

# How to Fail at Social Media (and Get it Right)



how to  
**FAIL**  
at social media

An Infopeople Webinar  
Wednesday, March 20, 2013  
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Library Services Manager, OPLIN  
@laurasolomon

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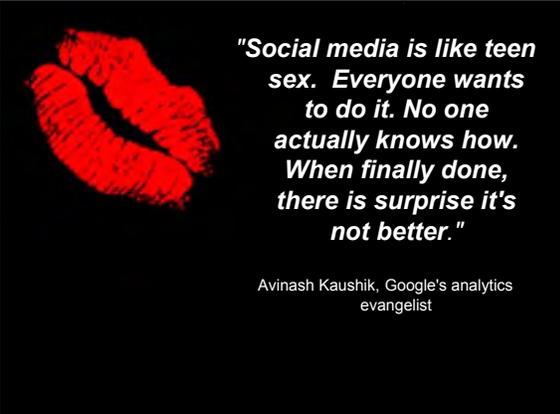
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*"Social media is like teen sex. Everyone wants to do it. No one actually knows how. When finally done, there is surprise it's not better."*

Avinash Kaushik, Google's analytics evangelist

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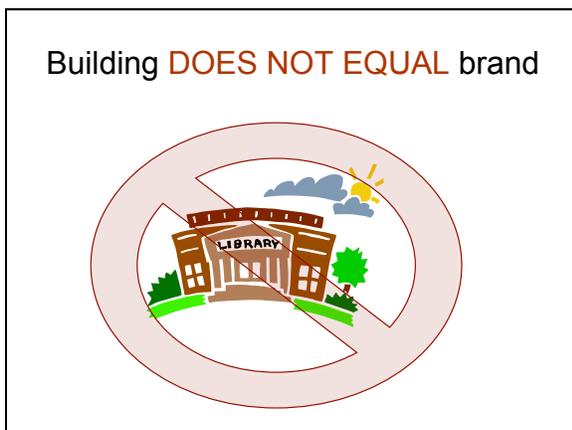
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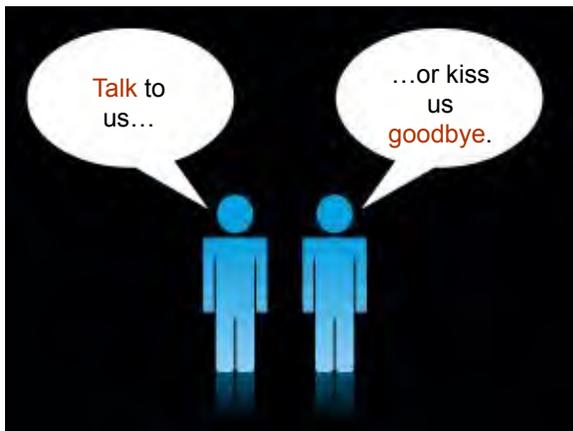
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Consider **these**...

- *Join our new Book Discussion Group!*  
[LINK]
- *Be a member of our new Patron Advisory Board* [LINK]
- *Try our new research database for your next assignment* [LINK]

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# How to Fail at Social Media (and Get it Right)

Join our new Book Discussion Group! [LINK]

**Can't stop talking about that book you just read? Yeah, us too. Now we've got a group for that: [LINK]**

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Be a member of our new Patron Advisory Board [LINK]

**Looking for opinionated folks who want to talk about the library. Cookies at every meeting and a chance to make a difference [LINK]**

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Try our new research database for your next assignment [LINK]

