

Using Social Media for Readers' Advisory

Kaite Stover
Director of Readers' Services
The Kansas City Public Library

An Infopeople Webinar
Thursday, December 3, 2015

Digitally-based Reader's Advisory

In the most recent Novelist/LJ poll of librarians 93% said their libraries were pursuing digital RA in these areas:

- Website resources: 79%
- Book recs via social media: 49%
- Readalike recs in catalog: 41%

Digitally-based RA (cont)

- Librarian blogs: 32%
- Patron book ratings: 31%
- Form-based RA: 19%
- Librarian chat on website: 19%

Source: <http://lj.libraryjournal.com/2014/02/library-services/the-state-of-readers-advisory/>

Adult Social Media Users

- 71% of internet-using adults are using Facebook, more women, 31% seniors
- 52% use multiple platforms
- 42% use Pinterest, majority women
- 26% use Instagram, recent increase in young adults 18-29
- 23% use Twitter, daily use decreasing among adults

Source: 1/9/15--Sept 2014 Pew Survey: <http://www.pewinternet.org/2015/01/09/social-media-update-2014/>

Readers' Advisory: In-person vs. online

- The Reader
- The Reading
- The Conversation

Which is better? Which is your preference?
What is your patrons' preference? Which one
fits in your workday better?

Golden Rules of Social Media

- Communicate and connect
- Listen, respond, and observe
- Contribute value
- Share, thank, credit, & collaborate
- Be real, be nice, be honest
- Words vs. numbers
- Time and patience

Sources: <http://www.lifehack.org/articles/work/5-golden-rules-of-social-media-marketing.html>
<https://gigaom.com/2009/05/26/10-golden-rules-of-social-media/>

Different Platforms, Different RA uses

- Facebook
- Twitter
- Goodreads
- Pinterest, Tumblr, Instagram, and all the others we will likely run out of time for

How Do We Get Patrons to Interact?

- Phrasing the perfect post
- Vote: early & often
- Recognition
- Crowdsourcing
- Start conversations with patrons

Social Media Policies

- Library's social media mission
- Privacy & patrons
- Content & copyright
- Social media and staff

READERS' ADVISORY ON



What is Facebook?

- Free social networking website
- Users register to create profiles
- Send messages,
- Create events, groups, fan/business pages
- Available in 37 languages
- Presence technology
- Created in 2004
- For additional information watch *The Social Network* (PG-13)

Facebook User/Reader Friendly

- 71% of internet-using adults
- 31% of those are seniors
- Conversation/connections/community

Reader's Advisory on Facebook

- Ask a question
- Offer a “bookmatch”
- Civic engagement & reading
- Event (and reading) promotion
- Engagement and algorithms



1



Steven Woolfolk The Encyclopedia Brown series. I fell so hard for those books. Later it was Tales of a Fourth Grade Nothing and Blubber. As a young adult ... Hell's Angels: The Strange and Terrible Saga of the Outlaw Motorcycle Gangs and Fear and Loathing in Las Vegas, by Hunter S. Thompson.


February 14 at 10:40am



List a book that you've liked here in the comments, and our librarians will give you personalized suggestions for something new to read!

Th
ot



 **The Kansas City Public Library** Cindy for another female-centered biblical historical fiction try *DEILIAH* by India Edghill. *PENELOPE'S DAUGHTER* by Laurel Corona has another complex woman at the center of a familiar tale with a twist.
February 20 at 11:02am

 [View 6 more comments](#)




Clare from our Central Library Youth Services Department is here to help! Tell us a book that your kids loved, and she'll reply with some suggestions for something new to read.



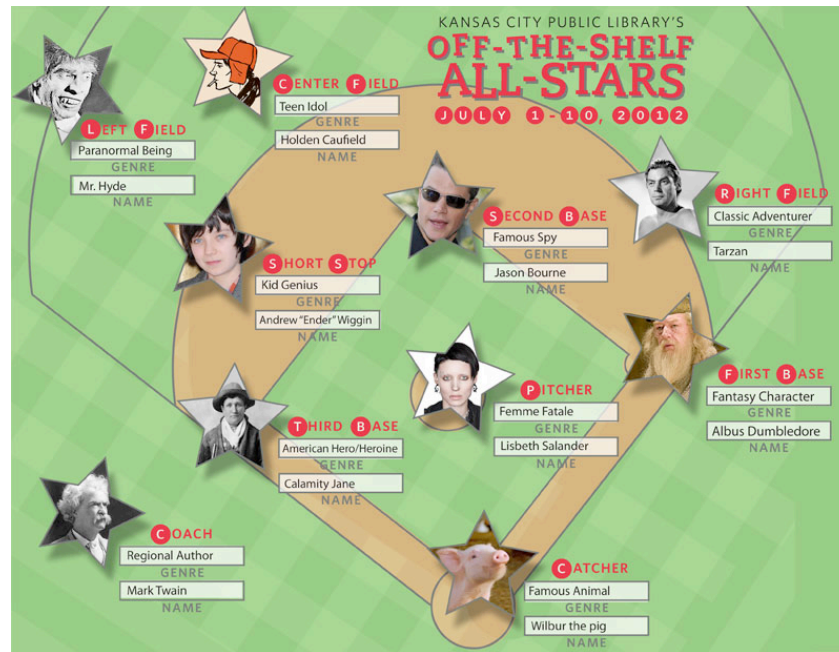
17



 **The Kansas City Public Library** Laila have you read the Ed Emberley's MONSTER books including BYE BYE BIG BAD BULLYBUG? Adorable!
 1 · January 30 at 1:25pm

 [View 21 more comments](#)







When no one
responds to your
Facebook post,
is it the same
as talking
to yourself?



