

Laura Solomon
Library Services Manager
OPLIN

An Infopeople webinar
Thursday, July 12, 2012

Fine-Tuning



facebook®

Seriously?



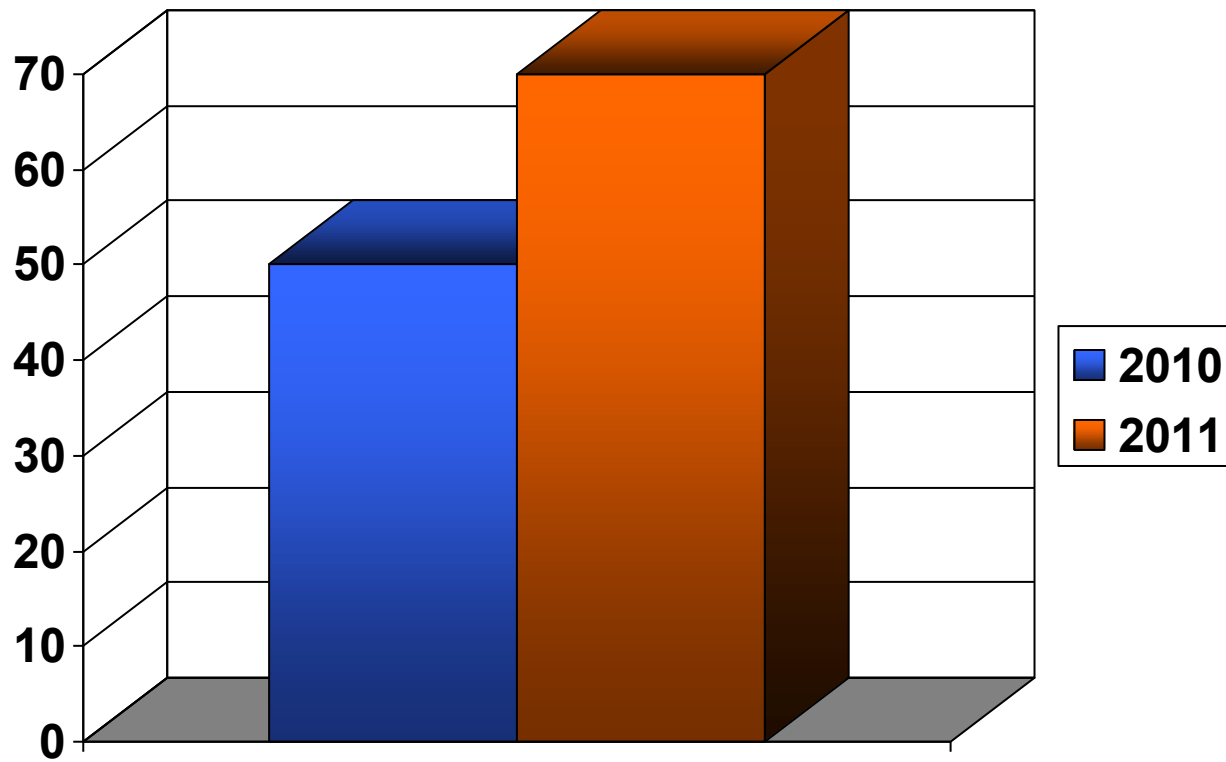


OCTOBER

7:46

The average U.S. Facebook user spends 7 hours and 46 minutes per month on Facebook.

Small businesses





Yesterday

Today

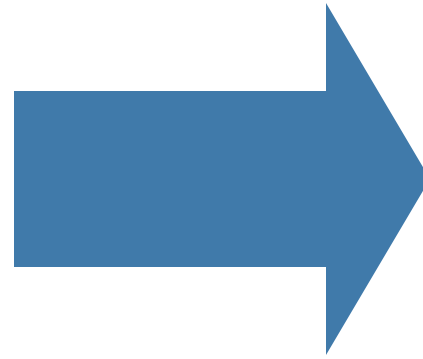
Tomorrow



| Profile | Page |
|------------------------------|---------------------|
| Has friends | Has fans (likes) |
| Can only go up to 5K friends | No limit on “likes” |
| No analytics | Has Insights |
| Harder to promote | Widgets available |
| ILLEGAL | Legal |



