

Using Social Media for Readers' Advisory

**Using Social Media
for Readers' Advisory**

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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/>

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Using Social Media for 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://gigamon.com/2009/05/26/10-golden-rules-of-social-media/>

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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?

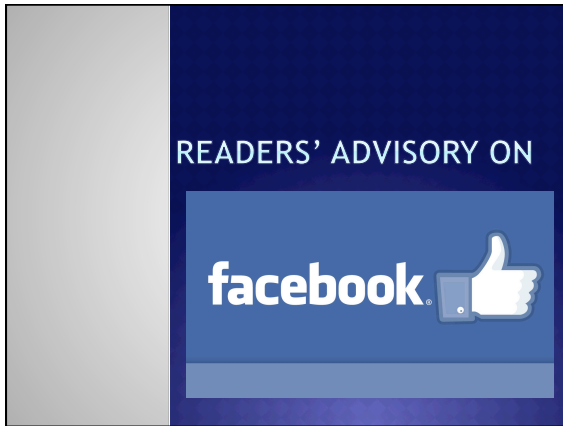
- Phrasing the perfect post
- Vote: early & often
- Recognition
- Crowdsourcing
- Start conversations with patrons

Social Media Policies

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

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Using Social Media for Readers' Advisory



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

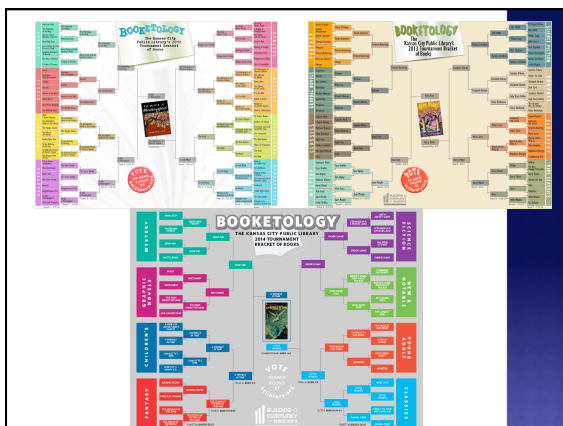
- 71% of internet-using adults
- 31% of those are seniors
- Conversation/connections/community

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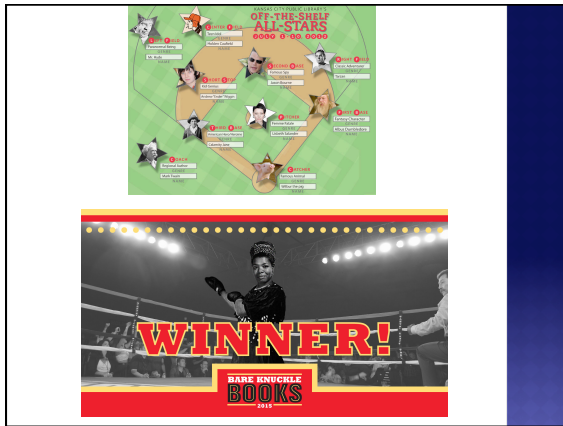
Reader's Advisory on Facebook

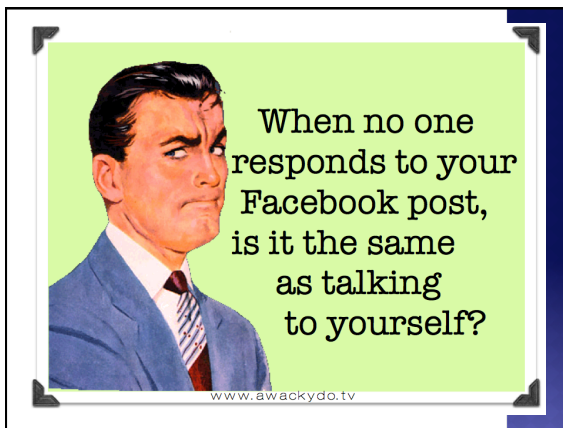
- Ask a question
- Offer a "bookmatch"
- Civic engagement & reading
- Event (and reading) promotion
- Engagement and algorithms