Tonganoxie Public Library

Timeline ▼

Recent ▼

**Tonganoxie Public Library**Posted by Kelly Fann [?] · February 27 

The Adult Winter Reading program is about halfway through! Have you found a new favorite title out of the mix? Need some reading suggestions? If you haven't started, now is the time - weekly prize drawings begin on March 1 and we have some great prizes up for grabs. If you need title suggestions, mention in a comment what you've liked in the past and we'll offer up some new ideas!

Like · Comment · Share



Sharon Moreland-Sender likes this.



Write a comment...



48 people saw this post

 Boost Post ▼



http://i.telegraph.co.uk/multimedia/archive/02489/facebook-keeps-pen_2489492b.jpg

Who's doing it right?

- Seattle Public Library
 - RA Librarian Party
 - Fun questions
- Darien Library
 - All sorts of cool stuff (steal these ideas)
- Cuyahoga Public Library
 - Night Owls

What will you read after *The Martian*?




The Seattle Public Library

Seattle Public Library
1000 Fourth Ave.
Seattle, Washington 98104 | 206-615-1670
<http://www.spl.org/>



The Seattle Public Library

Page Liked · September 29 ·

If you loved *The Martian*, we've got some suggestions for your next read! Check 'em out before the film adaptation comes out this Friday.

Like · Comment · Share

20 people like this.

Top Comments ▾

2 shares



Lindsey Parker Kevin Lugo Check it out! Old Man's War is on the list. It's a sign to read all these books!

Like · Reply · September 29 at 7:47pm



Write a comment...





Cuyahoga County Public Library

November 19 at 8:29pm · 🌐

Thursday night and time to talk books! Whoooo has a title to share with Night Owls?



👍 Like 💬 Comment ➦ Share

30 people like this.

Chronological ▾

1 share



Erin DeLaney Finished The Deadliest Secret by Lauren Peyton, Continued Fallen Angels Psy-Changelings, and my BDB reread.

Like · Reply · 🍷 1 · November 19 at 8:31pm



Cuyahoga County Public Library 🟦 Hi Erin! Last week you insisted you were going to finish a book this week and you did it! Go you!!

Like · Reply · 🍷 1 · November 19 at 8:33pm



Reese Liwy The Serpent of Venice is a fantastic mash up of The Merchant of Venice, Othello and The Cask of Amontillado...

Like · Reply · November 19 at 8:31pm



Cuyahoga County Public Library 🟦 Sounds wonderful! I am definitely getting on this list! Thanks!

Like · Reply · 🍷 1 · November 19 at 8:33pm



Dawn Ingram Epple I just started In Bitter Chill by Sarah Ward

Like · Reply · November 19 at 8:31pm

➦ 1 Reply



Charlie Bracken reading the new mary higgins Clark "all dressed in white"

Like · Reply · November 19 at 8:32pm



Terry DeMore Wicked Edge by Rebecca Zanetti. Irish witch looking for makers and distributors of drug that kills witches and humans meets a mysterious woman and action ensues. Part of a series and lots of previous characters appear.

Like · Reply · 🍷 2 · November 19 at 8:34pm



Cuyahoga County Public Library 🟦 Hello Dawn and Charlie - are you liking your books?

Like · Reply · 🍷 1 · November 19 at 8:34pm

➦ 2 Replies



Cuyahoga County Public Library 🟦 I read the latest Elizabeth George title this past week and was a little disappointed. She needs an editor! I really enjoyed the concept, but I thought she was way too slow to get to the point. And not enough Lynley! ;)

Like · Reply · 🍷 1 · November 19 at 8:36pm

➦ View 2 more replies



Cuyahoga County Public Library 🟦 I like Barbara too and I'm glad if the book had to drag on so long that the focus was on her.

Like · Reply · 🍷 1 · November 19 at 8:44pm



Michelle-Robert Stys not a real "NIGHT OWL" but, last week we read "Good Night Owl" by: Pat Hutchins~

Like · Reply · November 19 at 8:37pm



Cuyahoga County Public Library 🟦 That definitely counts!

Like · Reply · November 19 at 8:45pm



Terry DeMore Reread the Smythe-Smith Quartet by Julia Quinn. The annual musicale by unmarried women of the family draws new men to the fold. The music is awful but it's a tradition. Some of the dialog got skimmed as silly, but fun entertaining reads.

