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### Kim Crowder

Director, Communications, The Indianapolis Public Library

- Been in this role for three and a half years.
- Launched the department after a Communications Department being nonexistent for more than five years.
- Has worked with Oprah Winfrey and for two Fortune 500 companies.
- Published journalist in The Houston Chronicle.
- Launched social media for Whole Foods Market's Houston, TX market, and featured in Mashable.
- Given presentations for the American Library Association, Indiana State Library, and Linking Indy Women
- Sings and salsa dances regularly.



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### The Download

What We'll Be Unpacking Today

-  **Laying The Foundation**  
Why Highlighting Diversity is Important
-  **Being A Gatekeeper**  
Your Role and Impact on Advocacy Through Social Media
-  **Five Ways to Define Your Audience**  
Knowing Where Your Impact Will Fall and How to Connect
-  **Creating Content for Your Audiences**  
How Metrics and Social Media Ad Tools Can Help With Inclusion
-  **Mistakes Happen, How To Avoid Them**  
Real Life Examples To Tie It All Together

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## A Few Quick Facts

2017 Annual Stats



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## The Indianapolis Public Library Employees

What Does Our Internal Diversity Look Like?

There are 143 employees of color within The Indianapolis Public Library system, and 474 are Caucasian. This is of 617 total employees since December 31, 2017.



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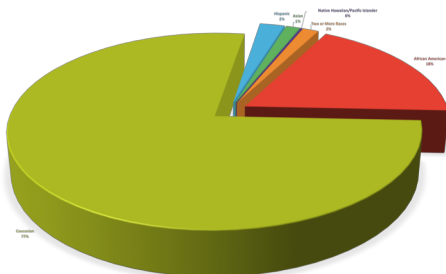
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## How Do Those Percentages Break Down at IndyPL?



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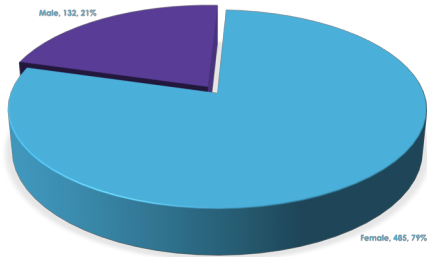
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### Mars and Venus Employee Breakdown at IndyPL



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### What Is Diversity?

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### Does Diversity Yield Profitable Benefits?

The Value and Realities of the Importance of Diversity in the Workplace



#### Companies With More Diversity Increase Profit

According to the Harvard Business Review, employees of firms with 2-D diversity are 45% likelier to report a growth in market share over the previous year and 70% likelier to report that the firm captured a new market.



#### Diverse Leadership Is Necessary

If diverse leadership does not exist, women are 30% less likely than straight men to win endorsement for their ideas. LGBTQs are 21% less likely, and people of color are most affected at 34%.



#### Put Women In Charge

The highest-performing companies on both profitability and diversity had more women in roles that generated revenue than in staff roles on their executive teams, based on a study by McKinsey&Company.

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**How Do Libraries Benefit From 2-D Diversity in the Workplace?**

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**What Is The Differences Between Implicit and Explicit Bias?**

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**What Is Cultural Sensitivity?**

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## Becoming An Advocate By Being A Gatekeeper

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Nan dihlak in kan i don hina. سبھی کا خیر مقدم ہے۔ सभी का स्वागत है। "ᠨᠠᠨ ᠳᠢᠬᠤᠯᠠᠵᠤ ᠤᠨ ᠴᠠᠨ ᠢ ᠳᠣᠨ ᠬᠢᠨᠠ" **All are welcome**  
Wote mnakaribishwa. جميع مرحب بهم। ਸਭ ਦਾ ਸੁਆਗਤ ਹੈ।



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## Diversity Is Not Monolithic

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### How To Address Bias and Practice Empathy

The Goal Should Always Be To Put Patrons First

**A Few Tips**

**Talk Openly Internally 01**  
Be willing to be uncomfortable in exchange for the comfort of those you serve.

**Commit To Being Inclusive 02**  
Base strategy on your Commitment to Inclusiveness statement and make it available to anyone.

