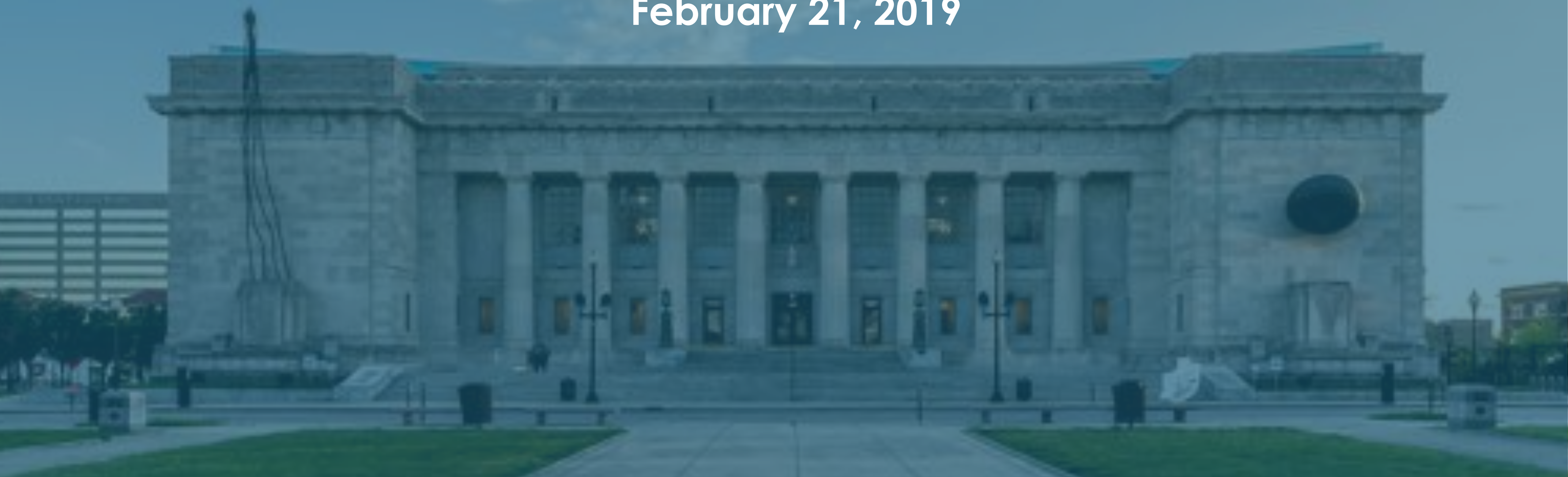


Using Social Media As A Tool To Advocate Diversity and Inclusion

An Infopeople Webinar

Presented by: Kim Crowder

February 21, 2019



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

3



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 Altogether

A Few Quick Facts

2017 Annual Stats

4



4 Million
Walk-in Visits



10.2 Million
Visits To Our
Website



171,025
Active Library
Borrowers



287,772
Total
Program
Attendance



1,551
Bookmobile
Visits



2 Million
Circulation
For Electronic
Materials



The Indianapolis Public Library Employees

5

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.

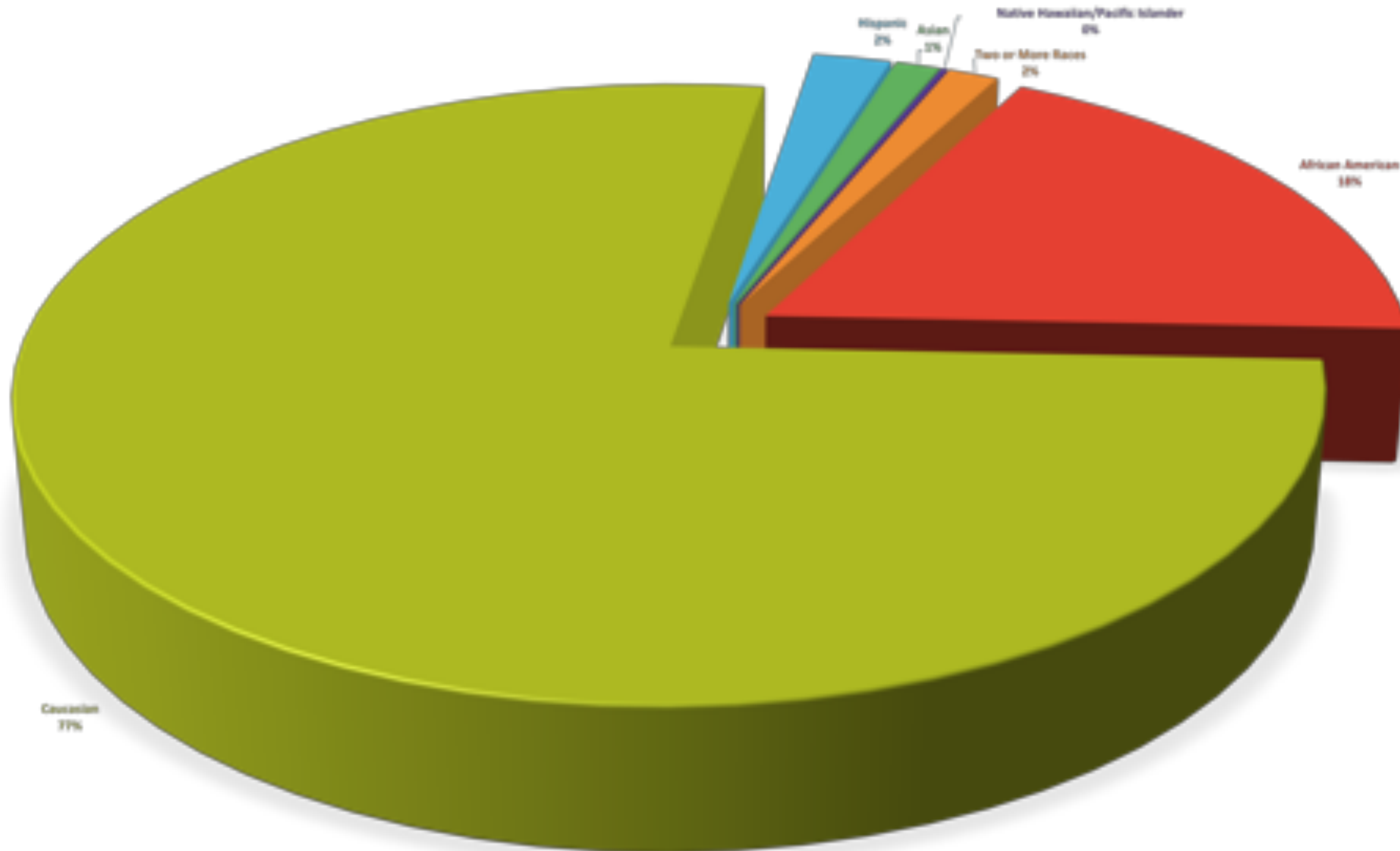
How Do The Numbers Add Up?