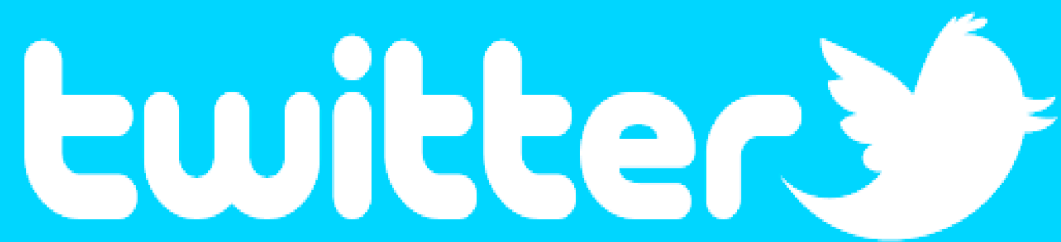
Like · Reply · 🍷 2 · November 19 at 8:37pm



Mary Ann Tomaro Torchia I'm reading Career of Evil by Robert Galbraith.

Like · Reply · 🍷 2 · November 19 at 8:40pm

READERS' ADVISORY ON



What is Twitter?

- Short 140-character messages
- People who like the same stuff sharing short conversations & breaking news
- Especially younger adults, people in cities, non-whites
- And authors, publishers, journalists, bloggers
- @mentions, ReTweets, #hashtags...



Twitter User/Reader Friendly

- 52% of online adults are using multiple platforms (Twitter is probably one of those platforms)
- Short, sweet, high concept
- Funny, timely, aware

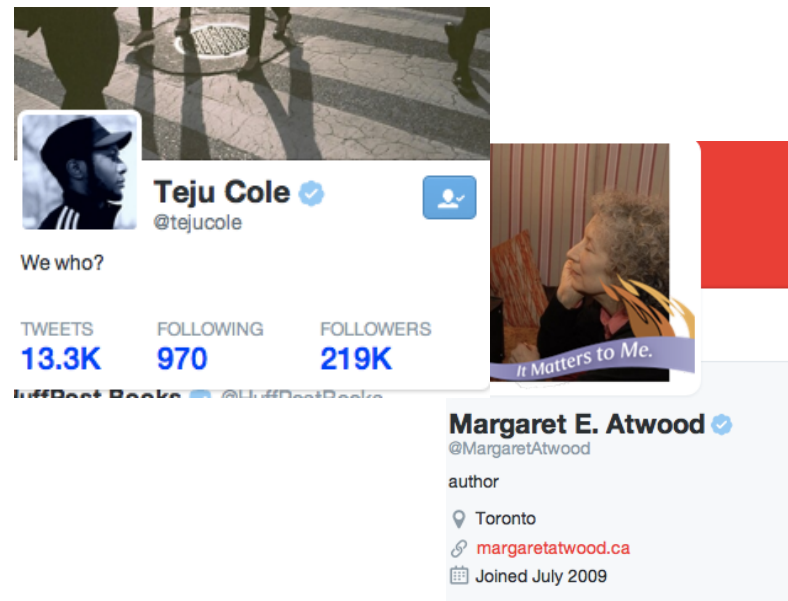
Reader's Advisory on Twitter

Network of librarians for real-time discussion and suggestions.

- Live chats: [#readadv](#), [#ewgc](#), [#titletalk](#)
- [#fridayreads](#)
- #BoD: bookoftheday
- Integrate with Facebook, Instagram, Tumblr, Pinterest

More Bookish People to Follow:

- authors
- publishers
- editors
- associations
- bookshops
- bloggers
- reviewers
- readers
- librarians
- your local author community



Starting slow and small:

- New releases / book news / reviews
- Book-to-Movie trailers
- “Just ordered” / “Just arrived”
- #FollowFriday, #FridayReads, #ThrowbackThursday

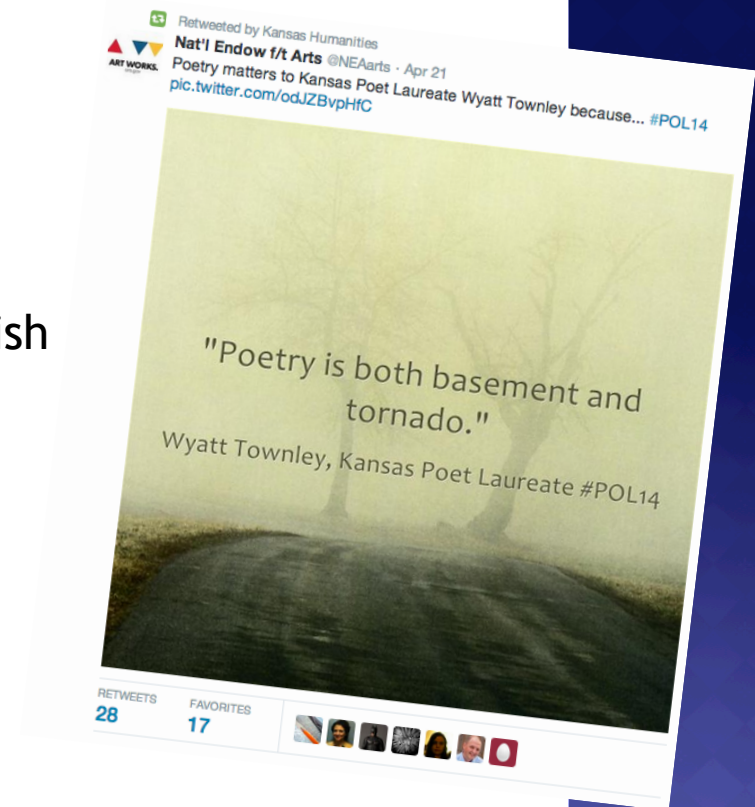
Ideas where to find stuff:

- The Millions
- The Early Word
- Entertainment Weekly's Shelf Life
- Publisher's Weekly
- NPR Books
- Huffington Post Books
- BuzzFeed Books
- Book Riot
- Bookish
- bookish people you follow on Twitter)



Keep it simple and lively:

- Hidden treasures from the catalog
- Bookish quotes
- Staff Picks
- Open ended questions:
 - “What’s the first book that made you love books?”
 - “Give a shoutout to your favorite bookish canine.”
 - “Versus”
 - “What if... ?”
- Answer bookish questions from your feed



Up Your Game:

- “Tweet us 3 titles and we’ll tweet 3 back”
 - (Or offer to recommend books based just on their twitter bio!)
- #Shelfies
- “My Ideal Bookshelf” & other staff lists
- Book Math



Who's doing it right?

- Seattle Public Library (they do everything right)
 - @SPLBuzz
- Lawrence (KS) Public Library
 - @lawrencelibrary
- The New York Public Library (of course)
 - @nypl
- Homewood (AL) Public Library
 - @WeKnowBooksETC

Library Twitter Feud

Uploaded 23 days ago



Next Post >

#1 - Kansas City (@KCLibrary) to Toronto (@TorontoLibrary) - 6:53 PM - 20 Oct 2015



Some #bookspinepoetry for our friends @BlueJays & @torontolibrary #TaketheCrown #GoRoyals #ALCS

Homewood Library, AL

@WeKnowBooksETC

Homewood Public Library's Book & Movie Reviews, News, Information & Videos

Homewood, AL • homewoodpubliclibrary.org



Homewood Library, AL @WeKnowBooksETC · 2h

Be thankful that you aren't related to these literary families. :)

fb.me/7tqP2QRQS



39 Books About Families More Dysfunctional Than Yours

You're not alone.

buzzfeed.com

READERS' ADVISORY ON

goodreads

Meet your next favorite book.



What is Goodreads?

- Goodreads is the world's largest site for readers and book recommendations. Our mission is to help people find and share books they love. Goodreads launched in January 2007.

Goodreads User/Reader Friendly

- Serious reader seeks books for not-so-serious reading. Format agnostic
- Crowd sourced tagging

Reader's Advisory on Goodreads

Feature:

- Best books and staff picks
- Readalikes and reading lists
- Books recommended by patrons
- New acquisitions
- Archived lists for book groups
- Polls

THE KANSAS CITY PUBLIC LIBRARY

ALICE'S ADVENTURES IN WONDERLAND

SEPTEMBER–NOVEMBER 2015

kclibrary.org/alice #AliceKC



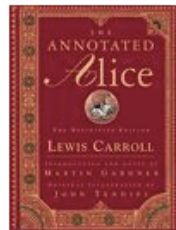
Kansas City Public Library

The Kansas City Public Library is dedicated to building and serving a community of readers.

You are a member. [Edit](#) | [Group info](#)

[flag this group \(?\)](#)

Currently Reading



The Annotated Alice: The Definitive Edition
by Lewis Carroll, Martin Gardner

Start date September 1, 2015
Finish date November 15, 2015

Discussion
Great City | Great Read
2015

Why we're reading this
Part of the KCPL/MCPL Great City|Great Read celebration of the 150th anniversary of

Upcoming

November 24, 2015



The Island of Lost Maps: A True...
by Miles Harvey

[view »](#)

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[Videos](#)

[Polls](#)

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Moderators

[tools & guidelines](#)



Kate



John



Jill



Kaite



Bernard



Jon

Discussion Boards

Discussion Board

topics: [all](#) | [new](#) | [unread](#)

▼ Great City | Great Read 2015

Showing 2 of 2 topics — 7 comments total

Death and Madness

By Kaite · 2 posts (2 new) · 12 views

last updated Nov 13, 2015 07:36AM

Classic Alice

By Kaite · 5 posts (5 new) · 17 views

last updated Nov 11, 2015 03:34PM

▼ Great War | Great Read

Showing 3 of 3 topics — 9 comments total

* August through October 2014

By Jon · 1 post (1 new) · 5 views

last updated Aug 12, 2014 06:57PM

The Guns of August

By Jon · 6 posts (6 new) · 15 views

last updated Sep 24, 2014 08:48AM

All Quiet on the Western Front

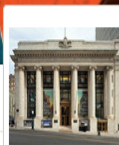
By Jon · 2 posts (2 new) · 10 views

last updated Aug 15, 2014 05:30PM

[More discussions...](#)

Who's doing it right?

