

Text Chat Transcript for March 20, 2013 Webinar: How to Fail at Social Media (and How to Get It Right)

Cathy Ormsby:Facebook & Twitter

Joanne Ross:Facebook

Dawn McFarland 2:Echo is gone. thank you.

Yvonne Reed 2:lol

Amy Hopkins:getting ready to start...

Alicia Norton:ravelry

Michelle Mitchell:Facebook, Twitter, Google+, Pinterest

Michael Bonacci:Our City Attorney and Mayor won't allow us to go live at this point.

Jill Minor:I only do Twitter the PR lady still has Facebook. Going to launch Pinterest.

Sheila Evans:LOL!

Sarah Ngo:LOL

jeffie nicholson:Facebook, Twitter, scoop.it, slideshare

Michael McCulley:Most local govt is a huge barrier to social media for libraries... instead of supporting it...

Eileen O'Shea:unicorns!

Sarah Jesudason:Images are slaying me. Kudos.

Tamara Stoker:Me too!

Elizabeth Tarnove:Love 'em!

Jill Minor:My pet peeve is robotweeting from Facebook

Mary Stenger:Are people tweating for this class? If so, anyone have the #?

Eileen O'Shea:#ifpwebinars

Sarah Caton:robotweeting?

Erin Holt:#ifpwebinars

Yvonne Reed:bummer

Michael McCulley:Just another avenue for marketing and publicity :)

Erin Holt:she is SO on the \$\$ with this!

Michael McCulley:Doesn't replace press release, good updated Web site, and other forms of communication...

Jill Minor:yes, Sarah, you set Facebook, or Youtube to tweet for you and generate robotweets

Sarah Caton:huh I didn't know you could do that, thanks Jill for clarifying

Jill Minor:A lot of libraries do that and hardcore Twitter people hate it

Lauri Rebar:We found that multiple other persons/organizations had set up accounts using our library's and/or organization's name. We had to get back to Facebook to try to get it clarified and weed out the "false" accounts.

Monica Casanova:in person, not on FB

jeffie nicholson:Also may be an issue of needing to do social media monitoring, maybe someone else did that for them. Lucky

Amanda StJohn:love their FB

Deborah Worthey:awesome library to go to!

Karen Kreterfield:Seattle's fb rocks!

Maura Otis:checking my fb page immediately.

Erin Holt:free ftw!

Carol Ellison:Seattle's budget has been hit so hard in the last few years, it's incredible they can maintain their FB as well as they do!

Connie Barrington:Not true, the time costs for those of us who are small, or cash-poor, but it is time consuming.

Alicia Norton:great fb page

Lisa Peters:Do you have a suggestion for a pic for a small library without a logo?

Eileen O'Shea:slides for this webinar can be downloaded here (including that unicorn :-)
http://infopeople.org/training/how_to_fail

Karen Kreterfield:we use our library card as a profile pic

Monica Casanova:does it have to be our logo?

Elizabeth Tarnove:What if it's a branch in a larger public library system?

Triste Longcore:run a contest for a logo

Eileen O'Shea:library card is a great idea!

Wendy Wright:Yes, contest!

Monica Casanova:what about a mascot?

Joanna Duffett:Like Elizabeth, we also have pages for each branch - how else to differentiate?

Kris Cram:my library has a logo and a mascot

Mary Brannen:I like the mascot idea...Leo,the Library Lion!

Amy Hopkins:Find a volunteer who knows adobe and enjoys it?

Alicia Norton:this can fail miserably—I've seen it at a past job

Jennifer Self:Another cover picture idea: PEOPLE inside the library, using the

Jill Schacter:Perhaps someone in a friends group.

Kris Cram:our mascot goes around to different city events

Jill Minor:logos are the hardest graphic design there is

Michael Sheffield:we have Elmo for ours LOL

Klara Kim:reverse image search!

Erin Holt:ouch, that hurts!

Stanley Strauss:You can also try <http://www.volunteermatch.org> for designer in your area.

Joanne Ross:We have 25 libraries in our system and do use our libraries pictures as our profile picture.
Suggestions for districts with many branches?

Sarah Carnahan:we have a logo for a 14 branch system

Kris Cram:my library also has a logo for a 12 branch s;system

Philip Krogmeier:12 branches and a logo.

Sarah Carnahan:PR made it, cover shot's are pictures of locations

Alicia Norton:we have one logo for 11 branches

Joanna Duffett:But how to differentiate if all the branches have pages?

Erin Holt:but how do you differentiate your branches?