**Find Training 03**  
Send staff to racial equity training, LGBTQ ally training, etc.

**Ask For Help 04**  
Reach out to external sources like local nonprofits and advocacy groups.

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### Creating Messaging For Target Audiences

Defining Your Audiences Matters

- 1 | Consumer Behavior and Interests
- 2 | Education and Socioeconomic Dynamics
- 3 | Website Activity and Usage Patterns
- 4 | Message for Programs and Services
- 5 | Social Media Engagements
- 6 | Goals For Specific Programs and Services

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## Our Facebook Audience

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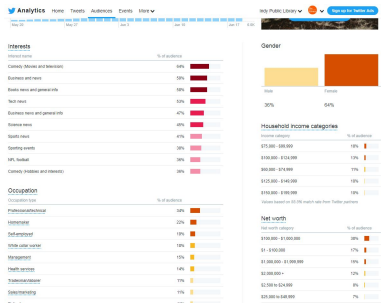
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## Our Twitter Audience

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## What We Know

Using Data To Help Guide Us In Being Inclusive

- 1 | IndyfIt appears to have around 700 monthly active users who fall into the Asian American and Hispanic multicultural affinity categories.
- 2 | This data offers startling information to expand reach to diverse audiences and also supports providing diverse content to the audiences we already have.
- 3 | Use this data with other audience insights to get the complete picture.
- 4 | Look at similarities within the data to provide messaging that will reach the largest number of people.
- 5 | The IndyfIt audience leans strongly female, educated, and interested in books, education, and the library. This is true across all of the multicultural affinity segments.
- 6 | By looking at similarities and testing unpaid posts on this data, we maximize the amount of successful organic content that can be posted, leaving targeted marketing to paid advertisements.



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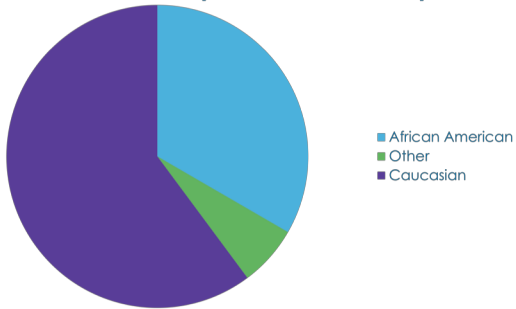
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### Multicultural Affinity On Facebook For IndyPL

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### Creating Content For Your Audiences

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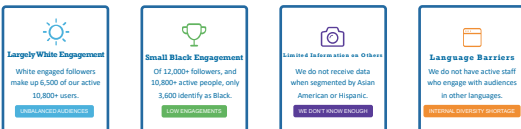
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### Challenges Regarding Attracting Diverse Audiences

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Keeping Up With Data On Facebook



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## Indy Book Fest Facebook Ad

Create Your Audiences

**Audience**

SAVED AUDIENCE: **Indy Book Fest**

Location: United States, Indianapolis (200k)

Excluded Countries: Excludes people who are going to Indy Book Fest 2018

Age: 25-40

Language: English (US) or English (GB)

People Who Match: People who have visited, attended, shared, liked, or commented on posts related to Indy Book Fest, Indianapolis, Indiana, or who have visited, attended, shared, liked, or commented on posts related to Indy Book Fest, Indianapolis, Indiana, or who have visited, attended, shared, liked, or commented on posts related to Indy Book Fest, Indianapolis, Indiana.

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## Stay In The Know With Flipboard

BOOKS

THE BEST WRITING ADVICE I HAVE EVER RECEIVED

German president to attend ceremony of Thomas Mann House in L.A.