Profile

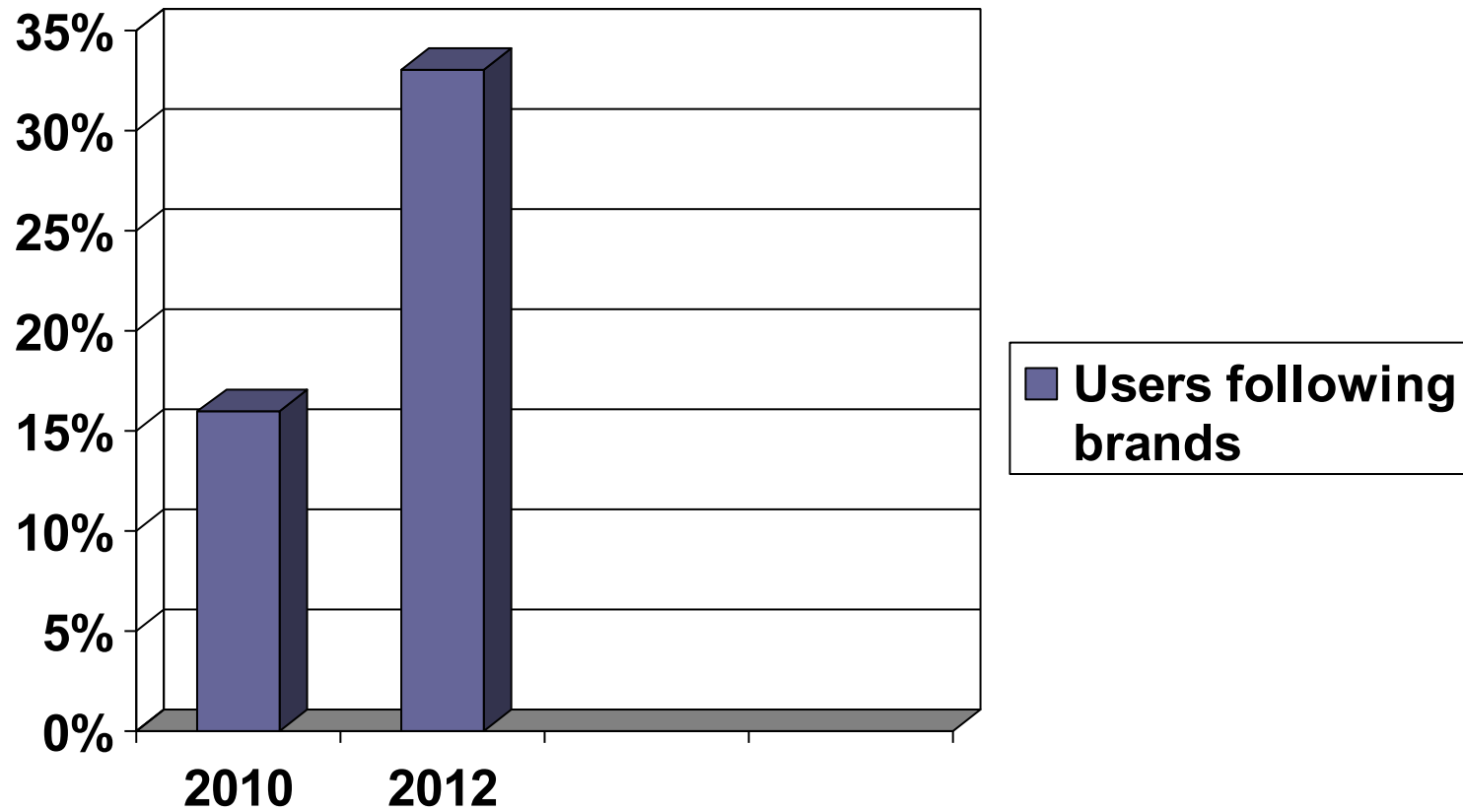


Page

NOW

what?

Reality sets in...



Vanity URL

[https://www.facebook.com/oplin.org#!/
pages/Your-Public-Library/
173841629326038](https://www.facebook.com/oplin.org#!/pages/Your-Public-Library/173841629326038)

versus

<http://www.facebook.com/oplin.org>



Be complete!

You can fine-tune the location by dragging the pin on the map.

Show this map on the page.

Name: Ohio Public Library Information Network (9)

Hours: Mon – Fri: 8:00 am – 5:00 pm

[+ Add Hours](#) or Always open or No hours available

About: We provide Internet access for all of Ohio's public libraries, as well as statew

Description: We are the Ohio Public Library Information Network. Our mission is to ensure that all Ohio residents have fast, free public Internet access throughout the state, as well as the use of high-quality research databases not freely available on the World Wide Web. We do this through Ohio's 251 independent local public libraries. OPLIN is headed by Executive Director

Price Range: Unspecified

Parking: Street Parking Lot

Valet

Phone: (614) 728-5252

Email: editor@oplin.org

Website: <http://www.oplin.org/>

You are posting, commenting, and liking as What Does This Mean to Me, Laura? – Change to Laura Solomon

Real me



largely unnoticed. Laura's previous career included building rope bridges, handling snakes and putting arachnids in her mouth. Laura now works for OPLIN which, unfortunately, does not seem to be located in Key West. Nonetheless, Laura struggles valiantly on. The child of an electrical engineer and a Carnegie-Mellon mathematics major, she has spent her life trying not to count on her fingers in public.



meanlaura.com

laurasolomon

What Does This Mean to Me, Laura?

135 likes

Liked



+ Create A Page

See Your Ad Here

What Does This Mean to Me, Laura?



"What you get to when you get right down to it"

Like · Laura Solomon likes this.