Jill Minor:Our logo is just five triangles, one for each branch but I love it

Erin Holt:w/ the same logo?

Erin Holt:just by name?

Sarah Carnahan:logo = profile shot, location photo = cover picture

Heather Stewart:I get the point, but probably should update your examples because the Cover Picture versus a Profile Picture really is a complimentary issue that better reflect what you're discussing...gives you the chance to do both building AND logo! :)

Heather Stewart:in progress

Amanda StJohn:written...by confused staff

Elizabeth Tarnove:kind of

Beth Fain:no

Lyra Gray:no

Andrew Spires:nope

Amy Hopkins:I had to write one...

Patricia Wishard:putting plans/policies together as we speak

Jill Minor:I wasn't allowed to start without one and it was vetted by legal counsel

Kristine Segura:we do

Tammy LaPlante:we have an outline, but no plan

Erin Holt:what about stats tho?

Michael McCulley:way to go, Jill! :)

Kathleen Gust:@Jill is it something you can share?

Eileen O'Shea:ouch!

Marie Rosset:cool!

Kathy Hall:on our face book we have no picture of our library

Jennifer Self:How do you reach beyond the cheering squad?

Susan Upole:People can create Fcebook pages and misrepresent an organization as well.

Michelle Mitchell:We just started engaging within the past few months and have had HUGE success.

Erin Holt:gaining a following in itself can be difficult

Susan Upole:This is the current fb page for the library used earlier:

<https://www.facebook.com/pages/Delmar-Public-Library/132343956840355?ref=hl>

Jill Minor:I don't know whether I can share our social media plan or not

Erin Holt:but engagement certainly helps but it is such a slow process

Robin Bradford:yes, if you don't reply to people to speak to you, you will never gain a following.

Erin O'Brien:Jill, I'd be curious to know what your resources were in order to draw up a plan.

Jill Minor:Send me a dm on twitter and I'll try to get you a copy of our sm plan if allowed. . .@jillrhudy

Robin Bradford:if you push info out all the time, that isn't social.

Erin Holt:yes Robin!

Amy Hopkins:Part of our plan is not spamming peoples newfeed...

Jill Minor:or email me jminor@wcpl.net and I'll ask permission to share. My boss likes sharing.

Antonia Ruiz-Koffman:it's a conversation, not a billboard

Robin Bradford:@Antonia I love that!

Kris Cram:we do a weekly name the novel with clues that people love

Sarah Caton:O that's an awesome idea!!!!

Alicia Norton:what a great idea

Angela Meyers:Any suggestions on successfully using social media at the library system level?

Kathleen Gust:Thanks Jill!

Erin O'Brien:Kris, you're right, that always elicits great response.

Julia Aker:We try to do a Teaser Tuesday, Question of the Week, and Flashback Friday.

Polli Kenn:I like that! I'm having a hard time getting a conversation going. I think the prior SM person never responded and we lost folks.

Angela Meyers:Consortium/Federated system

Michael McCulley:On FB, what happens when you don't respond to comments?

Erin O'Brien:And don't delete comments on Facebook, either!

Kelly Sundin:the problem is that you have to STAFF SM accounts

Karen Kreterfield:Even if all you do is "like" a comment, you are still acknowledging interaction!

Julia Aker:People go crazy over pictures of our preschool crafts.

Michael McCulley:Yes > @Erin!

jeffie nicholson:Like or favorite

Lyra Gray:yeah, I just got assigned to our Facebook Page and I'm having a hard time getting anyone to respond to conversation starters.

Elizabeth Tarnove:Yes, Julia. Preschool craft photos get a big response

Sarah Caton:we had some people who were very negative on our library fb page, what should you do for those?

Erin O'Brien:Julia, yes! And people LOVE photos.

Carrie Prechtel:We had someone drop the F Bomb. I hid it so only he and his friends could see it.

Jill Minor:Carrie brilliant!

Jill Minor:I would never have thought of that

jeffie nicholson:respond positively or that you need to move it off the profile, e"mail me at and let me see if I can get answer for you" for example

Michelle Burkhart:Lyra, we've had the same problem. We put conversational stuff up and don't get much response. But it's picking up slowly.

cindy Hayes:we post local history stories and sometimes get more than 100 "shares"

Erin Holt:do you think you should only do what you can handle regardless of popularity? i.e. don't do Pinterest if you can't keep up w/ it?

Jill Minor:Have a comment moderation policy

Michael McCulley:communities love local history :)

Philip Krogmeier:Carrie, that's the beauty of some of the more recent changes to facebook. That level of account management is getting a lot easier.

