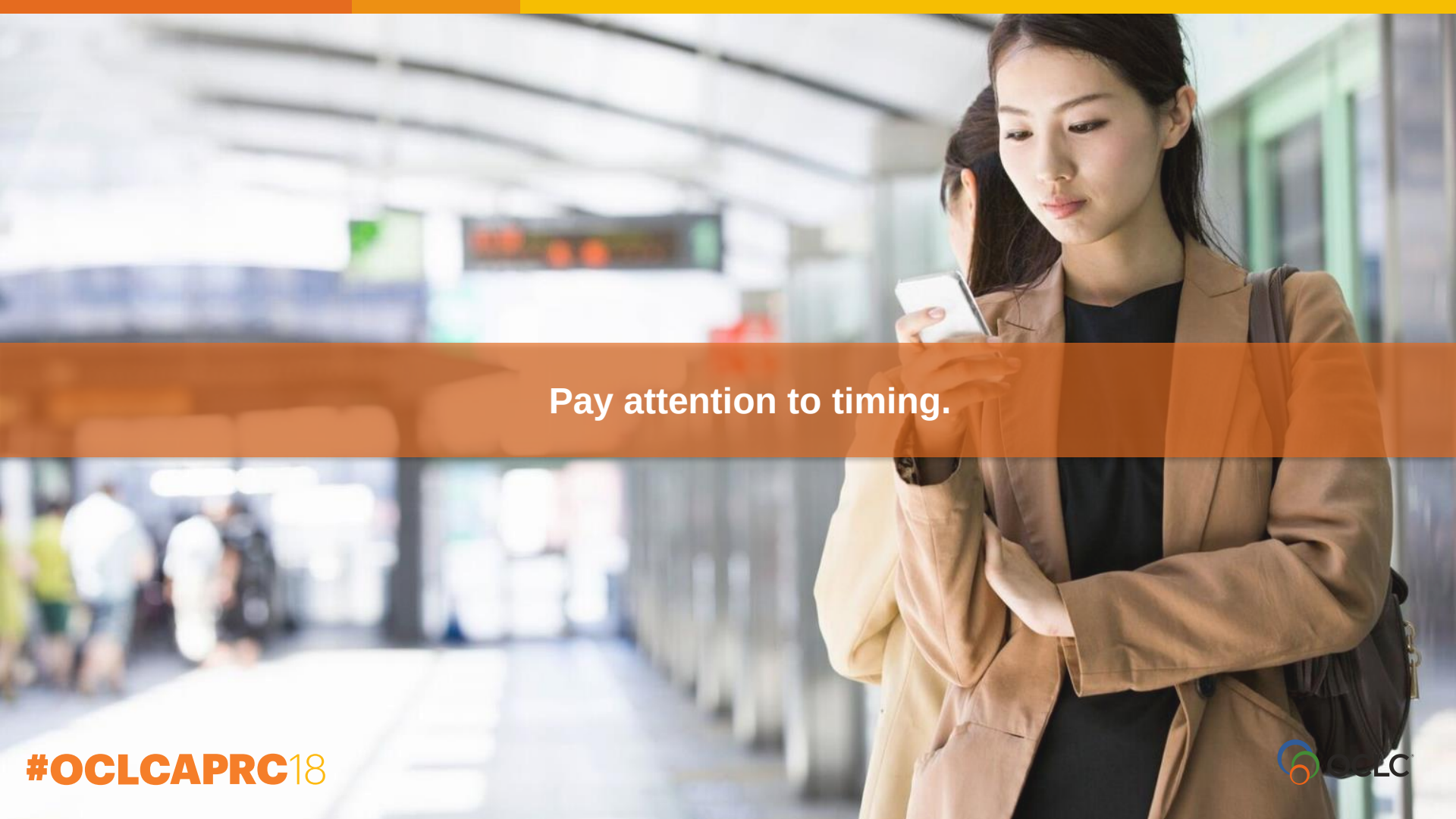


Comment



Share



A woman with dark hair, wearing a tan trench coat over a black top, is looking down at a white smartphone in her hands. She is standing in a transit station with a blurred background showing other people and station infrastructure. An orange semi-transparent banner is overlaid across the middle of the image.