- Huntsville-Madison County (AL) Public Library
- Mid-Continent (MO) Public Library
- Salt Lake County (UT) Library Services
- Anne Arundel County (MD) Public Library



Kansas City Public Library

The Kansas City Public Library is dedicated to building and serving a community of readers.

[Join Group](#)

2014 Adult Winter Reading Program
"Stop Me if You've Read This One"

category Books & Literature -> Literature & Fiction

tags

location Kansas City, MO

website <http://www.kclibrary.org>

group type This is a public group. Anyone can join and invite others to join.

rules The Kansas City Public Library is fr...more

[flag this group \(?\)](#)

Currently Reading



The Sisters Brothers
by Patrick deWitt

Start date December 15, 2013 **Finish date** March 21, 2014

Discussion Stop Me If You've Read **Discussion leader** Kaite Stover

2014

Why we're reading this

In this quirky revisionist Western, sibling gunslingers Charlie and Eli Sisters are hired to track down a...more

[view activity »](#)

Upcoming

February 27, 2014

The Worst Hard Time: The Untold...
by Timothy Egan
[view »](#)

March 12, 2014

Kind of Kin

[Group Home](#) [Events](#) [Invite People](#)
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[Discussions](#) [Videos](#) [Polls](#)

[search](#)

Moderators

[tools & guidelines](#)



Kate



John



Jill



Kaite



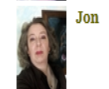
Alicia



Bernard



Creighton
Nicholas



Jon

weightwatchers



Mid-Continent Public Library

Check it out! Join other MCPL staff and customers in exploring the endless titles, authors, and genres we love.

You are a member. [Edit](#) | [Group info](#)

Access Your World

mymcpl.org

Discussion Board

topics: [all](#) | [new](#) | [unread](#)

Introductions

Showing 1 of 1 topics — 159 comments total

* Introduce Yourself

By Amy · 149 posts (149 new) · 282 views

last updated Nov 16, 2015 06:24PM

Reading Challenges

Showing 5 of 7 topics — 85 comments total

* Reading Challenges?

By Mariah · 2 posts (2 new) · 67 views

last updated Apr 07, 2014 06:12PM

October Challenges

By Mariah · 8 posts (8 new) · 42 views

last updated Oct 21, 2015 03:02PM

Summer Challenge!

By Mariah · 24 posts (24 new) · 64 views

last updated Aug 15, 2015 04:54PM

May Challenges

By Mariah · 13 posts (13 new) · 47 views

last updated May 05, 2015 01:54PM

June Challenges

By Mariah · 11 posts (11 new) · 27 views

last updated Aug 26, 2014 12:58PM

Discussion Group News

Showing 5 of 6 topics — 15 comments total

* Check Out Our New Format!

By Mariah · 6 posts (6 new) · 56 views

last updated May 13, 2013 03:28PM

[NEED YOUR FEEDBACK]

By Mariah · 2 posts (2 new) · 24 views

last updated Dec 04, 2014 07:54AM

New Poll!

By Mariah · 1 post (1 new) · 23 views

last updated May 01, 2014 08:33AM

Online Book Group?

By Mariah · 3 posts (3 new) · 42 views

last updated Oct 22, 2013 12:40PM

READERS' ADVISORY ON

Pinterest

What is Pinterest?

- Visual bookmarking tool/image collecting site for your interests, projects, hobbies, “good intentions,” etc. Pinterest launched in 2010.
- Pinterest is the Internet’s most glamorous wormhole.

Pinterest User/Reader Friendly

- WOMEN who read/craft/cook/bake/sew/travel/garden/party/get married (better than you—kidding)
- Promote books that speak to those interests

Reader's Advisory on Pinterest

Feature:

- Best books and staff picks
- Readalikes and reading lists
- Books recommended by patrons
- New acquisitions

Collaborate on boards with patrons and other libraries

Who's doing it right?

- New York Public Library
- Cedar City (UT) Public Library
- Allen County (IN) Public Library
- Manhattan (KS) Public Library
- Park Ridge (IL) Public Library



Park Ridge Public Library

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Our purpose: advance human knowledge & understanding by providing access to information, literature, technology, & the arts relevant to the community we serve.

59
Boards

2k
Pins

43
Likes

2.1k
Followers

412
Following

About Autism



17



Unfollow

ALA Best Genre Fiction 2015



16

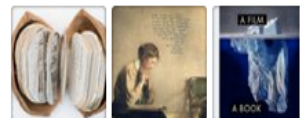


Unfollow

Art for Literary Fans



108



Unfollow

Battle of the Books 2015-2016



60



Unfollow

Before They Were Films: Gra...