Mary Brannen:I agree with Jill. A few groups I have joined have occasionally posted their "rules for discussion" and ask new members to read them when they join/like the page.

Michelle Mitchell:If you share other organizations posts/tweets/whatever, they're more likely to share yours. It can open you up to a whole new audience. (i.e. more followers)

Erin Holt:oh...shoot...lol

Lyra Gray:I was considering creating a 'Library Lady' character on Bitstrips.com and making comics I could post on FB... anyone tried anything along those lines?

Lisa Peters:*Like*

Polli Kenn:so stealing that

Erin Holt:oh now this is GOOD!

Amanda StJohn:definitely.

Jill Minor:I have a comment moderation policy too, approved by library director

Jill Minor:we're all about policy

Lisa Peters:*LOVE*

Erin Holt:are these for twitter mainly or mroe FB b/c of character limit

Heather Stewart:good alternative examples...may steal these. ;)

jeffie nicholson:we have an atty approved comment policy on our facebook page. Horribly long link:
https://www.facebook.com/wcpltn?ref=tn_tnmn#!/notes/williamson-county-public-library-system/williamson-county-public-library-system-social-media-policy/332504323447976

Erin Holt:oh marketing :)

Eileen O'Shea:library lady could be kinda like the ryan gosling meme. only with a library lady...

Sarah Carnahan:what was your blog again?

Andrew Asquith:While we're waiting for sound, how's this for a twitter bio? Have a question about Laramie County Library, what was eaten during conclave or if that murder mystery you heard about is back? Tweet us or call 307.634.3561

Stanley Strauss:Laura's next Infopeople webinar: "People are Talking about You...but do you know what they are saying." It's on Wednesday, April 24 at 12 noon Pacific. Just us then!
(http://infopeople.org/people_are_talking)

Mary Brannen:I like that Andrew...you could change it occasionally to match with current events.

Maura Otis:Thanks for the info.

Kelly Sundin:404 on that link

Erin Holt:link doesn't work

Carol Ellison:http://infopeople.org/people_are_talking

Trina Jacobs:Link doesn't work :-(

Andrew Asquith:Thanks for the feedback Mary!

Tamara Stoker:thanks!

Philip Krogmeier:Excellent.

Marci Behm:This is a great webinar!

Lauri Rebar:And also posting the closed captioning pod?

Wendy Wright:Very useful tips so far...

Trina Jacobs:Great webinar :-)

Karen Duree:will you email a link to archive?

Judy Rosenberg:stoker? new movie called that!

Stanley Strauss:Should be "Join us then" - http://infopeople.org/people_are_talking

Amanda Grombly:What have you all found that works besides posting storytime/preschool pictures and local history?

Karen Kreterfield:does anyone use fb ads?

Michael McCulley:Replace "Tweet us" with "Talk to us @[Twitter handle] or call...

Marci Behm:This one is worth my time. Have attended others, (not infopeople) and they have not been so good. Lots of great applicable information.

Brittany McBride:https://www.facebook.com/NorfolkPublicLibrary/app_112916305393989

Kathy Hall:will we get a certication of complete

Nancy Ashbrook:We're getting a committee together to convince upper mgmt to give Social media a try. Links to other social media policies would be VERY helpful. Can u provide links at end of webinar??

Rachael Pattillo:Scheduling reminders for programming works wonders!

Kelly Sundin:does anyone else want to share thier SM policy?

Carrie Prechtel:anything book related is a hug hit. I got 1500+ views on a grammar pun

Rachael Pattillo:Gotta be careful not to oversaturate.

Carol Ellison:Brittany are you using Extended Info for this?

Wendy Wright:Has anyone had customers complain about their photo on your FB page? (Event)

Erin O'Brien:Quotes are terrific.

Infopeople Project:yes you will still be able to get a certificate of completion

Sheila Evans:OK, that link works (People are talking...) but I don't see a way to sign up yet?

Sarah Carnahan:staff reviews, blogs/links, feedback questions on library use/tips, and events

Kathy Dempsey:Latest issue of Marketing Library Services newsletter had cover story on creating SM policy: <http://www.infotoday.com/mls/mar13/index.shtml>

Sarah Jesudason:We have our social media policy on our 'about' page: <https://www.facebook.com/TigardPublicLibrary/info>

Amanda Grombly:How often do you post on FB or Twitter?

Louise LeClaire:<https://www.facebook.com/cheshirelibrary?ref=hl>

Triste Longcore:Blaming WIndows is a safe bet

Amanda StJohn:HAH

Sarah Carnahan:3x a day

Carrie Prechtel:I try to limit to three posts a day, but I save those items for the weekend and schedule them. Did you know you can schedule posts?