Ohio Public Library Infoma... About

2323 5th Ave, Ste. 130 Columbus, OH 43204 Open until 5:00 pm.

Phone 1 614.728.5252 Email editor@oplin.org Website http://www.oplin.org/



About

Edit

We provide Internet access for all of Ohio's public libraries, as well as statewide research database access and other Internet-related services.

Description

We are the Ohio Public Library Information Network. Our mission is to ensure that all Ohio residents have fast, free public Internet access throughout the state, as well as the use of high-quality research databases not freely available on the World Wide Web. We do this through Ohio's 251 independent local public libraries. OPLIN is headed by Executive Director Stephen Hedges, and the OPLIN Board of Trustees. For news & views from Ohio's libraries (and more) check out the OPLIN 4Cast (http://www.oplin.org/4cast) or 'What Does This Mean to Me, Laura?' (http://www.meanlaura.com/) both maintained by OPLIN staff

Page Owners

Edit



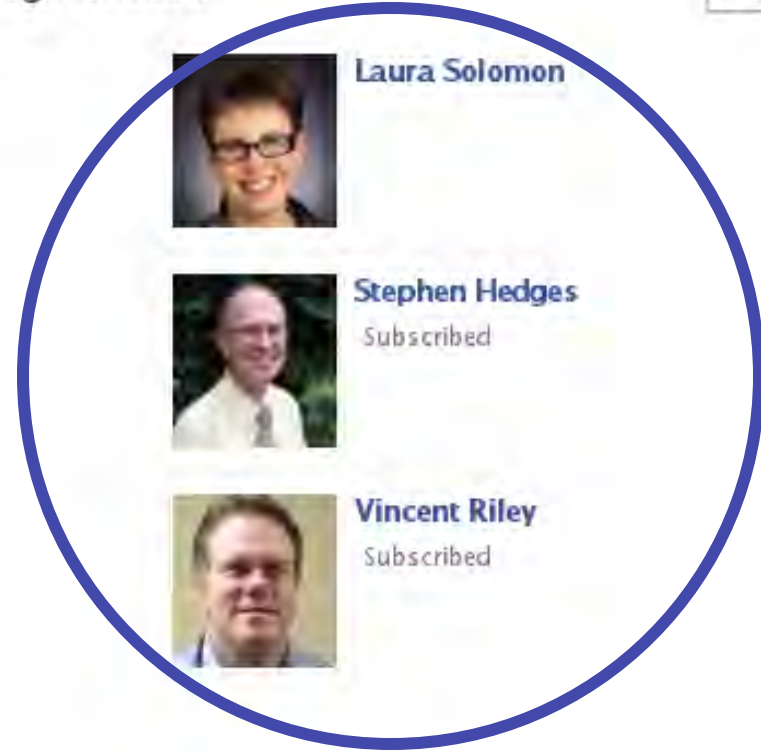
Laura Solomon



Stephen Hedges Subscribed



Vincent Riley Subscribed



Admin roles

The table below outlines the 5 admin roles (a cross) and what they're able to do (down):

| | Manager | Content Creator | Moderator | Advertiser | Insights Analyst |
|--------------------------------|----------------|------------------------|------------------|-------------------|-------------------------|
| Manage Admin Roles | ✓ | | | | |
| Edit the Page and Add Apps | ✓ | ✓ | | | |
| Create Posts as the Page | ✓ | ✓ | | | |
| Respond to and Delete Comments | ✓ | ✓ | ✓ | | |
| Send Messages as the Page | ✓ | ✓ | ✓ | | |
| Create Ads | ✓ | ✓ | ✓ | ✓ | |
| View Insights | ✓ | ✓ | ✓ | ✓ | ✓ |

[Permalink](#) · [Share](#)

Ohio Public Library Information Network

[View Page](#)

- Your Settings
- Manage Permissions
- Basic Information
- Profile Picture
- Featured**
- Resources
- Manage Admins
- Apps
- Mobile
- Insights
- Help
- Deals

Likes:



5 featured likes

These pages are shown on your page. Up to five pages are shown at a time, and you can specify which of your liked pages always rotate there by selecting them as featured.

[Edit Featured Likes](#)

Page Owners:



3 featured page owners

When you add a featured page owner:

- Their personal information will be publicly displayed in the About section of this Page
- This Page will be shown on their personal profile

[Edit Featured Page Owners](#)

Scheduling posts

The screenshot displays the Facebook post creation interface for the page "Ohio Public Library Information Network". At the top, there are navigation tabs: "Timeline", "Now", and "Highlights". Below these are options for "Status", "Photo / Video", and "Event, Milestone +". A text input field contains the placeholder "Write something...".

The date selector is set to "2012" and "August". A "Day:" dropdown menu is open, showing a list of days from 1 to 13. A red circle highlights a small icon in the "Hide from news feed" section, which is a circular icon with a downward-pointing arrow.

