Using Social Media As A Tool To Advocate Diversity and Inclusion
An Infopeople Webinar
Presented by: Kim Crowder
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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.

The Download
What We’ll Be Unpacking Today
- Laying The Foundation
  -Highlighting Diversity in Whatever
- Being A Gatekeeper
  -Your Role and Impact on Advocacy Through Social Media
- Five Ways to Define Your Audience
  -Knowing Where Your Impact Falls and How To Connect
- Creating Content for Your Audiences
  -How Interactive Social Media Can Help With Inclusion
- Mistakes Happen, How To Avoid Them
  -Real Life Examples To Tie It Altogether

- metrics and social media ad tools can help with inclusion
A Few Quick Facts

- Visits to Our Website: 171,025
- Walk-in Visits: 4 Million
- Bookmobile Visits: 1,551
- Circulation for Electronic Materials: 2 Million
- Total Program Attendance: 287,772

The Indianapolis Public Library Employees

What Does Our Internal Diversity Look Like?

- 24.3% of IndyPL employees are of color. This is very common within the library industry.
- 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.

How Do Those Percentages Break Down at IndyPL?
What Is Diversity?

If diverse leadership does not exist, women are 20% less likely than straight men to win endorsement for their ideas; LGBTQs are 21% less likely; and people of color are most affected at 24%.

Diverse Leadership Is Necessary

The highest-performing companies on both profitability and diversity had diverse women in top leadership roles. On average, companies with diverse executive leadership were 16% more likely to outperform their peers.

Companies With More Diversity Increase Profit

According to the Harvard Business Review, companies with diverse leadership are 20% more likely to report a growth in market share over the previous year and 80% likelier to report that they captured a new market.

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

What Is The Differences Between Implicit and Explicit Bias?

What Is Cultural Sensitivity?
Becoming An Advocate
By Being A Gatekeeper

Our Commitment To Inclusiveness
All library services are available to residents of the library district without regard to race, color, religion, national origin, sex, age, physical or mental disability, pregnancy, sexual orientation or gender identity.

Diversity Is Not Monolithic
How To Address Bias and Practice Empathy

The Goal Should Always Be To Put Patrons First

A Few Tips

- Be Teachable
- Be Intentional
- Be Humble
- Be Open

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
Our Facebook Audience

IndyPL appears to have around 700 monthly active users who fall into the Asian American and Hispanic multicultural affinity categories. This data offers starting information to expand reach to diverse audiences and also supports providing diverse content to the audiences we already have. Use this data with other audience insights to get the complete picture.

Our Twitter Audience

The IndyPL audience leans strongly female, educated, and interested in books, education, and the library. This is true across all of the multicultural affinity segments.

What We Know

1. Use the data to inform strategies that help target the audience.
2. Similarities within the data provide opportunities to engage with each demographic slice.
3. Cross-check data with other audience insights to get the complete picture.
4. Lack of cohesion within the data provides an opportunity to engage with each demographic slice.
5. Ensure the content aligns with the audience's interests and preferences.
6. By focusing on content that resonates with specific demographics, we can increase engagement and build an inclusive community.

By looking at similarities and basing unpaid posts on this data, this maximizes the amount of successful organic content that can be posted, leaving targeted marketing to paid advertisements.
Creating Content For Your Audiences

1. Pop Culture and Local Events
2. Youth Materials
3. Holidays and Times of the Year
4. Visual Imagery

Challenges Regarding Attracting Diverse Audiences

1. Inadequate Engagement: Only 2,000 followers, only 5,000 active posts, only 1,000 unique users.
2. Internal Diversity Shortage: We do not have data on diversity of our audiences.
3. Limited Information on Others: We do not receive data when segmented by Asian American or Hispanic.
4. Language Barriers: Of 12,000+ followers, only 3,600 identify as Black.

Keeping Up With Data On Facebook

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**Indy Book Fest Facebook Ad**

Create Your Audiences

- Create your audience
- Increase engagement
- Use hashtags

- #librariesofinstagram
- #booklover
- #librarylove
- #booksbooksbooks
- #bookish
- #reader
- #bookstagram
- #shelfie

**Stay In The Know With Flipboard**

- Stay in the know
- Flipboard
- News

**Use Hashtags To Increase Audiences**

- Industry
- Diversity
- #weneeddiversebooks
- #PRIDE
- #PRIDEmonth
- #booklover
- #bookishbooks
- #reader
- #bookstagram

- #amreading
- #readersunite
- #booklove
- #rsebooks
- #booklove
- #RSEbooks
Tips For Creating Inclusive Content
Figuring Out The Balance

01. Kids Materials With Diverse Topics Disarm
02. Use Culturally Appropriate gifs Only
03. Look At Audiences Across All Social Media
04. Plan Ahead

Tell Compelling Stories With Images and Content

African Dance Preschool Workshop
Before & After
PRIDE Guide Ad

Before & After... & After Again

Diverse Content Around Involvement & Traditional Advertising

Historical Holidays and Times of the Year

Diverse Content on Facebook

Intentionally Bringing in Diverse Cultures
Diverse Content on Twitter
Local Events and Pop Culture as Conversation Starters

Community Partnerships Are Everything

Adrian Matejka for National Poetry Month
Tell Your Own Stories Across Social Media Outlets
It’s Not Always About You, So Retweet
Creating Diverse Content About Others, & Intentionally Using Multi-Ethnic Emojis

Blog Content Works
For Adults
Meet the Artists

Blog Content Works
For Parents
e-Book Read Along for Kids
Blog Content Works

For Kids

Superhero Service Dogs

Strong Social Media Campaigns

Putting Diversity & Inclusion At the Forefront

2/20/19
Strong Social Media Campaigns
Putting Diversity & Inclusion At The Forefront

Preparing For Drag Queen Story Time
Image Matters...Before & After

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.
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. Videos with a recognizable, friendly staff member’s face is cheaper and better.
4. Have an expert at your company: partner with an expert to message best.
5. Where you message is as important as how.

If you are:
• Male
• White
• Cis-gendered
• Physically able 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!

The Most Important Part
We ALL have it. But do we all recognize it?

https://www.youtube.com/watch?v=HOkMbOClA8I
We Serve ALL!
At the end of the day, this is our overarching statement as part of our core beliefs and values.

Questions?
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