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**
  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 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

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?
Mars and Venus Employee Breakdown at IndyPL

- Male: 132, 21%
- Female: 485, 79%
What Is Diversity?
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 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
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

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

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

**Commit To Being Inclusive 03**
Base strategy on your Commitment to Inclusiveness statement and make it available to anyone.

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

**Be Open 01**

**Be Teachable 03**

**Be Intentional 02**

**Be Humble 04**
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

- African American
- Other
- Caucasian
Creating Content For Your Audiences

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.

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

Limited Information on Others
We do not receive data when segmented by Asian American or Hispanic.

Language Barriers
We do not have active staff who engage with audiences in other languages.
Indy Book Fest Facebook Ad
Create Your Audiences
Stay In The Know With Flipboard
Use Hashtags To Increase Audiences

Industry

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

Diversity

#booklover
#booksbooksbooks
#reader
#shelfie
#readersunite
#

#weneeddiversebooks
#PRIDE
#PRIDEmonth


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

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

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

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. #weeddiversebooks
Open books. Open doors. All pronouns welcome.
Diverse Content Around Involvement & Traditional Advertising

National 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
Diverse Content on Twitter

Community Partnerships Are Everything
Adrian Matejka for National Poetry Month
Tell Your Own Stories Across Social Media Outlets

Indianapolis Public Library
Published by Katie Bull [?] · April 10 ·

"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 363 minutes

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
It’s Not Always About You, So Retweet
Creating Diverse Content About Others… & Intentionally Using Multi-Ethnic Emojis
Blog Content Works

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

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
Superhero Service Dogs

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

“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.

“When does inclusion look like to me?”

“When I know my contributions are valued.”
SARA XAYARETH HERNÁNDEZ
GRADUATE SCHOOL, ASSOCIATE DEAN
FOR INCLUSION & STUDENT ENGAGEMENT

“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.

You can’t always see someone’s disability.

Did you know that disabilities can include chronic conditions, such as diabetes, cancer, COPD, and fibromyalgia?
Strong Social Media Campaigns
Putting Diversity & Inclusion At The Forefront
Preparing For Drag Queen Story Time

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
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. 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!
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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