At the bottom right, there are options for "Promote", "Public", and a blue "Post" button. Below the post creation area, a preview of a post from "Ohio Public Library" dated "June 13" is visible, with the text "Your library is ~probably~" and "o get hacked like LinkedIn was, but what".

What about Questions?

Share:  Status  Photo  Link  Video  Question

Learn from your fans and others: [?]

Ask something...


Poll Options

+

+ Add an option...

+ Add an option...

Allow anyone to add options

 Public ▼

Ask Question

What about custom landing pages?

The image shows a screenshot of the Nike Facebook page, illustrating a custom landing page design. The page features a dark blue header with the Facebook logo and a search bar. The main content area is divided into two columns. The left column displays a large, high-quality image of a Nike sneaker with a glowing sole, set against a black background with the Nike logo. The right column features a white background with a large, bold counter displaying 'GLOBAL FANS 1 2 8, 9 2 5, 2 3 7'. Below the counter is a photograph of a man in a red t-shirt holding a pair of Nike sneakers. At the bottom of the page, there is a navigation bar with a search bar and several menu items: SPORTS, ATHLETES, FEATURES, STORES, and COUNTRY. The 'SPORTS' menu item is currently selected, and a dropdown menu is visible below it showing 'All Sports'.

facebook Search

Nike Nike Pages Like

Product/Service

GLOBAL FANS 1 2 8, 9 2 5, 2 3 7

Search SPORTS ATHLETES FEATURES STORES COUNTRY

All Sports

Wall Info

What's new in Timeline?

The screenshot shows a Facebook page for "Ohio Public Library Information Network". The top navigation bar includes the Facebook logo, a search bar, and the user's name "Laura S". Below the navigation bar, the page title "Ohio Public Library Infoma..." is followed by tabs for "Timeline", "2012", and "Highlights". A vertical timeline indicator shows "Earlier in 2012".

Two posts are visible:

- Post 1 (January 25):** Ohio Public Library Information Network shared a link. The text reads: "Some people think enhanced ebooks are going to be a big thing this year, but you have to ask yourself: at what point does an ebook become so enhanced that it is no longer a 'book'?". Below the text is a video player for "The OPLIN 4Cast #266: When is an ebook not a book?". The video player includes a play button and a small thumbnail image. The video title is "The OPLIN 4Cast #266: When is an ebook not a book?" and the URL is "www.oplin.org". The video description says: "One of the nifty things about ebooks is their ability to transcend plain text. Illustrations and graphic design have always been recognized as".
- Post 2 (January 18):** Ohio Public Library Information Network shared a link. The text reads: "It's a mean world wide web out there, with all kinds of nasty people trying to do nasty things to your computing gadgets. And lately, they've cooked up some new ways to make your life interesting.". Below the text is a video player for "The OPLIN 4Cast #265: Innovations in cyber crime". The video player includes a play button and a small thumbnail image of a person in a yellow hoodie and a black balaclava, with a red prohibition sign over it. The video title is "The OPLIN 4Cast #265: Innovations in cyber crime" and the URL is "www.oplin.org". The video description says: "Malicious attacks on websites continue to make the news. Whether it's Anonymous exposing a whole country's control and data systems or".

Both posts have "Like", "Comment", and "Share" buttons at the bottom. The second post shows a "Like" button with a count of "1".

Timeline apps

facebook Laura



Worthington Libraries
1,271 likes · 59 talking about this

Library
820 High Street, Worthington, Ohio 43085
1 (614) 807-2626

About

Photos

Likes 1,271

Twitter

Flickr

Like Message

2

Pinning & highlighting

The image shows a screenshot of a Facebook profile page for "What Does This Mean to Me, Laura?". The page header includes the Facebook logo, a search bar, and the user's name "Laura Solomon". Below the header, the user's profile picture and name are visible, along with navigation tabs for "Timeline", "Now", and "Highlights", and an "Admin Panel" button. A post by "What Does This Mean to Me, Laura?" is shown, shared about an hour ago, containing a link to "http://bit.ly/KOISrt". The post content includes a graphic with Facebook and Twitter logos and a double-headed arrow, and text discussing cross-posting. A context menu is open over the post, showing options: "Pin to Top", "Change Date...", "Hide from Page", "Delete...", and "Report/Mark as Spam...".

facebook Search for people, places and things Laura Solomon

You are posting, commenting, and liking as What Does This Mean to Me, Laura? — Change to Laura Solomon

What Does This Mean to Me, Laura? Timeline Now Highlights Admin Panel

98 FRIENDS Like What Does This Mean to Me, Laura?

Write something...

What Does This Mean to Me, Laura? shared a link. about an hour ago

http://bit.ly/KOISrt

What Does This Mean to Me, Laura? » 5 reasons why your library shouldn't be cross-posting bit.ly

I know, it's convenient to use the exact same, exact content for your library's Twitter and Facebook accounts. And, yes, it takes a lot of time!

Pin to Top

- Change Date...
- Hide from Page
- Delete...
- Report/Mark as Spam...

