Why Social?
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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
• 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
Get organized.
Follow and listen.
If you want a more bookish Instagram timeline, these are the perfect accounts to follow.

13 Libraries Book Lovers Need To Follow On Instagram
Your timeline just got a whole lot more literary.
Pay attention to timing.
Write once, share twice.
Tell a story.
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."

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

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

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!

5 Kid Books That Are Just as Good as You Remember . . . Plus 5 Rea...
Some books are classics for a reason.
nypl.org
Use different types of content.
NY Public Library @nypl · 17 nov.
Get lost in a book at these libraries from across the world.

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

L.A. Public Library @LAPublicLibrary · 22 nov.
Stream holiday music without the interruption of ads. All free with the
#BestCardinLA: lapl.me/XHlIm5

#OCLCAPRC18
Try Out Visual Social Media and Video.
Train the library’s staff – let them share their passion!
Use hashtags #!
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

Learn anything.
Learn anytime.
Learn anywhere.

M D Barr-Hamilton @NorthGrymMol · 23 nov.
They have a brilliant Librarian @LBTHArchives who makes sure their Library is kept bang up to date with all the latest publications

#OCLCAPRC18
Happy to answer your questions!
THANK YOU