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

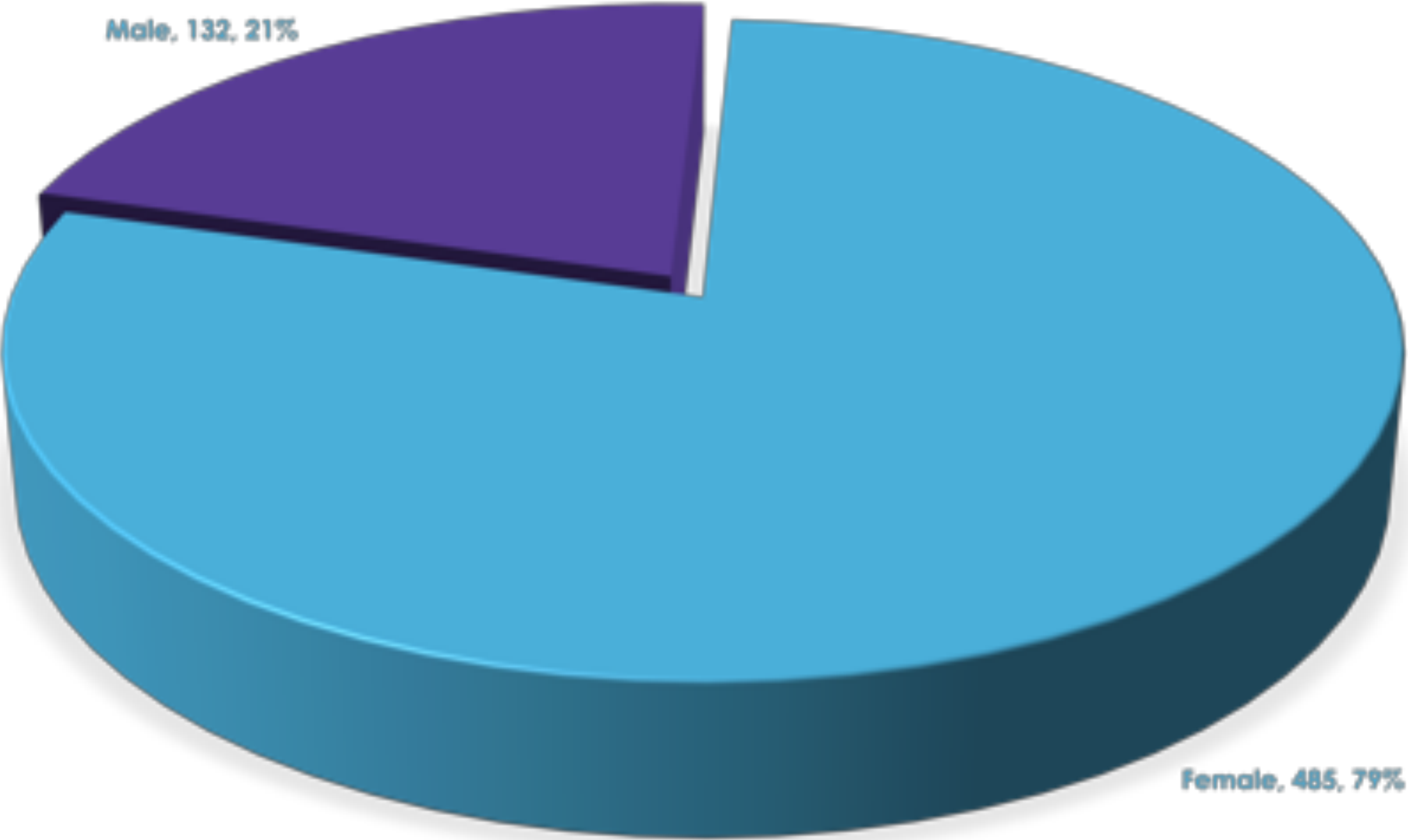


How Do Those Percentages Break Down at IndyPL?

6



Mars and Venus Employee Breakdown at IndyPL





What Is Diversity?



Does Diversity Yield Profitable Benefits?

9

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 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%.



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.



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

Nan dihlak in kan i don tina. سبھی کا خیر مقدم ہے सभी का स्वागत है **All are welcome**
Todos son bienvenidos **All are welcome**
Wote mnakaribishwa الجميع مرحب بهم ਸਭ ਦਾ ਸੁਆਗਤ ਹੈ



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



https://www.youtube.com/watch?v=z7rgZn_qoq4

How To Address Bias and Practice Empathy

17

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 03

Base strategy on your Commitment to Inclusiveness statement and make it available to anyone.