Pay attention to timing.

#OCLCAPRC18





Write once, share twice.

#OCLCAPRC18





Tell a story.

#OCLCAPRC18



NY Public Library @nypl · 12 h

"I had a teen who came in and said he didn't have any professional attire for job interviews, so I wanted to help him."

Traduire le Tweet



New York Public Library Offers Ties and Briefcases You Can Check O...

A librarian at the Riverside NYPL branch, Michelle Lee, spearheaded a program to loan ties, briefcases, and handbags after teaching seminars ab...
hyperallergic.com

2 71 216



Vineland Public Library

November 1 at 3:08 AM ·

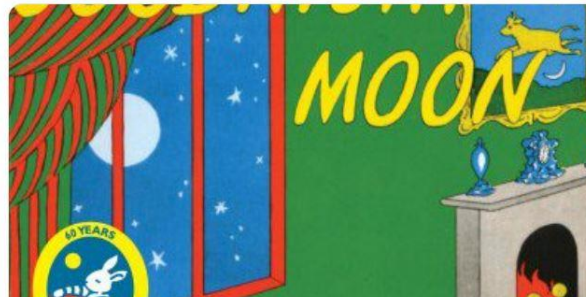
Feel free to share your
creative costumes for all of us
to admire!



NY Public Library @nypl · 5 nov.

Classic children's books create childhood memories and stay with you through adulthood. Check out these readalikes of some of our childhood favorites!

Traduire le Tweet



5 Kid Books That Are Just as Good as You Remember . . . Plus 5 Rea...
Some books are classics for a reason.

nypl.org

11 41



Use different types of content.

#OCLCAPRC18



NY Public Library @nypl · 17 nov.

Get lost in a book at these libraries from across the world.

Traduire le Tweet



Browsing the Stacks: A Photo Appreciation of Libraries

Today, a visual feast—glimpses of libraries big and small, new and old, from across the globe

theatlantic.com



3



77



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L.A. Public Library @LAPublicLibrary · 22 nov.

Stream holiday music without the interruption of ads. All free with the #BestCardinLA: lapl.me/VXlhIM5

Traduire le Tweet



THANKSGIVING Playlist



NEW PLAYLIST

Thanksgiving Playlist

A person's hands, with red-painted nails and a gold ring on the left ring finger, hold a white tablet. The tablet screen displays a virtual library shelf filled with numerous colorful books. The background is a blurred image of a real library with tall bookshelves filled with books.

Try Out Visual Social Media and Video.



A photograph of two women in a library setting. On the left, a younger woman with dark hair tied in a bun is looking down at a book. On the right, an older woman with short white hair and glasses is also looking at the book. They are both wearing patterned cardigans over white shirts. The background shows bookshelves filled with books. An orange semi-transparent banner is overlaid across the middle of the image.

Train the library's staff – let them share their passion!

#OCLCAPRC18



Use hashtags # !



MobilePublicLibrary @MobPubLib · 1 u
NEW #LIBRARY RESOURCE - Universal Class!

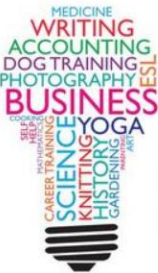
Video-based courses for people interested in professional or personal growth. Available 24/7 in over 30 subjects, from Personal Finance to Yoga. Use your MPL card number to set up an account: bit.ly/MPLuniclass #MobileAL

Tweet vertalen

Learn
anything.

Learn
anytime.

Learn
anywhere.



On our website
go to eResources



M D Barr-Hamilton @NorthCrayMal · 23 nov.

They have a brilliant #Librarian @LBTHArchives who makes sure their #Library is kept bang up to date with all the latest publications

Traduire le Tweet



Martin Vögele @Blendenfleck · 14 nov.

#autumn #sunset behind the #library of the Max Planck Institute of Biophysics in #frankfurt.

@maxplanckpress @Stadt_FFM – à Max-Planck-Institut für Biophysik

Traduire le Tweet



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APRC¹⁸ CHANGE THE GAME

THANK YOU