Creating networks through social interaction: how can you apply the latest social media trends in your library?
Kalliope Stavridaki
Marketing Specialist, OCLC
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
Why are social so important nowadays?
• Communicate with your library users
• Respond to feedback
• Market your library
• Understand and listen to your users
Get organized.
Pay attention to timing.
Follow and listen.
Write once, share twice.
Tell a story.

Poor old Fox
Has lost his socks.
Show it. Share it. Raise it. Fly it.
This is your flag. You are now part of the One for One™ movement. Keep it. Give it. Hang it. And post it all at:
TOMS.com/wall
Use different types of content.
Encourage your staff to be your ambassadors!
Choose the right platform.
# Choosing the Right Social Media Platform for Your Business

1. Who is your audience?  
2. How can you reach them?  
3. What are your goals?

<table>
<thead>
<tr>
<th>1.3+ Billion Users</th>
<th>Purpose</th>
<th>Best for</th>
<th>Downside</th>
</tr>
</thead>
</table>
| Ages 25-34  
60% Female | Building Relationships | Building Brand Loyalty | Limited Reach |

<table>
<thead>
<tr>
<th>600 Billion Users</th>
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<th>Best for</th>
<th>Downside</th>
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</thead>
<tbody>
<tr>
<td>Ages 18-29</td>
<td>News &amp; Articles; Conversation</td>
<td>Public Relationship</td>
<td>140 characters or less</td>
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</tbody>
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<tr>
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<th>Best for</th>
<th>Downside</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Ages</td>
<td>Search &quot;How To&quot;</td>
<td>Brand Awareness; Service Industry</td>
<td>Resource Intensive</td>
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<th>Downside</th>
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</thead>
<tbody>
<tr>
<td>Ages 30-49</td>
<td>News &amp; Article; Conversation</td>
<td>Business Development; B2B Businesses</td>
<td>Limited Interactions</td>
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<thead>
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<th>Best for</th>
<th>Downside</th>
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</thead>
<tbody>
<tr>
<td>Ages 18-29</td>
<td>Building Relationships; Conversation</td>
<td>Lead Generation; Retail, Art, Food, Entertainment, &amp; Beauty Businesses</td>
<td>Images only</td>
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<th>70 Billion Users</th>
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<th>Best for</th>
<th>Downside</th>
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</table>
| Ages 18-35  
80% Female | "Scrapbooking" | Lead Generation; Clothing, Art & Food Businesses | Images only; Very specific demographic |

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</table>
| Ages 25-34  
67% Male | News & Articles | SEO; Tech/Design Businesses | Not as widely used |

#OCLCLibraryFutures
What are the Latest trends?
Social Media is always evolving
INFLUENCERS and word-of-mouth marketing
Social Media Advertising

#OCLCLibraryFutures
CHAT BOXES and Social media as customer service
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/MPUniclass #MobileAL

Learn anything.
Learn anytime.
Learn anywhere.

On our website go to eResources, then Rec Database.

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

NEW BOOKS!

#OCLCLibraryFutures
Thank you