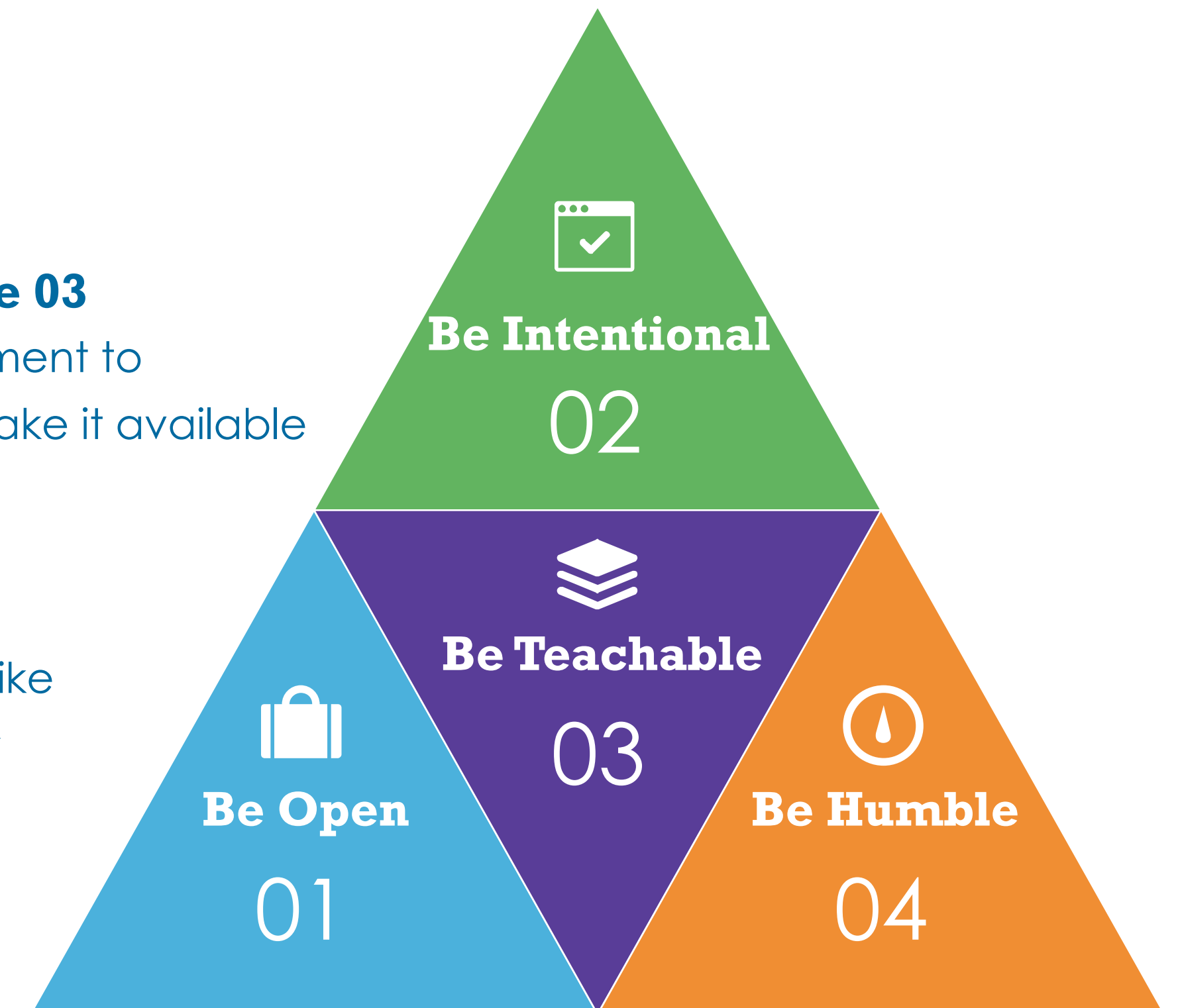
Find Training 03

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.



Creating Messaging For Target Audiences

Defining Your Audiences Matters

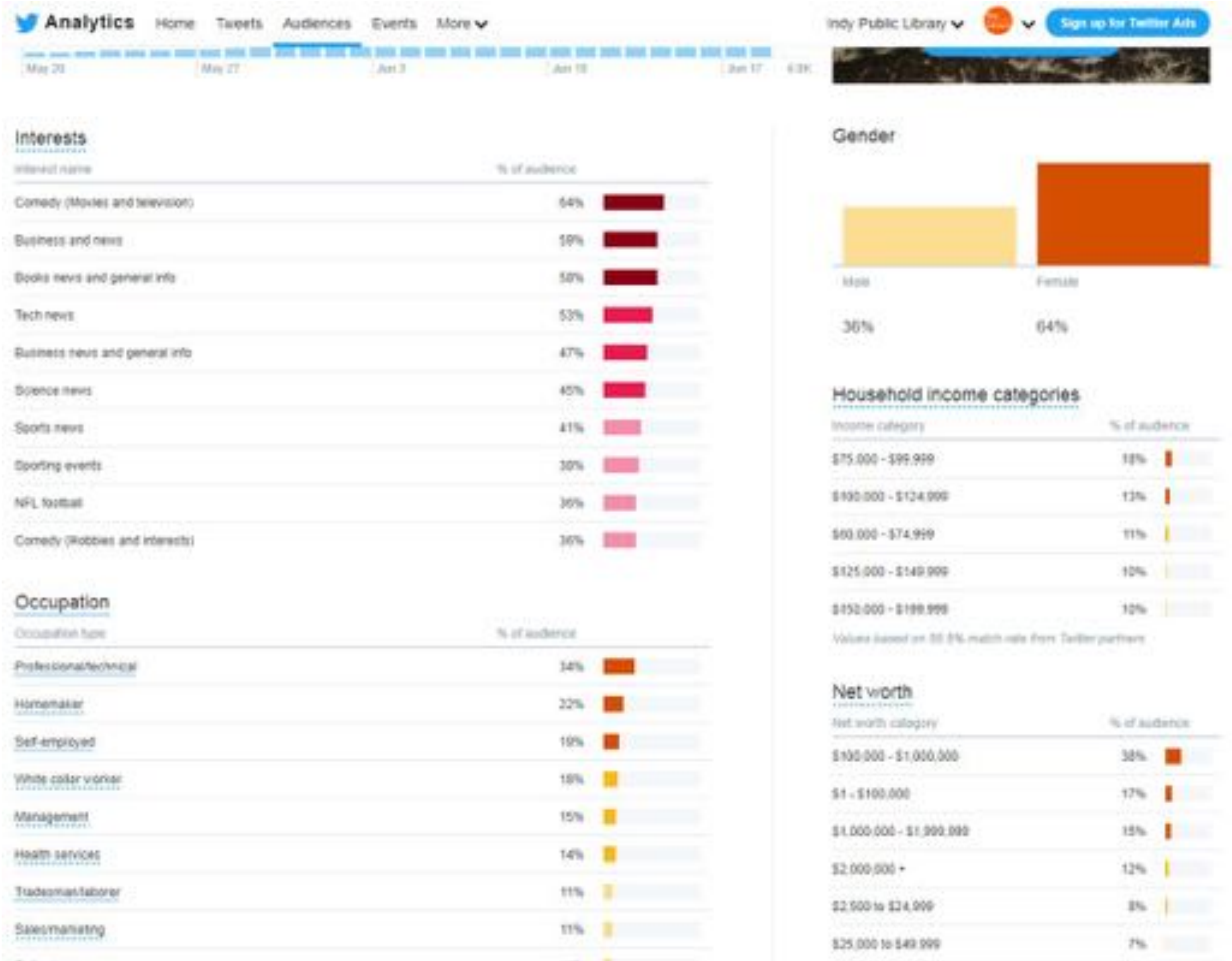
- 1 | Consumer Behavior and Interests
- 2 | Education and Socioeconomic Dynamics
- 3 | Website Activity and Usage Patterns
- 4 | Message for Programs and Services
- 5 | Social Media Engagements
- 6 | Goals For Specific Programs and Services



Our Facebook Audience



Our Twitter Audience



What We Know

Using Data To Help Guide Us In Being Inclusive

1 | IndyPL appears to have around 700 monthly active users who fall into the Asian American and Hispanic multicultural affinity categories.

2 | This data offers starting 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.