31



Unfollow



Kansas City Public Library

Unfollow



45
Boards

1.5k
Pins

238
Likes

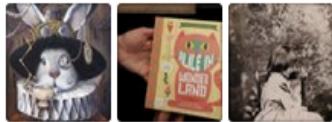
20.9k
Followers

525
Following

Alice In Wonderland



55



Unfollow

Books Worth Reading

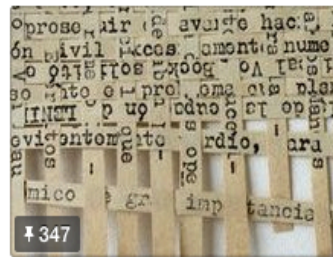


329

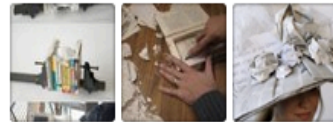


Unfollow

Book-Inspired Crafts



347



Unfollow

Kansas City - History & M...

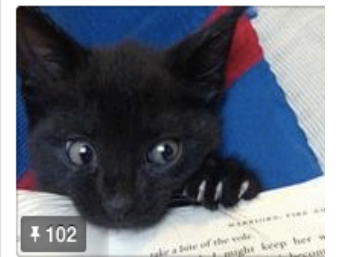


52



Unfollow

Book Love & Geekery



102



Unfollow

Teentopia



Kids' Corner



Early Literacy



Recipe Row



KC Authors & Artists



Alice In Wonderland

Celebrate the 150th Anniversary of ALICE'S ADVENTURES IN WONDERLAND with the Kansas City Public Library and the Mid-Continent Public Library! Events, Reading Programs, and more this fall at <http://kclibrary.org/alice> and <http://mymcpl.org/alice>



55
Pins

3.7k
Followers

Unfollow board



ALICE IN WONDERLAND BY
VLADIMIR OVCHAROV



Amazing bookish Halloween
costumes for children: the Queen
of Hearts from Alice in
Wonderland



Old Photos Reveal How Disney's
Animators Used A Real-Life Model
To Draw Alice In Wonderland - via
BoredPanda



Pinned by
Kansas City Public Library



Guys, guys! Check out this
awesome 'Alice in Wonderland'
board book!



Pinned by
Kansas City Public Library



"A Look at The Unknown and
Controversial Photography Career
of Lewis Carroll"

READERS' ADVISORY ON

tumblr.

What is Tumblr?

the boring answer:

a microblogging platform and social media site that supports multimedia options.

But what is tumblr **really**?

But really, Tumblr is...

#CAT GIFS



Tumblr User/Reader Friendly

About half of regular Tumblr users are 16-24; users spend more total time on the site than other social networks*

- Visual format great for reader's advisory
- Flowcharts
- Stephanie Anderson's [Tumblr for Reader's Advisory](#)
- [Libraries and Librarians on Tumblr](#)
- *Library Journal's* [Tumblarian 101](#)
- Display ideas at libdisplays.tumblr.com

*Source: <http://www.businessinsider.com/tumblr-and-social-media-demographics-2013-12>

If You Like > Try > Why

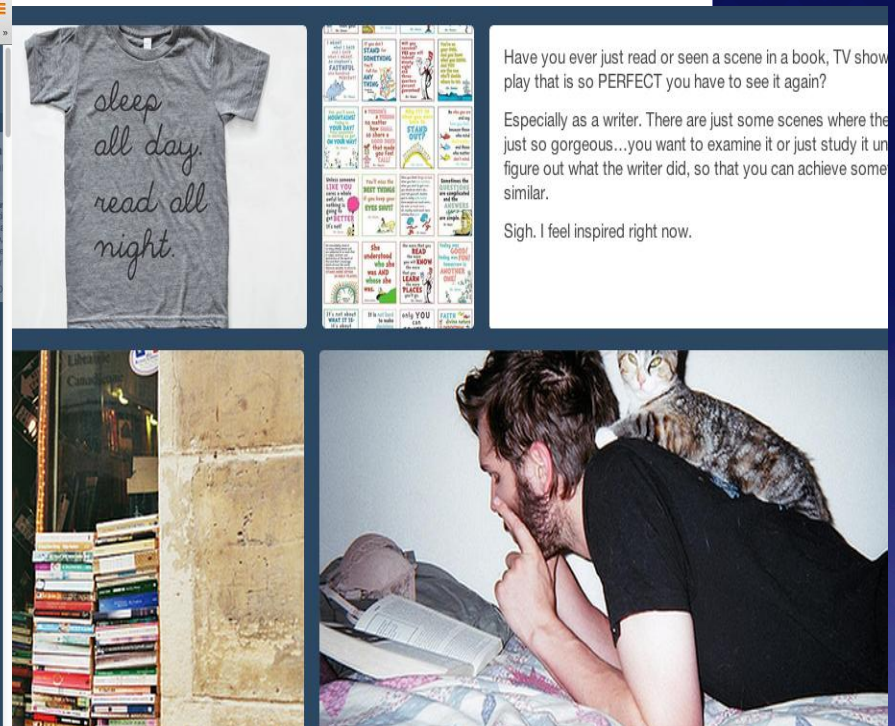
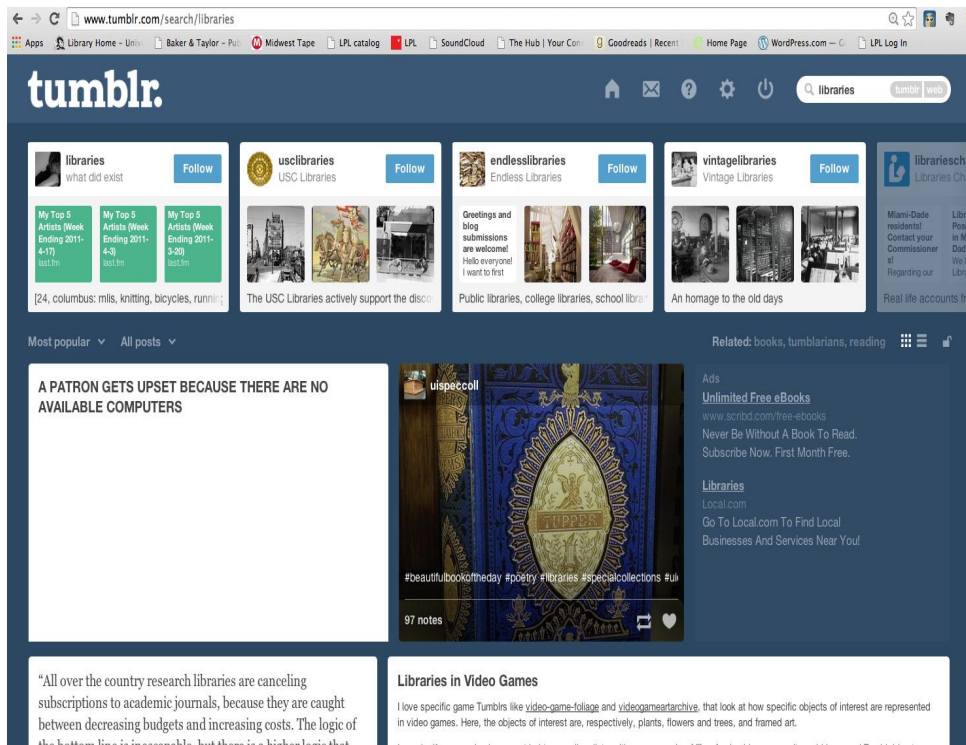