Alicia Norton:how do you get conversations started with the public, versus announcements and quotes?

Jill Minor:Facebook 2-3 posts a day Twitter 7-8 looks about right to me

Molly Moss:people love our historical local photos on fb & twitter

Carol Ellison:Louise I follow your library—LOVE what you're doing!

Gerald Rezes:Not Windows!

Jill Minor:And tweets should be scheduled/spaced out

Rachael Pattillo:Talk to people! Don't be afraid to @ locals who follow you.

Lyra Gray:I made a 'most interesting man' meme... "I'm not always the most interesting man in the world, but when I am, it's because I've spent the day at the library"

Louise LeClaire:we space out FB posts 3 or more hrs apart

Michelle Mitchell:scheduling posts is a life-saver

Rachael Pattillo:If someone checks in and posts it on Twitter, I normally @ them and say helo.

Louise LeClaire:more frequent posting on Twitter

Rachael Pattillo:Or, you know, hello.

Lauri Rebar:We get our best results / response / reposts when showing photo albums from library events.

Lisa Peters:Good thing the power came back quick

Kristine Segura:2x a day. at least 5x a week of non-program related info.

Karen Kreterfield:posting at night and early morning works via HootSuite

Sheila Evans:Love it Lyra! Can you share?

Klara Kim:Windows 7 caused the snowstorm. True fact.

Erin O'Brien:HootSuite's great!

Jill Minor:I use Hootsuite

Elizabeth Tarnove::-)

Wilma Glover-Koomson:LOL

Erin Holt:we use Hootsuite (free version)

Carol Ellison:I struggle to get my colleagues to upload event photos in-house for social media posting in a TIMELY manner

Erin Holt:yes

Triste Longcore: Tweeting twice a day, at least

Michael McCulley:Seems just sending all your FB posts to twitter (your only Tweets) isn't the right strategy...

Philip Krogmeier:Just don't autotweet. It's worth knowing that it's actually a person running the twitter account.

Tonya Dobson:We thank our followers on Twitter

Lisa Compton:yes

Cathy Ormsby:yes yay

Tracee Waters:yay!

Rachael Pattillo:Hootsuite, tumblr queues, and facebook timed posts all work wonders!

Monica Casanova:yes

Josephine Tan:welcome back!

Amy Bader:welcome back!

Sarah Jesudason:We use the scheduling capabilities in FB and Tweetdeck to schedule Twitter.

Rachael Pattillo:Yay Laura!

Philip Krogmeier:Yay!

Winfred Monu:I can hear you now

Eileen O'Shea:we blame windows 7 completely!

jeffie nicholson:we use hootsuite to schedule tweets

Erin O'Brien:(Or just Windows :))

Gerald Rezes::-{

Stephen Cauffman:When is the best time of day to tweet?

Jill Minor:between 2 and 4 pm

Erin Holt:anytime!

Rachael Pattillo:All day.

Lisa Peters:One of the authors I follow puts her typos up every once in a while :)

Erin O'Brien:morning - lunch - before dinner

Louise LeClaire:we have the best luck first thing in the mornng and last thing at night

Louise LeClaire:10-10

Marci Behm:We tweet when our neighboring large businesses have coffee breaks. Everyone at Starbucks is on their phones in line next door.

Stephen Cauffman:Thank you!

Kristine Segura:we keep time consistent.