Milestones



The image is a screenshot of a Facebook page for 'Worthington Libraries'. At the top, the Facebook logo and search bar are visible. The page name 'Worthington Libraries' is followed by navigation tabs for 'Timeline', 'Founded', and 'Highlights'. A 'Like' button is on the right. The main content area features a 'Founded' milestone card. The card has a flag icon and the text 'Founded in 1803 In Worthington, Ohio.' Below this is a paragraph of text: 'The roots of Worthington Libraries can be traced to the small New England town of Granby, Connecticut. It was from Granby in 1803 that a group of 100 men, women and children set out to begin a new life in Worthington, Ohio. Among the possessions they brought with them were the books for what they would call the Stanbery Library, a subscription library named for its principal benefactor. This library was the first in Franklin County and only the third in the state.' At the bottom of the card is a black and white photograph of a sign that reads 'Worthington Public Library' in a cursive font.

facebook

Search for people, places and things

Worthington Libraries Timeline Founded Highlights

Like

Founded


Founded in 1803
In Worthington, Ohio.

The roots of Worthington Libraries can be traced to the small New England town of Granby, Connecticut. It was from Granby in 1803 that a group of 100 men, women and children set out to begin a new life in Worthington, Ohio. Among the possessions they brought with them were the books for what they would call the Stanbery Library, a subscription library named for its principal benefactor. This library was the first in Franklin County and only the third in the state.

*Worthington
Public Library*

So...what
WORKS?





Think more
about
PHOTOS

facebook Search for people, places and things Laura Solomon Voice Home

You are posting, commenting, and liking as Ohio Public Library Information Network – Change to Laura Solomon

Admin Panel Edit Page Build Audience Help Show + Create A Page



Ohio Public Library Information Network
481 likes · 12 talking about this · 0 were here

Library
2323 5th Ave, Ste. 130, Columbus, OH.
1 (614) 728-5252
Today 8:00 am - 5:00 pm

481

Dublin
illiard
Arlington
Columbus

See Your Ad Here
Ohio Public Library Information Network
We provide Internet access for all of Ohio's public libraries, as well as statewide research databas...
Like · Laura Solomon likes this.
Get More Likes

Now
May
2012
Joined Facebook

<http://www.dreamgrow.com/facebook-cheat-sheet-sizes-and-dimensions/>

Century 21 Exposition: S

The Seattle Public Library (Albums) - 1



Like Comment



The Seattle Public Library
 Gaufres de Bruxelles, which introduced Americans to the Belgian Waffle.

Like · Comment · Share · July 27

3 people like this.

Album: Century 21 Exposition: Seattle's
 Space-Age World's Fair · 12 of 13

Download
 Report This Photo

MTV Hero Roadies 9 – Pune Auditions (200 photos)

MTV Roadies – The first brand in India to use the Facebook Biometrics authentication at an event.

Users were recognised by their fingerprints and could update status* and photos via a simple finger swipe.