Tumblr is...

#BOOKS

#READING

#LIBRARIES



Booklists

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10 "Romance" Books for Valentine's Day

This Valentine's Day, we're sharing romance books, but we're interpreting "romance" a little broadly.

Whether you like your romance

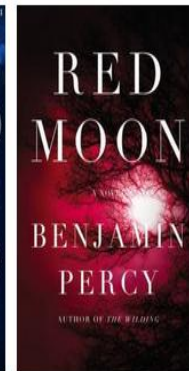
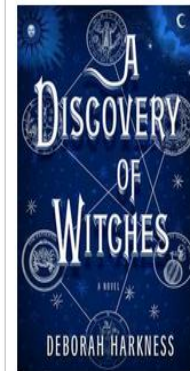


...or if you prefer something sweet...



... we've got a love story for you.

If you're in the mood for some historical romance, try Sarah Maclean's *A Rogue by Any Other Name*. Gaming hells + childhood friends turned lovers makes this one steamy romance.



URBAN FANTASY FOR LITERARY SNOBS

Do you turn up your nose at genre fiction, but secretly long for stories of werewolves, vampires, and witches? These are the books for you.

Angelology by Danielle Trussoni

Flowcharts

DIVERGENT

FACTION READING LIST

BOOKS FOR DAUNTLESS

These books might get members of the Dauntless faction in Divergent to take a break from jumping off trains or practicing knife-throwing long enough to read because they feature brave characters going on adventures and are full of action.



Bruised
Sarah Skilton



Sabriel
Garth Nix



Uglies
Scott Westerfeld



Never Fall Down
Patricia McCormick



Code Name Verity
Elizabeth Wein



Divided We Fall
Trent Reedy

LAWRENCE PUBLIC LIBRARY

the teen zone



Who's doing it right?

- Darien (CT) Library
- Lawrence (KS) Public Library
- Queens (NY) Library
- Toronto Public Library

DARIEN LIBRARY

HOME MESSAGE DARIEN LIBRARY HOMEPAGE THEME

NAVIGATION

- > HAIKU REVIEW
- > YOU ARE WHAT YOU READ
- > AROUND THE LIBRARY
- > DARIEN READS
- > CHILDREN'S LIBRARY
- > TEEN'S LIBRARY
- > DARIEN COOKS
- > THE GREATER COMMUNITY



YOU ARE WHAT YOU READ

Steph is totally on board with the love we are feeling for *American Housewife* due out in January.

I say, "My breath is the Pinot Grigio-est."

I say, "I am perfectly happy not being a Kennedy."

I say, "I'd watch a show called Ghost Hoarders. Why is that not a show?"

I say, "You can take your want of a chocolate fountain and go straight to hell."