Heather Stewart:Friday afternoons, Sat & sunday mornings & evenings
Erin Holt:i stagger our tweets
Erin Holt:and add interaction in there too
Carol Batt:We've found that late evening or even night can work.
Valerie Stewart-Rice:Shouldn't it fail on the building picture?
Kelly Sundin:so many of my colleagues have a lot of pushback for this, they say that casual , conversational voice isn't "professional"
Philip Krogmeier:Unless that's their logo
Andrew Spires:9:00 P.M.-8:00P.M.
Valerie Stewart-Rice:last slide
Monica Casanova:there's no way her name is ugh leigh
Rachael Pattillo:Social media isn't pro. Robot voice is a huge downfall.
Antonia Ruiz-Koffman:not me kelly
Monica Casanova:sounds like ugly
Erin Holt:casual language - i like it! show your person / business
Rachael Pattillo:You're a person, use that personality!
Philip Krogmeier:Turn your social media outlet into a pirate!
Eileen O'Shea:hah! super relevant slide!
Philip Krogmeier:ARR!
Lisa Peters:Pirate
Elizabeth Tarnove:sounds like a pirate ;-)
Rachael Pattillo:Arrrgh!
Kelly Sundin:Never you, Antonia... :)
Wendy Wright:Good lesson
Erin O'Brien:Does casual have to mean lack of punctuation? I don't like the latter.
Amy Hopkins:I would give them alternate locations as well..
Michael McCulley:Internet is capitalized, most times.. :)
Rachael Pattillo:Go for the punctuation.
Rachael Pattillo:dont type lik dis
Philip Krogmeier:I'm a stickler for proper punctuation, especially on social media.
Erin O'Brien:Me too, Philip.
Louise LeClaire:program announcements are our LEAST engaged posts
Amy Hopkins:arrrrgghhh is professional?
Kathy Dempsey:re: talking casually on SM: Davide Lee King's book "Face@FAce" is really helpful.
Louise LeClaire:that's not what people look for on our FB Page
Stephen Cauffman:How often is it okay to re-tweet?
Elizabeth Tarnove:As a former newspaper reporter, I was taught exclamation points were the mark of an amateur.
Sarah Caton:I do too Tamara
Kristine Segura:we use a standard font for our posts. also a standard shape for photos.
Lisa Peters:It's like using omg for everything
Melissa Cardenas-Dow:LOL
Philip Krogmeier:Don't water your own posts down with retweets.
Rachael Pattillo:Snap, Elizabeth. True fact.
Jill Minor:OMG!!!!!!
Melissa Cardenas-Dow:so take it down a notch?

Philip Krogmeier:But don't be afraid to retweet something relevant. It can bring in a wider audience.

Melissa Cardenas-Dow:calm down?

Jill Minor:I like about every 10th tweet (at least) to be by somebody else.

jeffie nicholson:<http://www.fuseworkstudios.com/maximizing-your-tweets-infographic/>

Philip Krogmeier:Jill, that's a great idea.

Louise LeClaire:ReTweet, but don't overdo. If you want others to retweet your posts, you should return the favor

Amy Bunn:I think overuse of exclamation points can look like fake enthusiasm... a little offputting.

Lisa Peters:Theres a reason you're using FB or SM

Monica Casanova:Without the exclamation point, in my head it sounds monotone.

Erin O'Brien:Thanks for that link, Jeffie.

Maura Otis:I think most people ignore them.

Rachael Pattillo:To be ordered?!

Antonia Ruiz-Koffman:hehe

Marci Behm:We always have a link and/or images, depending on the media.

Triste Longcore:Exclamation points are telling people what to thnk/feel. I hate 'em

Stephen Cauffman:Thanks for the 're-tweet' suggestions!!!!!!

Lauri Rebar:Photos and links are essentials of our posts

Lisa Peters:What about CAPS?

Antonia Ruiz-Koffman:"a new release"

Amanda StJohn:right.

Karen Duree:right

Andrew Spires:The movie "Big"?

Eileen O'Shea:in lieu of ! what about a hashtag like #awesomelibrarystuff

Marci Behm:We use clever verbage to describe the movie.

Sarah Jesudason:Movie names are a problem with the viewing license. We use a lot of hints.

Michael McCulley:Can't use movie titles on public media... :(

Sarah Caton:we have a couple of new releases that they can choose on

Erin Holt:intrigue anyone

Erin O'Brien:I'm guilty of using exclamation points! Not in multiples, though, but still - I better reduce.

Louise LeClaire:put a photo with every post you can

Rachael Pattillo:Hashtag sparingly.

Jill Minor:Rick & Ilsa, here's looking at you kid, we have popcorn

Tamara Stoker:no hashtags on FB. It's upsetting to many people...

Rachael Pattillo:Especially hashtags used for fun.

Louise LeClaire:paople more likely to look at your post if there's a graphic element to it

Rachael Pattillo:FB might be adding hashtags.

Kathy Dempsey:I exclaim on things too! esp "This is worth sharing!"

Philip Krogmeier: Bingo, Rachael. Hashtags should be just as strictly regulated as exclamation marks.

Michael McCulley: true Rachael.. considering it...

jeffie nicholson: so it's not enough to like a post on facebook? I couldn't tell if they were.

Alicia Norton: Library should've posted info right online

Jill Minor: In this case, children's librarians don't want too much detail posted in case of changes :(

jeffie nicholson: # need to be something you think people will be looking for

Marci Behm: I love that FB might be adding hashtags, but am curious how they will work with security settings.

Kristine Segura: we posted a photo of our story times w/ age group info

Erin Holt: dude, LAG!

Erin O'Brien: Marci, I'm excited for that, too.