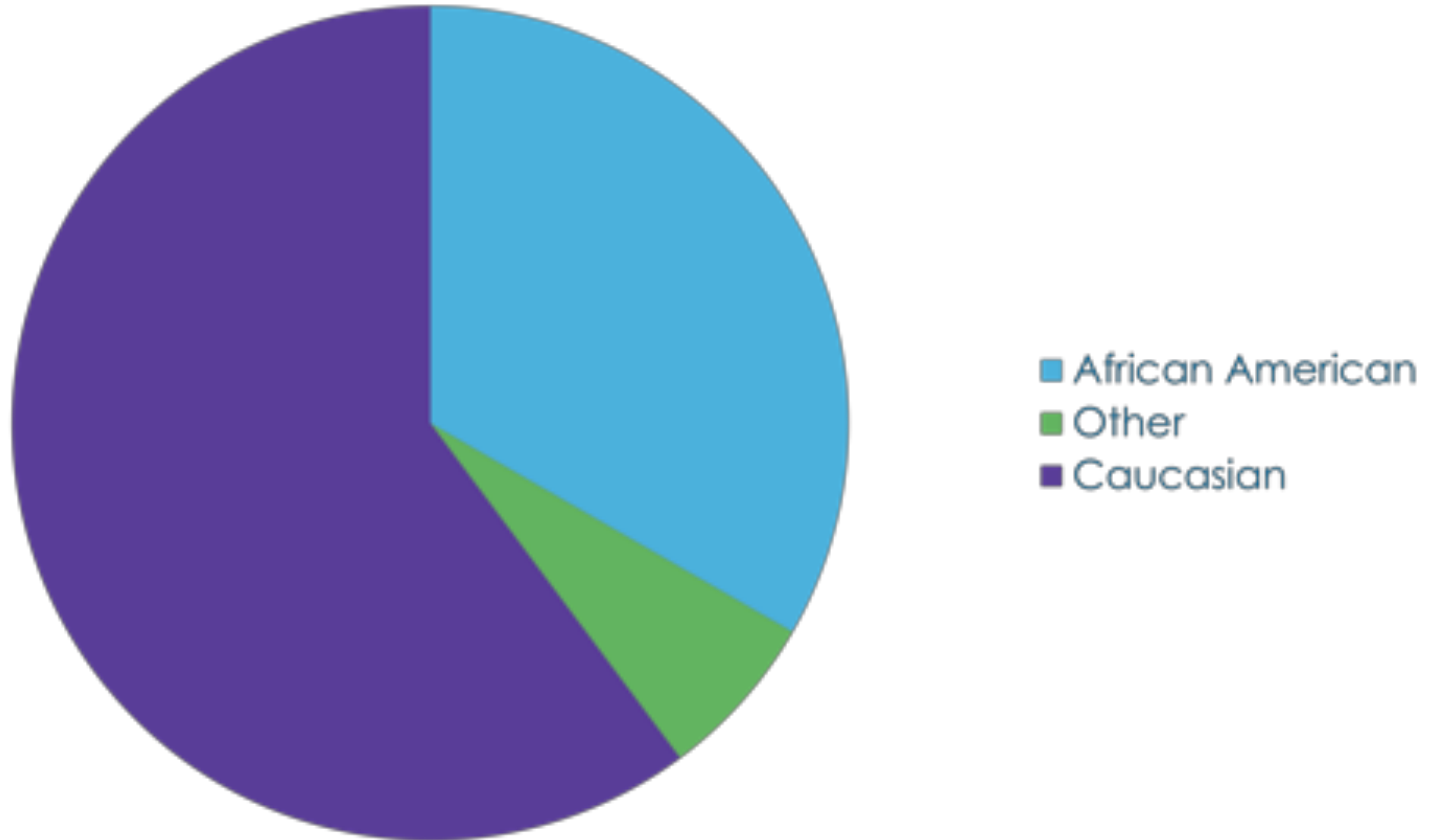
5 | The IndyPL audience leans strongly female, educated, and interested in books, education, and the library. This is true across all of the multicultural affinity segments.

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



Multicultural Affinity On Facebook For IndyPL

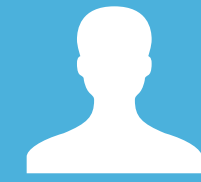
22



Creating Content For Your Audiences

23

01



Pop Culture and Local Events

02



Youth Materials

03



Holidays and Times of the Year

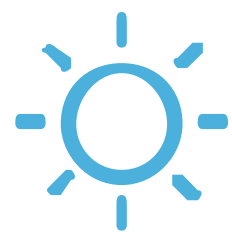
04



Visual Imagery

Challenges Regarding Attracting Diverse Audiences

Keeping Up With Data On Facebook



Largely White Engagement

White engaged followers make up 6,500 of our active 10,800+ users.

UNBALANCED AUDIENCES



Small Black Engagement

Of 12,000+ followers, and 10,800+ active people, only 3,600 identify as Black.

LOW ENGAGEMENTS



Limited Information on Others

We do not receive data when segmented by Asian American or Hispanic.

WE DON'T KNOW ENOUGH



Language Barriers

We do not have active staff who engage with audiences in other languages.

INTERNAL DIVERSITY SHORTAGE

Indy Book Fest Facebook Ad

Create Your Audiences

25

Audience

SAVED AUDIENCE: **Indy Book fest** ▾

AUDIENCE DETAILS

Location: United States: Indianapolis (DMA)

Excluded Connections: Exclude people who are going to Indy Book Fest 2018

Age: 25 - 60

Language: English (UK) or English (US)

People Who Match: Interests: Creative writing, Author, Writer, Book Lovers, Literature, Local food, Books, Juneteenth or Reading Books, Behaviors: Multicultural Affinity: African American (US)

Edit

**Indianapolis Public Library** shared an event.
Sponsored · 

Come and enjoy a free festival filled with writers, storytellers, spoken word poets, musicians, face painting and coloring for kids, and food vendors during the Indy Book Fest: "Words of Strength: A Juneteenth Celebration."