Like · Comment · Share

👍 10,565 💬 8,593 📄 15

Use albums

Time it properly



- 7 am EST
- 5 pm EST
- 11 pm EST

Length matters





Use the right words

1. Post
2. Comment
3. Tell us

Focus on visual content



vimeo

Change it up



Thank one fan in a really BIG way



NBA

Title: A message from Shaq - NBA

**GOOD THING I HAVE
MY LIBRARY CARD...**



**'CUZ I'M CHECKING
YOU OUT.**

ROFLBOT

Don't be afraid
of memes



**KEEP
CALM
AND
CITE YOUR
SOURCES**



Promote
outside
of
Facebook

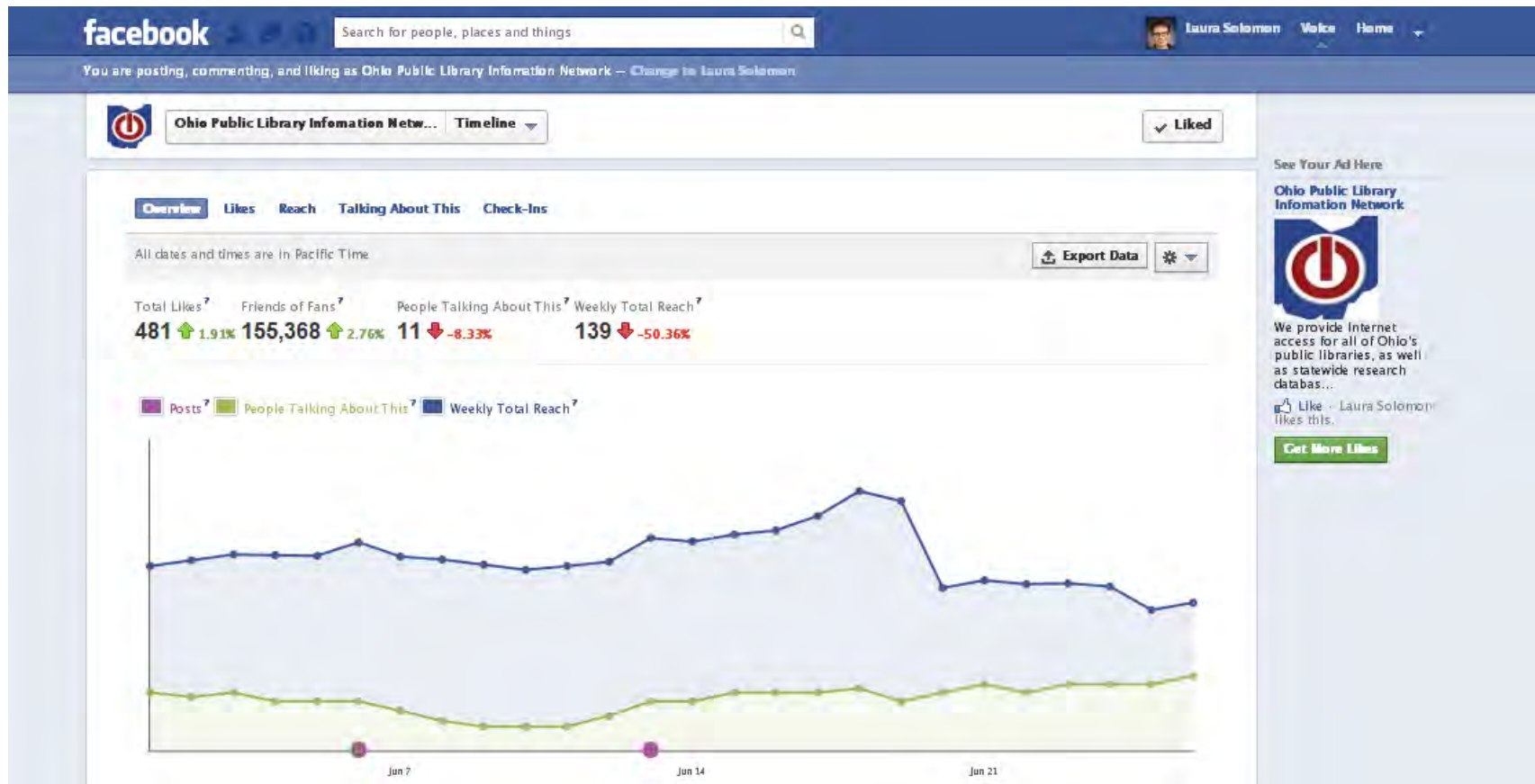
Things that DON'T work

- Automating posts
- Video/photo contest
- “Like” blocking
- Splitting locations

Working with Facebook Insights



Insights overview



See Your Ad Here

Ohio Public Library Information Network

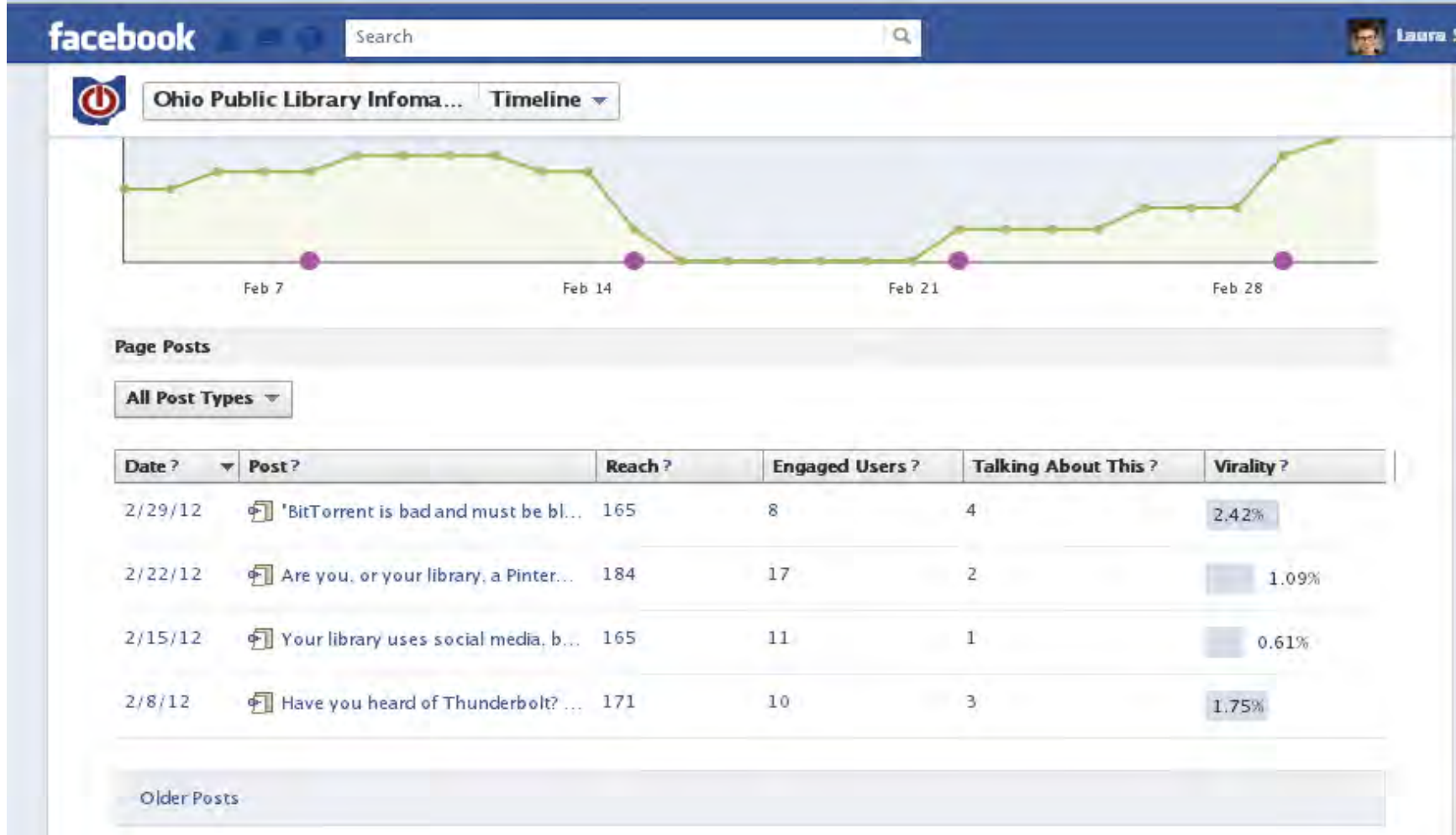


We provide Internet access for all of Ohio's public libraries, as well as statewide research databases...

Like · Laura Solomon likes this.

Get More Likes

Insights by post



Insights--Demographics





Overview Likes Reach **Talking About This** Check-Ins

02/04/2012 - 03/02/2012

Export Data



Who Is Talking About Your Page (Demographics and Location)

Gender and Age



Demographic data for People Talking About This is only available when more than 30 people were talking about this Page in the 7 days preceding the last day of your selected date range.

Countries

12,968,464 United States of America
1,207,027 United Kingdom

Languages

17,461,481 English (US)
8,103,316 English (UK)

Metrics are about
the long term





DC public library
check it out!

DC Public Library

2,045 likes · 41 talking about this · 81 were here

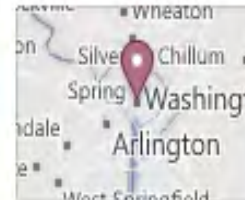
👍 Like

Message 🌐 ⌵

- 📍 Library
- 📍 901 G St NW, Washington, DC.
- 📞 1 202.727.0321
- 🕒



👍 2,045



7 ⌵

About