Erin Holt: no press is better than bad press right

Rachael Pattillo: Hashtags will make cross posting to Twitter and Facebook a lot better, on top of being able to track specifics on FB. I HATE searching for posts on FB.

Rachael Pattillo: Hashtags would be awesome.

Erin O'Brien: And Instagram posts to Facebook, too.

Jill Minor: I hate that you can't tweet instagram without clicking to open them any more

Michael McCulley: Instagram can do anything with your photos, remember their new TOS?

Sarah Jesudason: How about using Events in FB? We found our patrons weren't using them, but I know I use them in my personal life.

Mary Brannen: @ Michael... I thought they had backtracked on portions of their TOS.

Michael McCulley: @ Mary.. some, but I still stopped using it...

Rachael Pattillo: @ Michael @ Mary, ins't pinterest facing a similar issue?

jeffie nicholson: I use events. Prettier and bigger pictures via events than engaged calendar on our website.

Amy Bunn: Sarah J, I think some people find events intrusive, but that's only anecdotal.

Marci Behm: We just discussed Events yesterday and decided they weren't goign to work well for us.

jeffie nicholson: Also cross post events to other local pages

Michael McCulley: I hadn't heard about PINterest that way...

Erin Holt: it is a TON of work but yes, benefits!

Mary Brannen: Yes. I am surprised it took this long... I'm not sure how Pinterest hasn't been a huge copyright/registration issue.

Rachael Pattillo: Hrm. This requires more research.

Michael McCulley: Thnx for links Laura!

Carrie Prechtel: Reading Nitty Gritty right now.

Klara Kim: i want infopeople to do your other presentations!

Monica Casanova: why mean laura?

Erin O'Brien: Laura, 'Doing Social media So It Matters' is on my desk right now. :)

Rebecca Lightfoot: Reading "Nitty Gritty" right now. It's excellent.

Marci Behm: I have that book on my desk too.

Lauri Rebar:I created a spreadsheet to help me remember some of the programs, departments, special things, etc. that we have that may be of interest. This helps jumpstart my brain when thinking of something to post for our academic library.

Nancy Ashbrook:Norfolk PL social media policy?? Couldn't find it w/FB timeline. Help?

Marci Behm:We have a social media calendar shared in Google so that we don't miss posting big events.

Sarah Caton:Nancy, https://www.facebook.com/NorfolkPublicLibrary/app_112916305393989

Wendy Wright:We have one page for 38 branches

Karen Kreterfield:I periodically scan other library pages for ideas

Jill Minor:I wish there was one central calendar where I could get information; it's like pulling teeth

Joanna Duffett:What if we already have pages for each branch ALREADY?

Erin Holt:NYPL has diff twitter feeds per branch

Angela Meyers:Our libraries are unique and all have their own facebook pages. Do I pull events from their fb pages and promote?

Joanna Duffett:should we consolidate?

Lauri Rebar:@ Karen Kreterfield, great idea!

Erin Holt:and they have 85 branches

Sarah Caton:We have 2 pages for our small library. One is just for teens

Kristine Segura:our main admin page has our logo. the branches have profile pics of different branches.

Jill Minor:Yes, Angela! You can shortlink the FB posts and tweet them

Laura Anthony:I use RSS feeds from the central library to update our branch users

Rachael Pattillo:@Sarah Same for us! We share a Teen page with Parks and Rec.

Marci Behm:We have consolidated social media for our 6 locations. We are in a big streamlining process.

Andrew Asquith:Does thank include teens Laura? We have almost 200 teens? Should we ask them to like the main page?

Stephen Cauffman:What about individual vs institutional Twitter accounts?

Heather Stewart:How do your libraries with FB interface / promote other community and city activities? Not all Library focused?

Sarah Caton:pinterest is awesome, i promote books and movies that we have geared towards teens

Carol Batt:We love our Pinterst site <http://pinterest.com/buffalolibrary/>

Maura Otis:If you have time to do only one social media sites well, which one is best?

Mary Stenger:Our pinterest is popular too.

Erin O'Brien:NYPL's Pinterest site is terrific - great example if your library's looking to join.

Rachael Pattillo:Does anyone use foursquare? Currently asking my boss if we can get rid of it.

Sarah Caton:it was bashing our events

Erin O'Brien:*you're

Brittany McBride:Pinterest has actually been a god send for us since we have so many resources we want to share, but had to reduce our website pages

Jill Minor:I use Foursquare but it was once more useful than it is now

Erin O'Brien:(scratch that correction - sorry)

Erin O'Brien:Jill, does your library use Instagram?