The Indianapolis Public Library presents

1st Annual
Indy BOOK FEST
2018



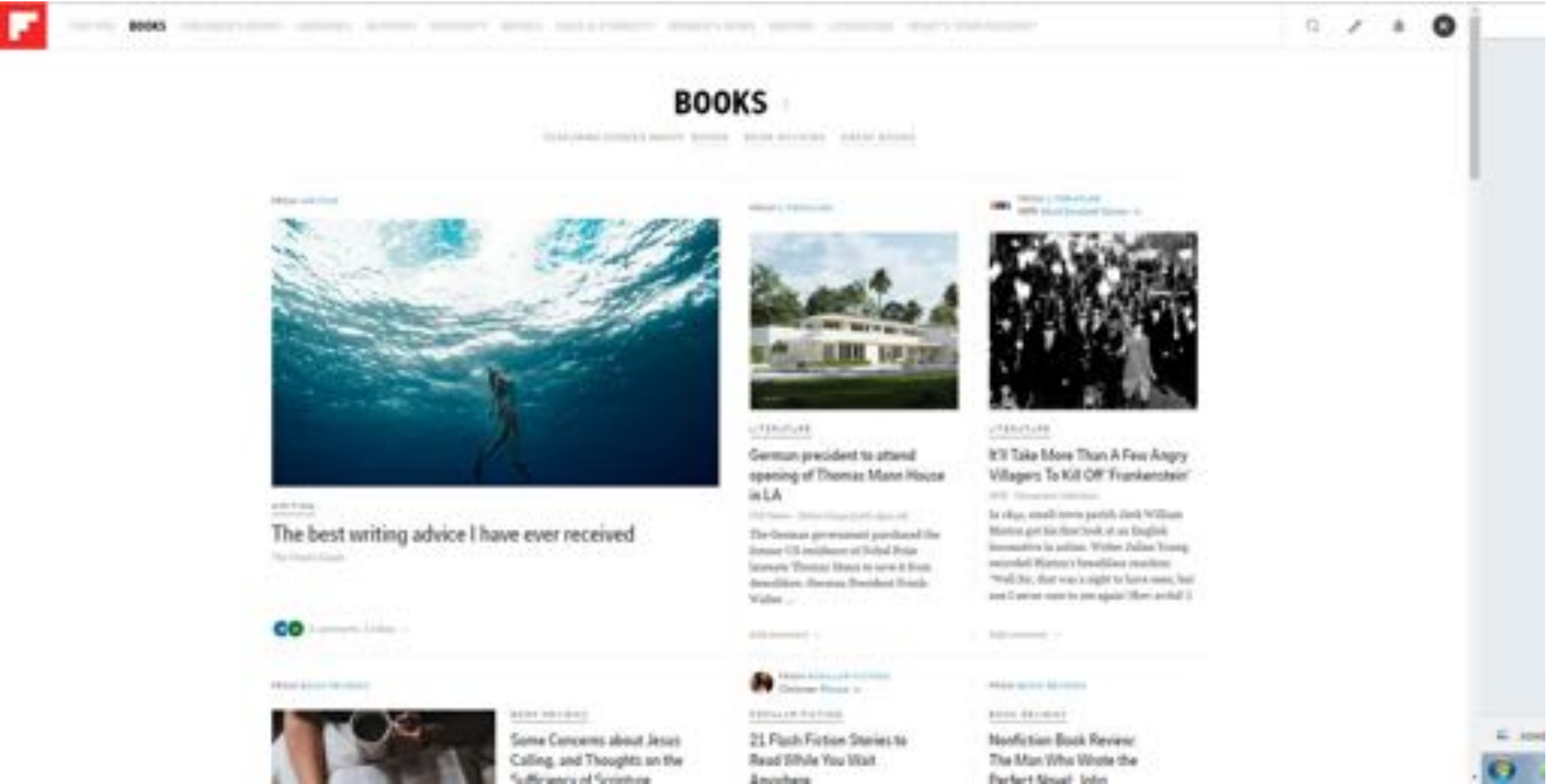
SAT, JUN 16 AT 10 AM
Indy Book Fest 2018
Central Library - IndyPL · Indianapolis
161 people interested · 32 people going

★ Interested

34 Reactions · 1 Comment

 Like  Comment  Share  Buffer

Stay In The Know With Flipboard



Use Hashtags To Increase Audiences



Industry

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

#booklover
#booksbooksbooks
#reader
#shelfie
#readersunite
#



Diversity

#weneeddiversebooks
#PRIDE
#PRIDEmonth

Tips For Creating Inclusive Content

Figuring Out The Balance



Tell Compelling Stories With Images *and* Content

The Indianapolis Public Library
February 15 at 9:15 AM · 🌐

Did you know that our Digital Indy Archives have many area yearbooks available for viewing online? View history and remember those wonderful and embarrassing high school memories whenever, wherever! [#FBF](#)



DIGITALINDY.ORG
The Indianapolis Public Library Digital Collections
Postcard representing one of James Whitcomb Riley's Poems. The Riley...

4 1 Share

The Indianapolis Public Library
February 16 at 9:05 AM · 🌐

Dive in to these books and videos to discover details about some well-known black inventors, scientists & doctors or be dazzled by some lesser known contributors like the inventor of the ice cream scoop or the inventor of the Super Soaker. [#blackhistorymonth](#)



INDYPL.ORG
The Super Soaker & Other Innovative Ideas from Black Scientists &... | Indianapolis Public Library

5 1 Share

The Indianapolis Public Library
February 17 at 9:27 AM · 🌐

Congratulations to the amazing Meg Medina, Elizabeth Acevedo, and Juana Martinez-Neal! We love this [NPR](#) interview with this year's Newbery, Printz, and Caldecott Honor award winners. [#weneeddiversebooks](#)



NPR.ORG
3 Award-Winning Latina Authors Are Symbols Of Hope For Next Generation Of Writers

9 1 Share

African Dance Preschool Workshop

30

Before & After



African Dance
PRESCHOOL WORKSHOP

Students will join artist, **Ronne Stone**, on a journey through Africa learning cultural traditions of song and dance along the way. With the use of body movement, children will explore the elements of rhythm, shape, space, force/energy, patterns, and stories!

Space is limited. Registration Required. CALL TODAY!

AUGUST			
Glendale	Saturday, August 6, 2016	3:00	275-4410
Lawrence	Tuesday, August 9, 2016	10:30	275-4460
Brightwood	Tuesday, August 9, 2016	5:00	275-4310
Lawrence	Friday, August 12, 2016	10:30	275-4460
SEPTEMBER			
Irvington	Thursday, September 8, 2016	10:30	275-4450
Fountain Square	Saturday, September 10, 2016	3:00	275-4390
Wayne	Tuesday, September 13, 2016	10:30	275-4530
Flanner House	Thursday, September 15, 2016	10:30	275-4370
Haughville	Thursday, September 22, 2016	10:30	275-4420
Nora	Saturday, September 24, 2016	3:00	275-4470
OCTOBER			
Southport	Tuesday, October 4, 2016	10:30	275-4510
College Avenue	Wednesday, October 5, 2016	10:30	275-4320
Garfield Park	Saturday, October 8, 2016	11:00	275-4490
Pike	Thursday, October 13, 2016	10:15	275-4480
Brightwood	Friday, October 14, 2016	11:00	275-4310
Spades Park	Saturday, October 15, 2016	2:00	275-4520
Eagle	Thursday, October 20, 2016	10:30	275-4340
East 38th Street	Tuesday, October 25, 2016	10:30	275-4350
NOVEMBER			
Decatur	Tuesday, November 1, 2016	10:30	275-4330
Warren	Thursday, November 3, 2016	10:30	275-4550
InfoZone	Saturday, November 5, 2016	2:00	275-4430
College Avenue	Wednesday, November 9, 2016	10:30	275-4320
Franklin Road	Tuesday, November 15, 2016	1:15	275-4380
Franklin Road	Wednesday, November 16, 2016	10:15	275-4380
Franklin Road	Wednesday, November 16, 2016	11:15	275-4380
DECEMBER			
Learning Curve @ Central Library	Saturday, December 3, 2016	11:00	275-4222

FREE AND OPEN TO THE PUBLIC

The Library FOUNDATION
Peyton Manning Children's Hospital St. Vincent
READY to READ
The Library indypl.org



African Dance
PRESCHOOL WORKSHOP

Journey through the regions of Mali, Senegal, Gambia, and Guinea learning cultural traditions of song and dance along the way. Be ready to move your body!

Registration Required

SPACE IS LIMITED. CALL TODAY!