It's Take More Than A Few Angry Villains To Kill Off 'Frankenstein'

Save Gravel about Stone Caring, and Thoughts on the Fullness of Justice

20 Rock/Pop Stars to Read While You Wait

Northwestern Book Review: The New York Times the Perfect Read

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## Use Hashtags To Increase Audiences



**Industry**

#librariesofinstagram  
#librarylove  
#bookish  
#bookstagram  
#amreading  
#booklove



**Diversity**

#booklover  
#booksbooksbooks  
#reader  
#shelie  
#readersunite  
#

#weneeddiversebooks  
#PRIDE  
#PRIDEmonth

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### Tips For Creating Inclusive Content

Figuring Out The Balance

01 Kids Materials With Diverse Topics Disarm. 01

02 Use Culturally Appropriate gifts Only. 02

03 Look At Audiences Across All Social Media. 03

04 Plan Ahead. 04

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### Tell Compelling Stories With Images and Content

Did you know that our digital only African American history and genealogy website is now open to the public and available to anyone? We are excited to announce that we have added a new feature to our website, allowing anyone to access our digital only African American history and genealogy website. This is a great way to share our rich history and culture with the world.




The Indianapolis Public Library Digital Collections

One of the most important things to remember when creating content is to be inclusive. This means representing a wide range of people and experiences. The Indianapolis Public Library is committed to this goal and is working to ensure that our content is as inclusive as possible.



The Indianapolis Public Library

Congratulations to the amazing King Martin, Elizabeth Kennedy, and James McHenry! They have won the 2019 Indiana State History Award. This is a great achievement and a testament to their hard work and dedication to preserving our state's history.



NPR

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### African Dance Preschool Workshop

Before & After



African Dance Preschool Workshop



African Dance Preschool Workshop

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## PRIDE Guide Ad

Before & After...& After Again

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## Diverse Content Around Involvement & Traditional Advertising

National Holidays and Times of the Year

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## Diverse Content on Facebook

Intentionally Bringing In Diverse Cultures

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## Diverse Content on Twitter

Local Events and Pop Culture As Conversation Starters



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## Diverse Content on Twitter

Community Partnerships Are Everything



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## Adrian Matejka for National Poetry Month

Tell Your Own Stories Across Social Media Outlets



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## It's Not Always About You, So Retweet

Creating Diverse Content About Others... & Intentionally Using Multi-Ethnic Emojis




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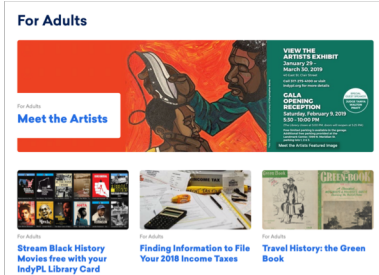
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## Blog Content Works




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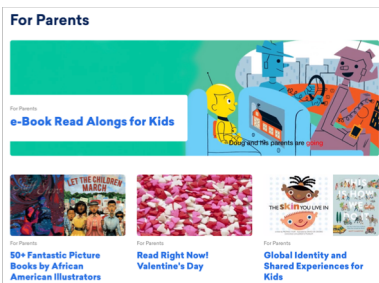
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## Blog Content Works




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## Blog Content Works

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### For Kids



**Higher, Stronger, Faster: 10  
Legendary Black Athletes**



**20 Stunning Biographies  
for Kids that Showcase  
Black Musicians & Singers**



**Turkey Pardons and Other  
Unique Stories About U.S.  
Presidents**



**The Super Soaker & Other  
Innovative Ideas from  
Black Scientists & Inventors**

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## Blog Content Works

41

### For Kids

## Superhero Service Dogs

05/02/2019



A service dog is specially trained to help people who have a disability. The most commonly known service dogs are probably guide dogs who help people who are blind. A service dog can also help someone with a hearing impairment or other physical disability that makes it hard for them to move safely on their own. Sometimes a service dog even is especially good at helping people who have anxiety or seizures or diabetes.

Service dogs are protected by the Americans with Disabilities Act. This means they are allowed to go everywhere their person needs to go, even if dogs are not normally allowed there, like on airplanes or in restaurants. *Beau and Anna* is the story of how a service dog and a person become such a great team.

A therapy dog is also a specially trained helper dog. A therapy dog's job is different than a service dog though. A therapy dog is trained to comfort people. They are especially good at making people feel safe and calm.