Marci Behm:We ran a Pinterest contest. We got like 10 entries, but it was really great:
<http://pinterest.com/dmplib/inspired-by-the-book-contest/>

Jennifer Self:Where are the teens now?

Wendy Wright:Where are the teens?

Polli Kenn:what do you do with nice patrons who are regular likers/commenters who post events that are things like classes, etc.

Sarah Jesudason:tumblr

Renee Romanoff:instagram

Michael McCulley:Youtube use? is that social media? Our City govt here blocks YouTube on our computers.. :(

Rachael Pattillo:@Jill How so? We're really laid back and can't get the hang of offering "coupons".

Sarah Carnahan:or instagram

Laura Anthony:yikes

Wendy Wright:Yay! We do that.

Andrew Asquith:teens like pheed & tumblr

Jill Minor:Erin, not yet—we use owly for photos via Hootsuite, and are using Vine

Klara Kim:instagram?

Melissa Cardenas-Dow:so...if the majority of library staff and faculty need to be sold on FB, what can you do?

Sarah Caton:mine still are on facebook

Jessica Hayes:i heard that youtube was the teens new site

Elizabeth Chavarin:I think teens are on Instagram

Rachael Pattillo:Pheed seems like tumblr + ability to monetize.

Michael McCulley:I tried to tell them Library of Congress has a YouTube channel..lol..

Sarah Caton:@ Michael lol that's just awesome

Mary Brannen:I would say young adults/college aged students on instagram...but teens?

Eileen O'Shea:@Jill what are you doing with Vine?

Jill Minor:@Rachel we haven't had any offers yet, we just post updates

Andrea Kroll:Contra Costa County wants to build interest in digitizing our local history collection. We have started a Facebook page and are considering moving to Pinterest, tumblr or a blogging website. Any suggestions?

Rachael Pattillo:@Jill Thanks!

Jill Minor:tips I mean

Sarah Caton:ok i haven't even started on instagram, what is it? lol

Kelly Sundin:is that the same tactic for countering the "professional voice" argument, and convince your staff/colleagues that conversational, casual voice is better?

Monica Casanova:photo sharing

Jennifer Self:Do you envision a role for libraries on tumblr?

Erin Holt:Sarah IG is a photo sharing site / app

Michael McCulley:they might get *with it* one day @Sarah...

Amy Bader:@Sarah- Instagram is solely a photo sharing site

Erin Holt:can filter pics

Laura Anthony:We use RSS feeds to announce our central events is that overkill?

Sarah Caton:Oh ok thanks

Marci Behm:Recent studies show teens are on the visual web: Instagram, Tumblr and SnapChat.

Jill Minor:I'm trying to decide whether to do Instagram or Tumblr next

Erin O'Brien:@Sarah, it's a photo-driven site - it's smartphone-based.

Sarah Caton:like meme's?

Catherine Hany:Instagram is popular with Tweens in our area.

Erin O'Brien:@Jill, I'm/we're in the same boat.

Rachael Pattillo:Tumblr has been very good to us!

Erin Holt:i can't really get on board w/ Tumblr

Lisa Peters:Would you do a webinar on Tumblr soon?

Elizabeth Chavarin:@sarah you can post pictures and hashtags on Instagram (IG)

Rachael Pattillo:Love the sharing for Tumblr.

Eileen O'Shea:any libraries here with tumblr links, feel free to share here

Jill Minor:I'd be keener on Instagram if FB hadn't pulled the Twitter plug

Sarah Rodriguez:@Jennifer there's a ton of libraries & librarians on tumblr. There's actually a pretty comprehensive list of them here: <http://thelifeguardlibrarian.tumblr.com/tumblarians>

Monica Casanova:Is a Social Media policy necessary? Specifically, for staff

Jill Minor:Facebook owns Instagram

Jennifer Self:@Sarah thanks

Kathy Dempsey:Yes, SM policy is vital!

Brittany McBride:<http://norfolkpubliclibrary.tumblr.com/>

Stanley Strauss:Laura's webinar is archived: <http://infopeople.org/training/teens-tweens-social-networking>

Marci Behm:We're using a Wordpress acct for our local history pages but then we push the posts to FB and Twitter. Our followers love it.

Nanett Overholt:Pictures with Flickr is what we use

Jill Minor:I may do it just so I can call myself "Tumblarian"

Sarah Caton:@Monica, I would say so, just to keep everyone safe and understand what is going on

Erin O'Brien:Omaha Public Library uses a blog for stories moreso than photos.