Photos

Likes

Map

Welcome

CHESAPEAKE PUBLIC LIBRARY ANIME FESTIVAL

Saturday March 10 @10:00 AM-4:00 PM
Greenbrier Library 757-410-7058

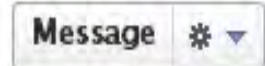
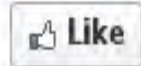
Featured Events

- AMV Panel
- Bento Boxes
- Candy Sushi
- Cosplay Competition
- Cosplay Photography
- Godzilla Green Screen
- Sumo Wrestling



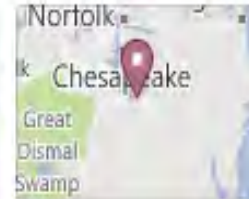
Chesapeake Public Library

1,592 likes · 47 talking about this · 415 were here



Library

The Chesapeake Public Library serves everyone in the Chesapeake community with an exciting array of books, movies, and music offered in many formats.



About

Photos

Likes

Map

CPL Blogs

5



Wall

Info

Friend Activity

Photos

Discussions

Events

Past Events

About

I have always imagined that Paradise will be a kind of library. ~Jorge Lui...

More

57

like this

1

talking about this

Hudson Public Library, Iowa

Like

Library · Hudson, Iowa



Wall

Hudson Public Library, Iowa · Everyone (Top Posts)

Share: Post Photo

Write something...



Hudson Public Library, Iowa

Halloween Spooktakular events on Friday Nov. 28 and 31st. See our webpage for information. www.hudson.lib.ia.us



Welcome! — Hudson Public Library

www.hudson.lib.ia.us

Upcoming events and news.

Like · Comment · Share · October 18 at 10:52am

View 1 share

Write a comment...



George H. and Ella M. Rodgers Memorial Library

Like

Library · Professional Services · Hudson, New Hampshire



Come see a circus clown!



Wall

Info

Friend Activity

Photos

Discussions

RSS/Blog

Search Catalog

About

Phone: 603-886-6030

<http://www.rodgerslibrary.org>

/

244

like this

2

talking about this

Wall

George H. and Ella M. Rod... · Everyone (Top Posts) ▾

Share: Post Photo

Write something...