AUGUST			
Haughville	Thursday, August 10, 2017	10:30	317-275-4420
InfoZone	Friday, August 11, 2017	10:30	317-275-4430
Spades Park	Saturday, August 12, 2017	2:00	317-275-4520
Irvington	Tuesday, August 15, 2017	6:00	317-275-4450
Southport	Tuesday, August 22, 2017	10:30	317-275-4510
SEPTEMBER			
Brightwood	Tuesday, September 12, 2017	4:30	317-275-4310
Warren	Thursday, September 14, 2017	10:30	317-275-4550
East 38th Street	Friday, September 15, 2017	10:30	317-275-4350
Warren	Saturday, September 16, 2017	11:00	317-275-4550
Pike	Thursday, September 21, 2017	10:15	317-275-4480
OCTOBER			
Flanner House	Thursday, October 5, 2017	10:30	317-274-4370
Fountain Square	Saturday, October 7, 2017	2:30	317-275-4390
College Avenue	Tuesday, October 10, 2017	10:30	317-275-4320
Wayne	Tuesday, October 17, 2017	10:30	317-275-4530
Glendale	Wednesday, October 18, 2017	5:00	317-275-4410
Franklin Road	Tuesday, October 24, 2017	1:15	317-275-4380
Franklin Road	Wednesday, October 25, 2017	10:15	317-275-4380
Franklin Road	Wednesday, October 25, 2017	11:15	317-275-4380
The Learning Curve @ Central Library	Saturday, October 28, 2017	11:00	317-275-4222
NOVEMBER			
Brightwood	Thursday, November 9, 2017	11:00	317-275-4310
Garfield Park	Wednesday, November 15, 2017	10:30	317-275-4490
Eagle	Thursday, November 16, 2017	10:30	317-275-4340
DECEMBER			
Lawrence	Monday, December 4, 2017	10:30	317-275-4460
Decatur	Tuesday, December 5, 2017	10:30	317-275-4330
Lawrence	Saturday, December 9, 2017	2:00	317-275-4460

The Library FOUNDATION
Peyton Manning Children's Hospital St. Vincent
READY to READ
The Library indypl.org

PRIDE Guide Ad

Before & After...& After Again

31



Open books.
Open doors.
All are welcome.




40 E. Saint Clair St., Indianapolis, IN 46202 | 317.275.4100 | indypl.org



Open books. Open doors. All pronouns welcome.



40 E. Saint Clair St., Indianapolis, IN 46202 | 317.275.4100 | indypl.org



Open books. Open doors. 24 locations.
All pronouns welcome.

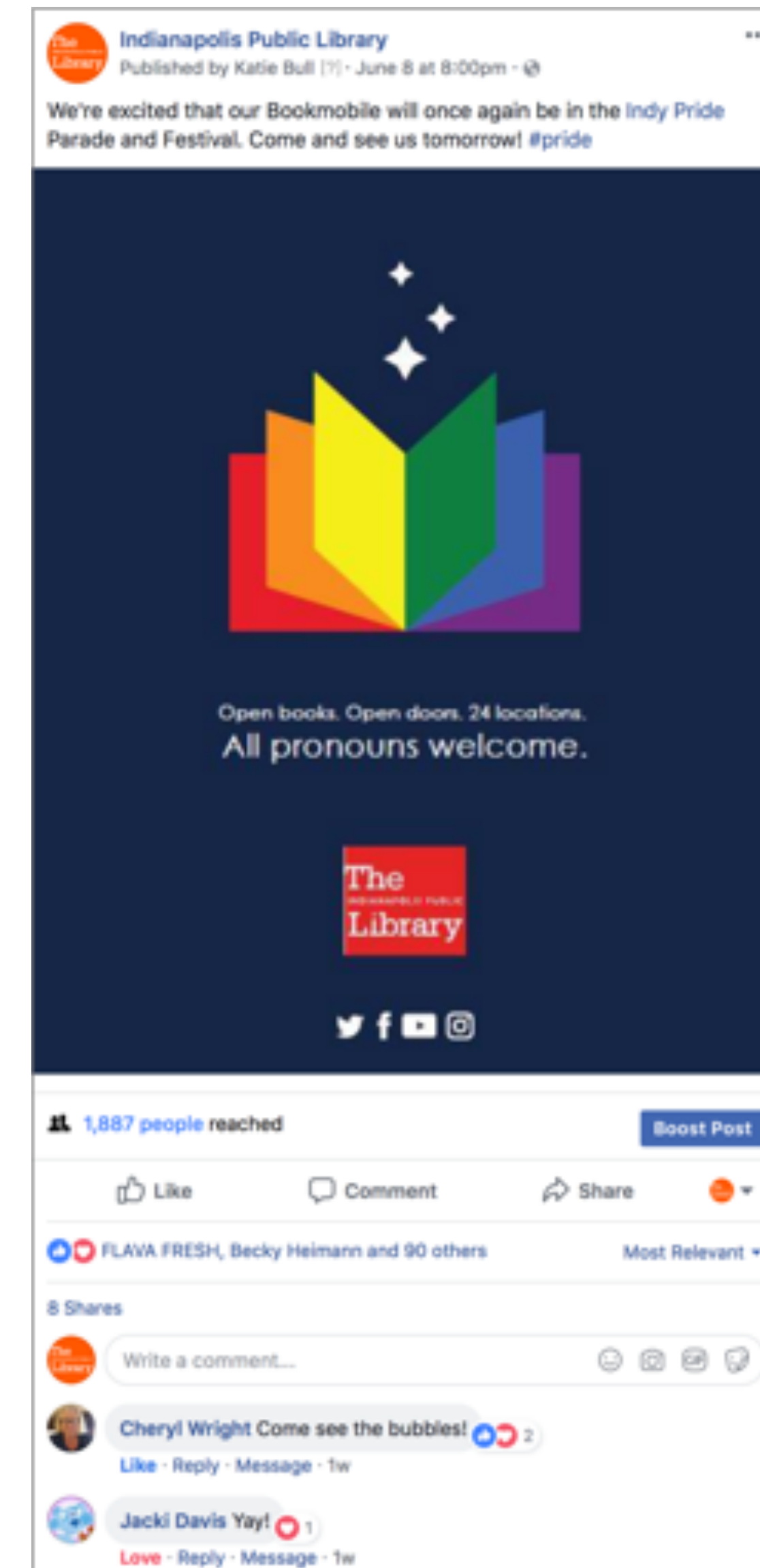


40 E. Saint Clair St., Indianapolis, IN 46202 | 317.275.4100 | indypl.org

Diverse Content Around Involvement & Traditional Advertising

32

National Holidays and Times of the Year




Diverse Content on Facebook

33

Intentionally Bringing In Diverse Cultures

The Indianapolis Public Library
Published by Katie Bull [?] · May 23 at 8:30pm · 🌐

13 books to check out for Ramadan!



MEDIUM.COM
13 Recommended #OwnVoices Reads for Ramadan – The Conscious Kid Library – Medium

👤 855 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

👤 Nap Turner, Sara Perkins and 4 others

2 Shares

[The Indianapolis Public Library](#) Write a comment... 🗨️ 📷 📺 🗑️

The Indianapolis Public Library added an event.
June 1 at 2:29pm · 🌐

The [Immigrant Welcome Center](#) helps to get new immigrants off to a good start in Indianapolis with housing support, health care information, transportation arrangements, legal support, and language skills. At the Nora Branch, help is available in English, Arabic, Kiswahili, and Karen on Mondays from 5-8 pm and on Saturdays from 1:00 pm-4:00 pm.