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## Strong Social Media Campaigns

Putting Diversity & Inclusion At The Forefront

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**"Simple. Meeting locations that don't require climbing stairs."**

JOE KISER, Ph.D.  
Executive Director  
Workforce and Community Development

Little things can make a big difference. When someone cares about the details that make things more accessible to those with disabilities, it can have a huge impact on a colleague's sense of belonging.



**"When I know my contributions are valued."**

LISA AGUILERA HERNANDEZ  
Manager, Office Operations  
HR, Healthcare & Student Development

You can't always see someone's disability. Did you know that disabilities can include chronic conditions, such as diabetes, cancer, COPD, and fibromyalgia?



**"Being able to navigate the world independently."**

ANNELA C. WRIGHT, J.D.  
Assistant to the President  
Workforce Development

Assistive Technology includes computer software for email, notes and speech recognition, features such as specialized switches and key boards, and mobility aids for individuals and guide dogs.

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## Strong Social Media Campaigns

Putting Diversity & Inclusion At The Forefront




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## Preparing For Drag Queen Story Time

Image Matters...Before & After



**Drag Queen Story Time**  
Green Screen Theater, Learning Curve  
Central Library  
Friday, June 8, 11 AM to noon

Join us for Drag Queen Story Time in celebration of Indianapolis Pride Week. Dress up as your favorite LGBTQ+ character and/or your great LGBTQ+ friends from the Gay, Lesbian, and Bisexual community.  
**See you there!**

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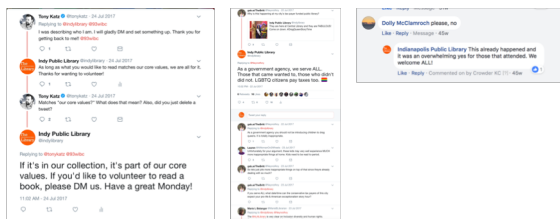
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## Why We Chose Not To Be Silent

Supporting All Patrons' Rights By Speaking Up And Being A Gatekeeper For Drag Queen Story Hour Events



Our decision to have dialogue with patrons, staff members and those who mentioned the program was intentional. We responded to both those pro- and opposed to the event.

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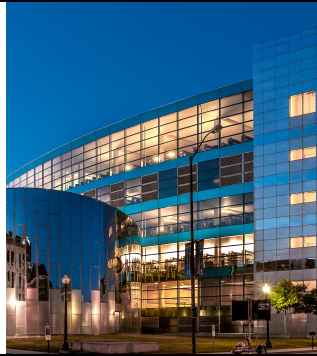
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## What If We Fumble?

Using Authenticity To Get Back In The Game

- 1 Admit your mistake and take clear responsibility...no buts allowed.
- 2 Apologize quickly and sincerely and offer an email address for more questions.
- 3 Video with a recognizable, friendly staff member's face is always best.
- 4 Phone an expert colleague or community partner and figure out how to message best.
- 5 Where you message is as important as how.




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## The Most Important Part

We ALL Have It, But Do Not All Recognize It

If you are:

- Male
- White
- Cis-gendered
- Physically abled in ways that are considered "the norm"
- Above the poverty line
- Have watched any media at all
- Live in the world

Then you have bias, privilege, and/or blind spots. This doesn't make you a bad person, bigot, or racist. Acknowledging it and working to change is what matters most!



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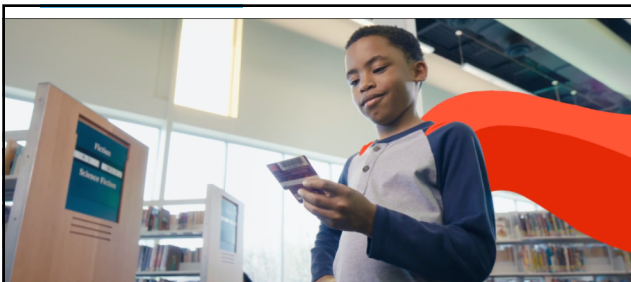
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<https://www.youtube.com/watch?v=HOKMbOCIA8I>

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## We Serve ALL!

At the end of the day, this is our overarching statement as part of our core beliefs and values.

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## Questions?

Kimberly.Crowder@live.com

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