"It was at this point in the first story in Helen Ellis's forthcoming short story collection, *American Housewife*, that I fell in love. The feeling lasted through every story, and continues on. It's hysterically funny—I was snort-laughing on my commute and getting very odd looks from the people around me! But underneath the pitch-perfect sentences is a wounded heart, and the best stories had me cringing as I laughed. Ellis uses the second person more effectively than possibly any other short story writer. Absolute delight."

You Are What You Read is our "Staff Recommends" **GONE WILD** and features recommendations from **Darien Library** staff members. And you don't have to live in Darien to receive an email with our top picks!



DARIEN LIBRARY

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darienreads:

THE MELANCHOLY MYSTERY OF LULLABIES

Alfred Hitchcock's 1956 motion picture "The Man Who Knew Too Much" dramatizes the geopolitical status of babies. Or at least that is how I currently see the film, even though there are basically no babies in it. This somewhat eccentric read on a classic is most likely attributable to the fact that I am a mother and have a baby almost constantly on my mind. But I would also point out that the plot of the movie is held together by a song — a song that a mother sings to her child.

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Five Fictional Families Who Are Probably More Dysfunctional Than Yours

Ah, Thanksgiving. The perfect holiday to kick back with your closest of friends and family, stuff yourself to the gills with turkey and mashed potatoes ...

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The Hunger Games is about to reach its epic conclusion when the final chapter Mockingjay Part 2 hits theaters November 20th. In tribute to this incredible ...

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Five Fictional Families Who Are Probably More Dysfunctional Than Yours

Ah, Thanksgiving. The perfect holiday to kick back with your closest of friends and family, stuff yourself to the gills with turkey and mashed potatoes and pass out on the couch.



Originally posted by zachmellen

If your family was anything like mine, though, Thanksgiving was always fraught with stress and tension. Whether it was balancing schedules with cousins and in-laws or remembering whose turn it was to bring the cranberry sauce to the traditional potluck buffet, there was always something that would bring on the arguments.

What is Instagram?

- Online mobile photo-sharing app. Works best on mobile devices.
- Visual tweeting

Instagram User/Reader Friendly

- Instagram users are the youngest of all social media users and this platform is growing the quickest*
- Highly visual with snappy captions & quirky hashtags

*baddiewinkle

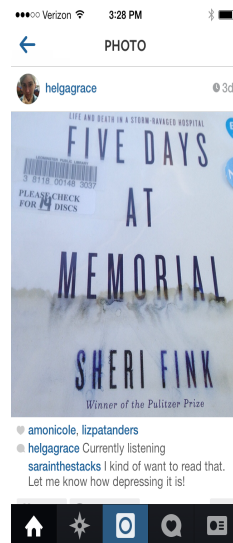
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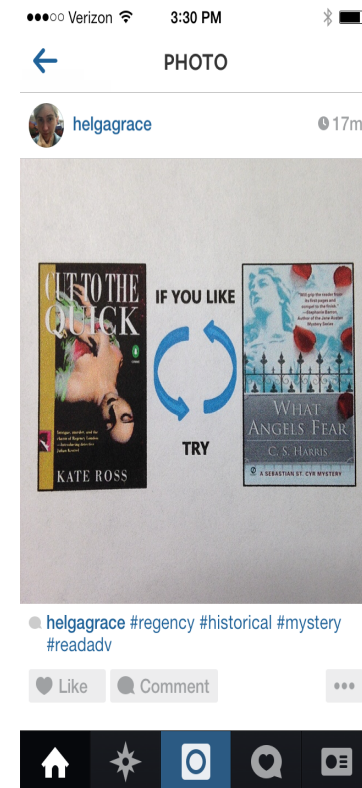
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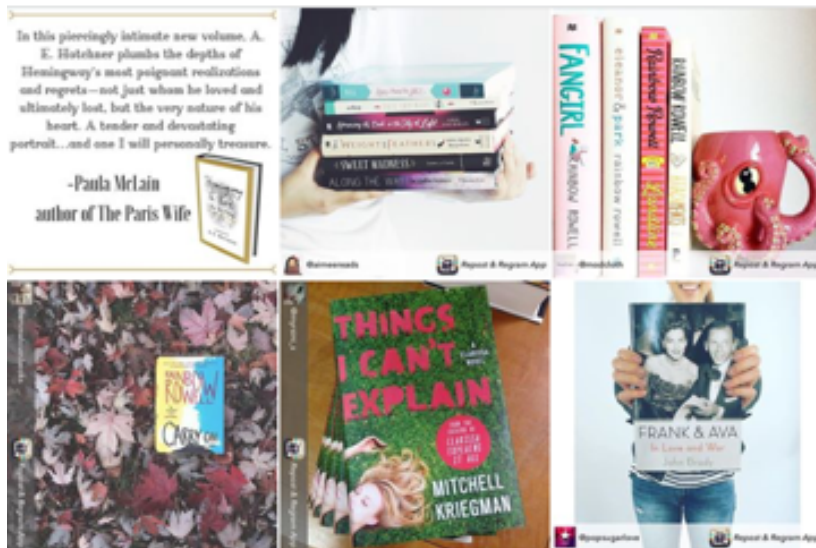
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Thank you.

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