Philip Krogmeier:Love it, Jill.

Amy Bunn:Do you think it works to make a library page an open forum for community members to reach out to each other for information? ie—allowing a patron to post something like, "Where in the area can I buy a purebred labradoodle?," then allowing community members to respond. Too hard to control?

Michael McCulley:Blogs still important, I think...

Erin O'Brien:Agree, @Michael.

Philip Krogmeier:We have an "Ask a Librarian" link on our page for questions like that, Amy.

Elizabeth Chavarin:@Jill do you think it's okay to ask people to post pictures on your social media pages for example, a family who just picked up a library card

Jill Minor:I'd be ok with that pursuant to moderation @Elizabeth

Kathy Dempsey:@Monica: how to write SM policy:
<http://www.infotoday.com/mls/mar13/index.shtml>

Kris Cram:at Omaha Public Library we have a photo permission form
Rachael Pattillo:@Elizabeth We've had patrons email us photos-such as kids with new cards, kids at events, etc. But we definitely screen items first.

Carrie Prechtel:Photo releases covers you. We did new library card holders. It's fun.

Elizabeth Chavarin:Cool!

Erin O'Brien:@Kathy, thanks for that link.

Sarah Caton:@Philip how do you put a link like that on FB?

Amy Bunn:A photo release form might protect you from liability.

Stephen Cauffman:What about individual vs institutional Twitter accounts?

Sarah Carnahan:we have photo releases that patrons must sign

Jill Minor:Photo release with library card! WHAT A GREAT IDEA!

Monica Casanova:Here's an NYT article about the folly of regulating what employees say on social media http://www.nytimes.com/2013/01/22/technology/employers-social-media-policies-come-under-regulatory-scrutiny.html?pagewanted=all&_r=0

Amanda Grombly:what about taking pictures at events, do you still need photo releases

Monica Casanova:good point

Nilya Carrato:We have a photo release built into our library card and/or event sign up forms

Kathy Hall:we also have a photo releases for our patron

Carrie Prechtel:I wanted our library to put a photo release on the library application form. No go yet

Kristin Stout:Did you say that this webinar would be archived? If so, how do I access the archive?

Erin O'Brien:@Amanda, yes, if the photos will be posted to the public/used by the Library.

Elizabeth Chavarin:love that! @Nilya

Philip Krogmeier:@Sarah: It's something that our web guru has built into our webpage. It's actually an instant messaging system rather than a forum-style system.

Laura Anthony:Any recommended apps to use on facebook?

Nanett Overholt:We use photo release as part of our events too.

Antonia Ruiz-Koffman:as a patron i would never sign a photo release

Michael McCulley:rulez? where we're going we don't need rulez...

Sarah Carnahan:or have the kids hold their crafts in front of their faces

Sarah Caton:ok thanks @Philip

Marci Behm:I have to go work a desk. This has been fabulous. Thank you.

Jill Minor:Disclaimer on my personal twitter account—my opinion not library's

Andrew Asquith:I hear tons of things about facebook, but what kinds of things should we be tweeting for libraries?

Eileen O'Shea:bye farmville

Erin O'Brien:@Nilya, but for how long has a photo release been a part of the library card signup form?

Heather Witherow:I have a meeting to go to but thank you, very interesting!

Stanley Strauss:There is no "expectation of privacy" in a public library, so photo releases are an added protection, but not necessary. This is from a webinar presented by Mary Minow.

Polli Kenn:Events don't seem to do any good on a business page...

Michael McCulley:But, truth is, we have work within what our board/City/admin says.. :)

Brittany McBride:You do have to use an app for running contests though

Jill Minor:everything going on in the larger community is good to tweet: the arts, education

Erin Holt:we participate in #fridayreads

Deborah Worthey:Where can we get the archive for the slideshow posted?

Steve Roskoski:we tweet things we have, stuff we do, and cool library related news

candace barth:thank you

Andrew Asquith:Thanks Laura :)

Erin O'Brien:QUOTES!

Rachael Pattillo:I follow local tourism boards and retweet interesting local events that are timely!

Monica Casanova:What do you think about a pic of a mascot instead of a logo? We have an Eastern Screech Owl that roosts on one of our trees that we use as a mascot

Kristine Segura:we have events, quotes, crafts, recipes, book review, staff profile including photos

Eileen O'Shea:slides and archive for this webinar: http://infopeople.org/training/how_to_fail

Kathy Hall:Will we get a certification of complete

Kristin Stout:Did you say that this webinar would be archived? If so, how do I access the archive?

Rachael Pattillo:#fridayreads are always excellent.