George H. and Ella M. Rodgers Memorial Library

Technology Try-It: E-Readers

Have you been curious about devices people are using to read e-books? Are you trying to decide what device might be right for you? Come to Technology Try-It, October 12, 1:30-2:30 or October 17, 7:30-8:30. Try out a Nook Touch, Nook Color, Kindle, iPad, and Kobo Reader. Learn how to borrow free e-books from the library website

Like · Comment · Share · October 10 at 11:40am



Leslie Reven I am more curious why when I log into the library site my card says "active" but my expiration date say May 2011. :D

October 10 at 12:01pm · Like



George H. and Ella M. Rodgers Memorial Library Hi

Leslie - the reason is that the opposite of 'active' in our system is 'restricted' and you certainly aren't that! The system



Benzonia Public Library

Like

Library · Benzonia, Michigan



Wall

Info

Friend Activity

Photos

Discussions

Wall

Benzonia Public Library · Everyone (Most Recent)

Share: Post Photo

Write something...

84

like this

2

talking about this

3

were here

Likes



Jungle Jewels



Benzonia Public Library

Reserve your place to interact with the suspicious characters in this year's murder mystery event - Murder in the Keys. Ask at the library for the phone number to call.

Like · Comment · Share · October 20 at 2:47pm

Benzonia Public Library likes this.



Benzonia Public Library Sat Nov 12 at 2 p.m.

October 20 at 3:02pm · Like

Write a comment...



Benzonia Public Library

https://www.facebook.com/photo.php?fbid=10150300725704915&set=a_444677869914_242887_167675794914&type=1&ref=nf

**Info**

Friend Activity

Related Posts

Wikipedia

6

like this

[Create a Page](#)[Add to My Page's Favorites](#)[Report Page](#)[Share](#)

Utica Public Library



Like

Landmark

DescriptionFrom [Wikipedia](#), the free encyclopedia

Utica Public Library is a historic library building located in Utica in Oneida County, New York. It is a rectangular five story Neoclassical style structure, constructed of New Haven brick on a limestone foundation. It features a central pedimented pavilion with Corinthian order columns. It was designed in 1903 by Arthur C. Jackson of Carrère and Hastings.

It was listed on the [National Register of Historic Places](#) in 1982.

External links[Utica Public Library website](#)**Source**

Description above from the Wikipedia article [Utica Public Library](#), licensed under [CC-BY-SA](#) full list of contributors [here](#). Community Pages are not affiliated with, or endorsed by, anyone associated with the topic.

What Does This Mean to Me, Laura?



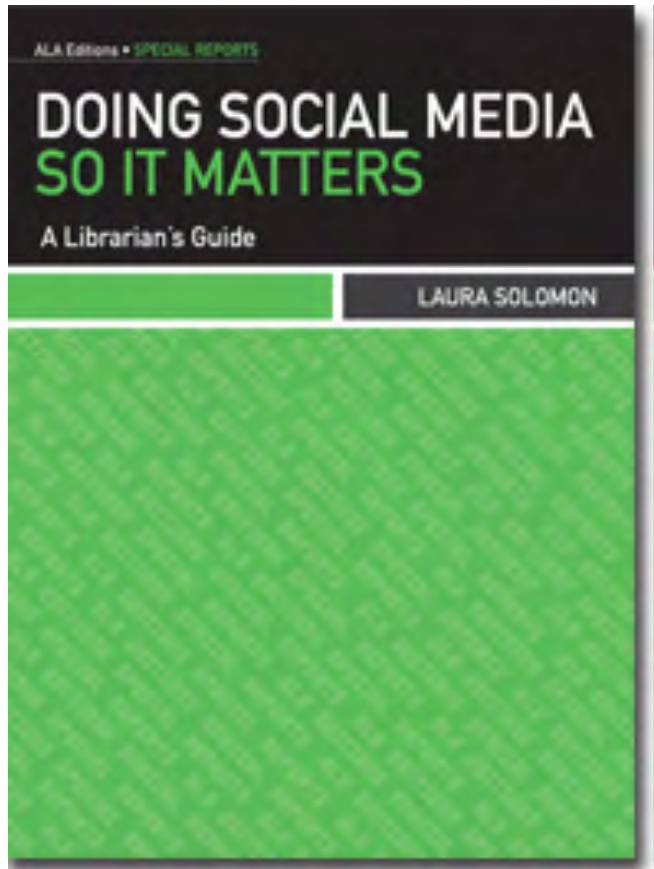






Facebook takes **WORK**

(Absolutely shameless plug)



Coming Fall 2012

Stalk me here



<http://www.twitter.com/lurasolomon>



<http://www.facebook.com/lurasolomon>



<http://www.linkedin.com/in/lurasolomon>



laura@designforthelittleguy.com



<http://www.meanlaura.com>



<http://www.slideshare.net/lurasolomon>

Thank you!





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