**Wikipedia not good enough for your teacher? Show 'em you're a smart cookie and try a free resource from us [LINK]**

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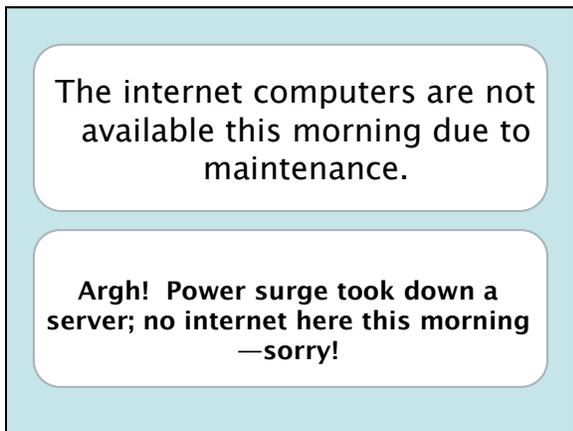
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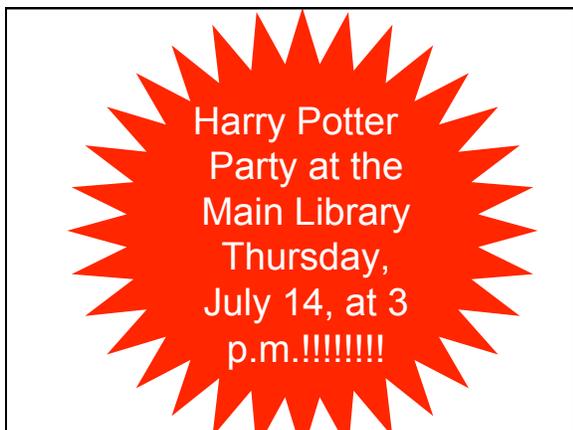
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## Consider **these**:

- Please take our brief survey! [LINK]
- Crafts and Fun Around the World! Grades K-4, Thursday, 10:30 - 11:30am! Registration Required, Call [PHONE NUMBER] for more information!
- Don't forget to register for the Princess Party this Friday! [LINK]

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From 2006 to 2010, Harvard spawned 39 start-up companies, 216 patents, and 1,270 faculty inventions.  
#numberswednesday

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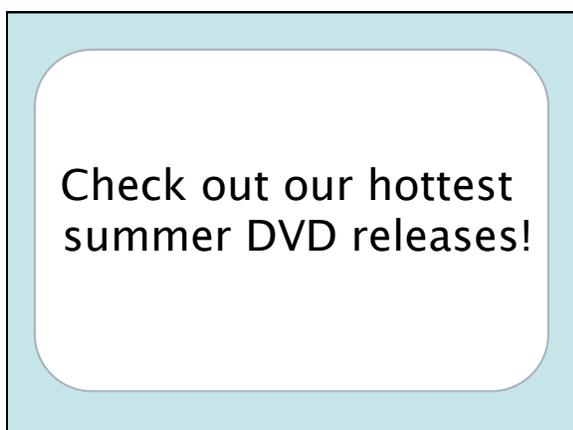
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# How to Fail at Social Media (and Get it Right)

Read Dan Porat's *The Boy: A Holocaust Story*. To be ordered on 11/21

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Today at 3:45, we are showing a new release on our BIG projector screen! Hope to see you there. Free, no need to register.

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3. **Failing** when RESPONDING



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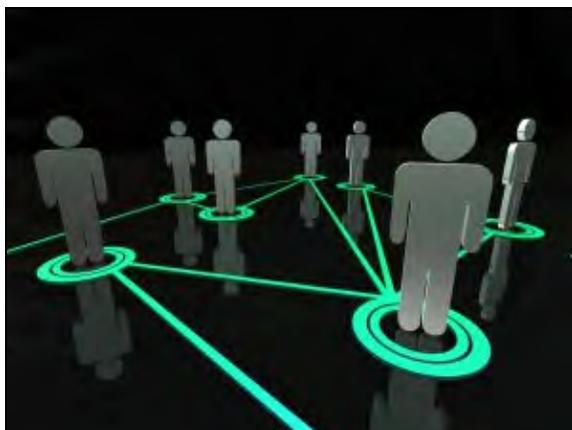
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(Absolutely shameless plug)

[It's finally here](#)

The image shows two book covers side-by-side. The left book is titled "DOING SOCIAL MEDIA SO IT MATTERS" and has a green cover with a white grid pattern. The right book is titled "The Librarian's NITTY-GRITTY GUIDE TO SOCIAL MEDIA" and has a white cover with a colorful, abstract design of icons and lines. Below the books is a blue button with the text "It's finally here" and a link.

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**Questions?**

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

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

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

 [laura@designforthelittleguy.com](mailto:laura@designforthelittleguy.com)

 <http://www.meanlaura.com>

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

Thank you! 

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 *helping libraries think differently*

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