Immigrant Welcome Center Neighborhood Branch @ The Indianapolis Public Library

MON, JUN 18 AND 42 MORE

Immigrant Welcome Center Neighborhood Branch at Nora Library [★ Interested](#)

👤 You like Indianapolis Public Library


👤 776 people reached [Boost Event](#)

👍 Like 💬 Comment ➦ Share

👤 Nancy J Zimmerman, Catherine Kostyn and 27 others

The Indianapolis Public Library
Published by Katie Bull [?] · March 18 · 🌐

Travel Latin America through the pages of these books!



BOOKRIOT.COM
Fiction and Nonfiction Latin American YA Books To Read
Though they can be difficult to find, there are a number of Latin Americ...

👤 697 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

👤 FLAVA FRESH, Clover Crimson and Katherine Grace

Diverse Content on Twitter

34

Local Events and Pop Culture As Conversation Starters



Diverse Content on Twitter

35

Community Partnerships Are Everything




Adrian Matejka for National Poetry Month

36

Tell Your Own Stories Across Social Media Outlets


**Indianapolis Public Library**
Published by Katie Bull [?] · April 19 · 🌐

"I wanted to give back to the community the same way that Etheridge Knight and Mari Evans had."- Indiana Poet Laureate and Indiana Author Award winner Adrian Matejka about [#NationalPoetryMonth](#) and the importance of bringing poetry to the people. [#INDYPLCBLC](#)



🕒 People have watched this video for a total of **383 minutes** [Boost Post](#)

1.4K Views

 Like  Comment  Share 

 Liza Fedor Nahas, Rosaleen Crowley and 31 others

21 Shares

 You Retweeted

**Adrian Matejka** @adrian_matejka · May 16

Poetry for Indy is a happening this weekend: 5/20 from 2-4pm at the Center for Black Literature & Culture in the central [@indylibrary](#). It's free & open to anybody who wants to write a poem. Space is limited, so register here:



Poetry for Indy, Round 3
Poetry for Indy Sunday May 20, 2:00-4:00pm Center for Black Literature and Culture Indianapolis Central Library 40 E St Clair St, Indianapolis, IN [eventbrite.com](#)

 1  12  13 

It's Not Always About You, So Retweet

37

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

 **Indianapolis Public Library**
Published by Katie Bull [?] · May 10 · 🌐

👤👤👤👤


BUZZFEED.COM
John Green's "Looking For Alaska" Will Be Made Into A Limited Series For Hulu
Looking for Alaska is ACTUALLY happening!

👤 1,424 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

👍❤️ Nicole James, Shannon Clarkin Delaware and 17 others

4 Shares

 Write a comment... 😊 📷 GIF 🗨️

🔄 You Retweeted

 **Mayor Joe Hogsett** @IndyMayorJoe · Jun 9
Today marks the 65th anniversary celebration of the Crispus Attucks' class of 1953 — it was an honor to be part of your class reunion at the @indylibrary.



💬 5 ❤️ 17 ✉️

🔄 You Retweeted

 **Kennedy King** @KennedyKing1968 · Jun 13
We are so pleased to be at @indylibrary for our Speak Truth To Power:Voices from Beyond the Dark event, continuing our efforts to honor RFK this month. @RFKHumanRights



💬 1 ❤️ 9 ✉️

Blog Content Works

38

For Adults

A poster for an artists exhibit. The left side features a vibrant orange background with a stylized illustration of a Black man in a green shirt holding a white, curved object. The right side has a green background with white text. The text includes the title 'VIEW THE ARTISTS EXHIBIT', dates 'January 29 - March 30, 2019', location '40 East St. Clair Street', contact information 'Call 317-275-4100 or visit indypl.org for more details', and a 'GALA OPENING RECEPTION' on 'Saturday, February 9, 2019' from '5:30 - 10:00 PM'. It also mentions a 'SPECIAL GUEST SPEAKER' 'JUDGE TAMARA WALTON PRATT' and provides parking information. A small vertical credit line on the left reads 'Photo: Peter's Touch-Up, artwork courtesy of @theyogapher Burns'. A small button at the bottom right says 'Meet the Artists Featured Image'.

For Adults

Meet the Artists



For Adults

Stream Black History Movies free with your IndyPL Library Card



For Adults

Finding Information to File Your 2018 Income Taxes



For Adults

Travel History: the Green Book

Blog Content Works

39

For Parents



For Parents

e-Book Read Alongs for Kids



For Parents

50+ Fantastic Picture Books by African American Illustrators



For Parents

Read Right Now! Valentine's Day



For Parents

Global Identity and Shared Experiences for Kids

Blog Content Works

40

For Kids



For Kids

Higher, Stronger, Faster: 10 Legendary Black Athletes



For Kids

20 Stunning Biographies for Kids that Showcase Black Musicians & Singers



For Kids

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



For Kids

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

Blog Content Works

For Kids

Superhero Service Dogs

01/12/2019



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 uses its especially good senses to help

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 anywhere their person needs to go, even if dogs are not normally allowed there, like on airplanes or in restaurants. [Rescue and Jessica](#) 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.

Strong Social Media Campaigns

Putting Diversity & Inclusion At The Forefront

42

WHAT DOES INCLUSION LOOK LIKE TO ME?

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

JOE BURKE, Ph.D.
EXECUTIVE DIRECTOR
CAMPUS AND COMMUNITY ENGAGEMENT

Little things can make a big difference.

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

WHAT DOES INCLUSION LOOK LIKE TO ME?

"When I know my contributions are valued."

SARA XAYARETH HERNÁNDEZ
GRADUATE SCHOOL ASSOCIATE DEAN
FOR INCLUSION & STUDENT ENGAGEMENT

You can't always see someone's disability.

Did you know that disabilities can include chronic conditions, such as diabetes, cancer, COPD, and fibromyalgia?

WHAT DOES INCLUSION LOOK LIKE TO ME?

"Being able to navigate the world independently."

ANGELA C. WINFIELD, J.D.
DIRECTOR
DEPARTMENT OF INCLUSION AND
WORKFORCE DIVERSITY

Assistive Technology includes computer software like screen readers and speech recognition, hardware such as specialized switches and keyboards, and mobility aids like wheelchairs and guide dogs.

Strong Social Media Campaigns

43

Putting Diversity & Inclusion At The Forefront

WHAT DOES INCLUSION LOOK LIKE TO ME?

**"When others
acknowledge
my disability."**

ALLISON MILCH
CLASS OF 2018
CALS, NUTRITIONAL SCIENCE

Feeling accepted
is empowering.

"Inclusion is feeling
connected to my
community and being
given the opportunity
to engage in a dialogue
about my disability."

**DIVERSITY
INCLUDES
DISABILITY**

What can YOU do to support a
disability-inclusive community
at Cornell?
Find out at accessibility.cornell.edu

 Cornell University

Preparing For Drag Queen Story Time 44

Image Matters...Before & After



Drag Queen Story Time

Green Screen Theater, Learning Curve

@ Central Library

Friday, June 9th at 11AM

Story time theme: Fairy Tales



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**.

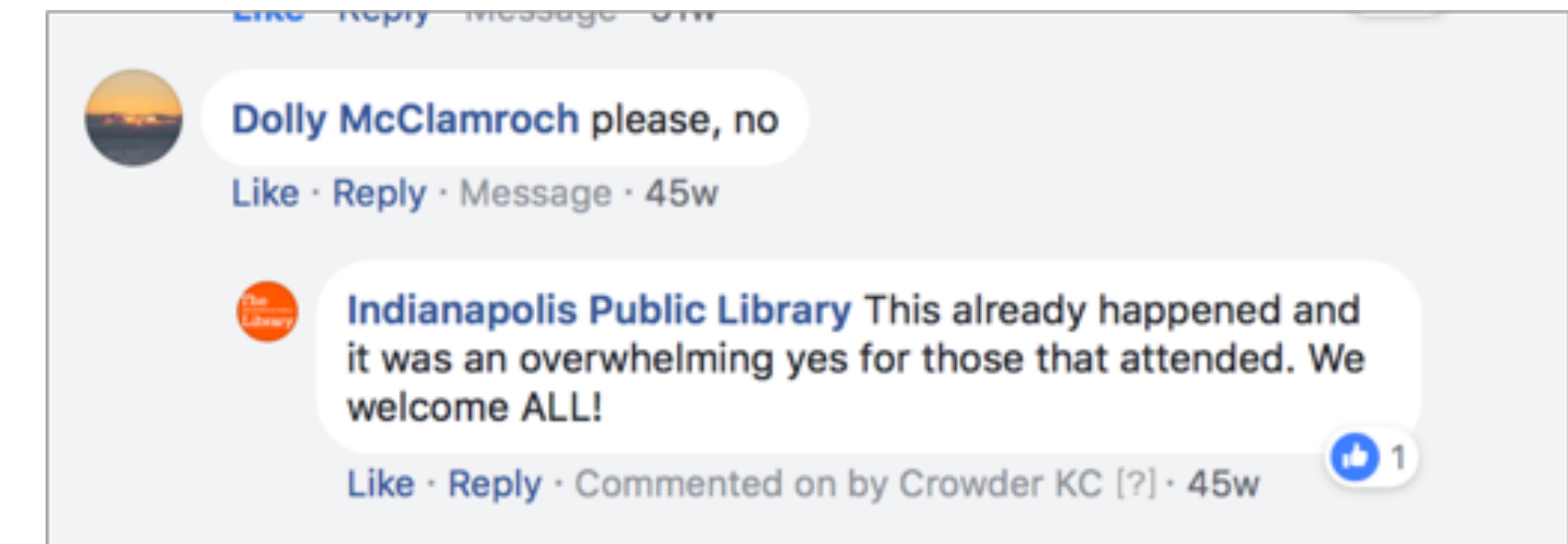
Dress up as your favorite superhero character and hear great adventure stories read by Boy Gorge and Ryne Stone.

See you there!

Why We Chose Not To Be Silent

45

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

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.



The Most Important Part

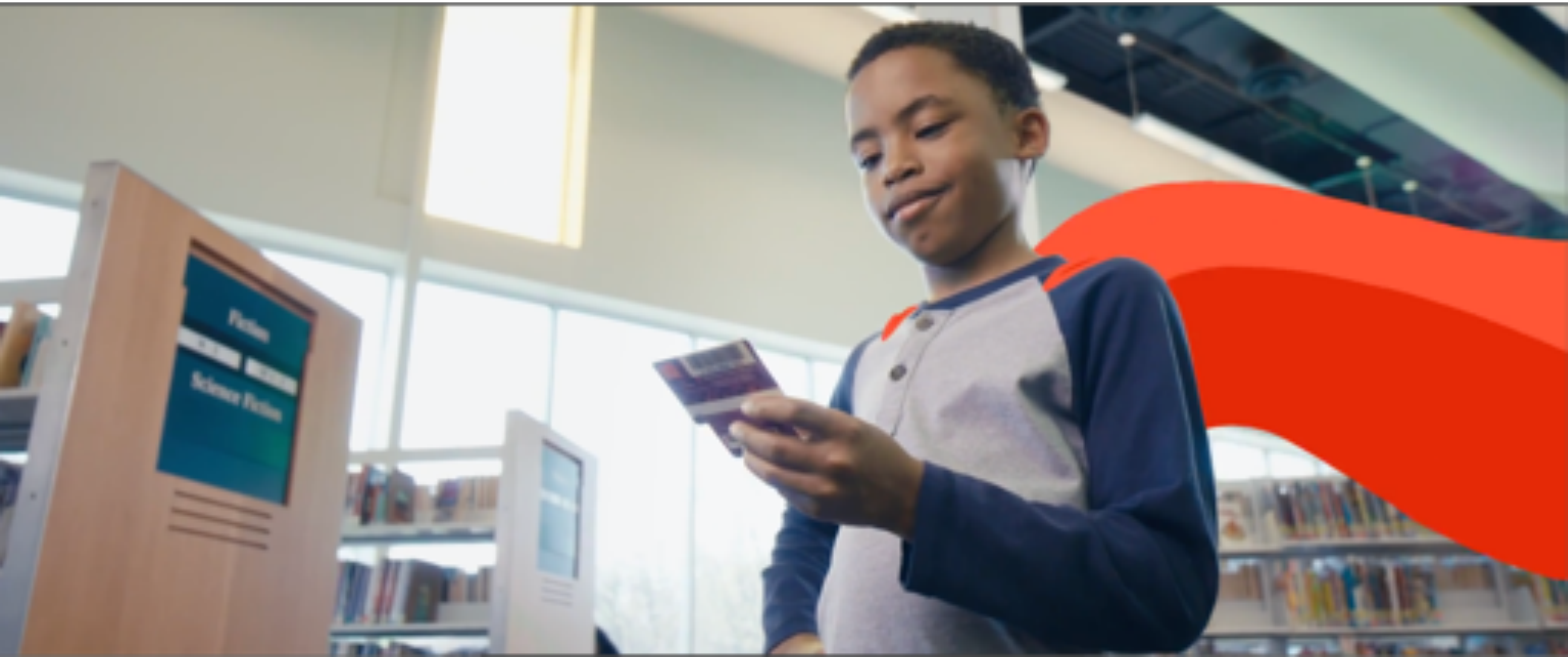
We ALL Have It, But Do Not All Recognize It

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!**





<https://www.youtube.com/watch?v=HOkMbOCIA8I>

We Serve **ALL!**

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



Questions?

Kimberly.Crowder@live.com