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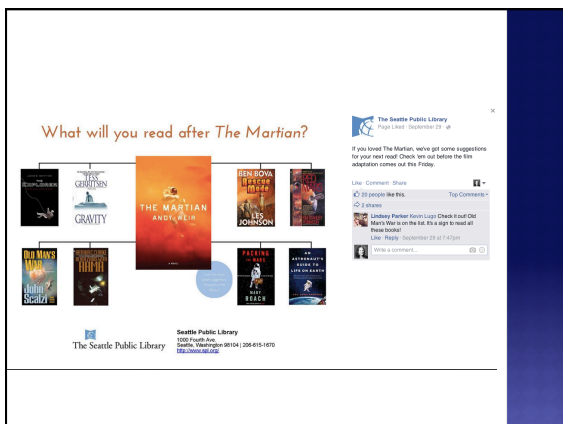
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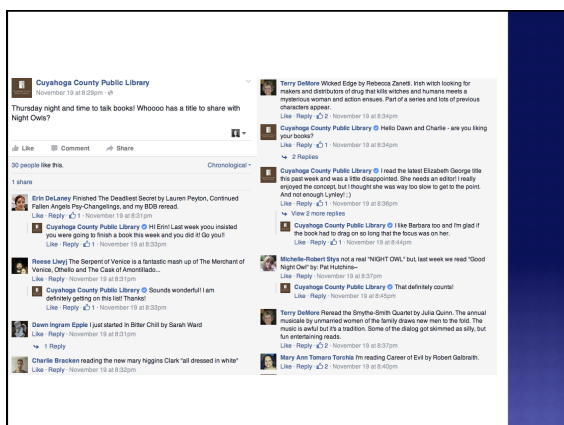
Who's doing it right?

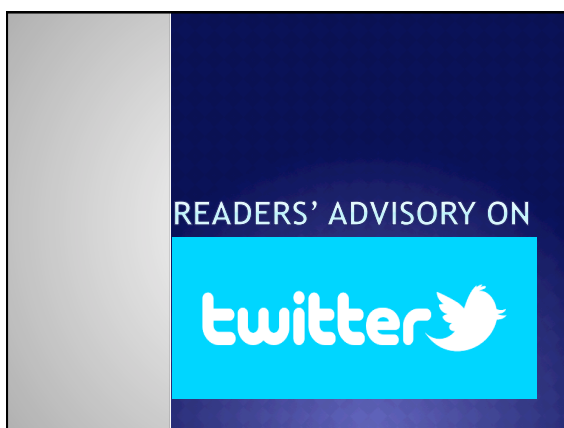
- Seattle Public Library
- RA Librarian Party
- Fun questions
- Darien Library
- All sorts of cool stuff (steal these ideas)
- Cuyahoga Public Library
- Night Owls



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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...

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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](#), [#ewqc](#), [#titledtalk](#)
- [#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



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Using Social Media for Readers' Advisory

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

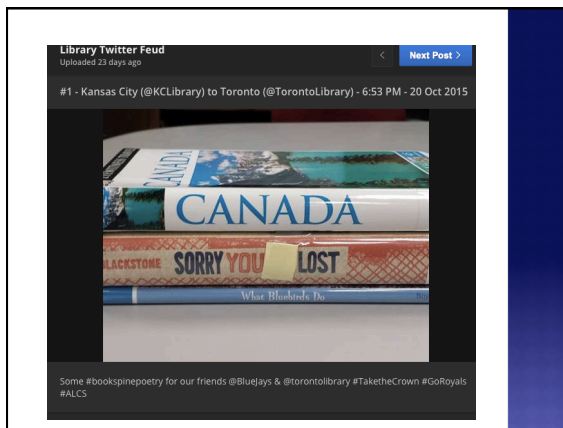


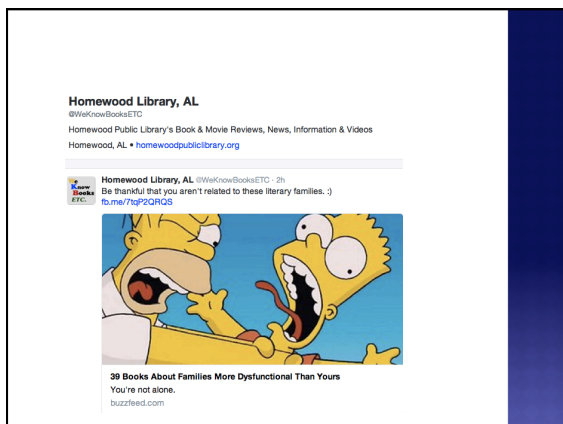
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Who's doing it right?

- 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





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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

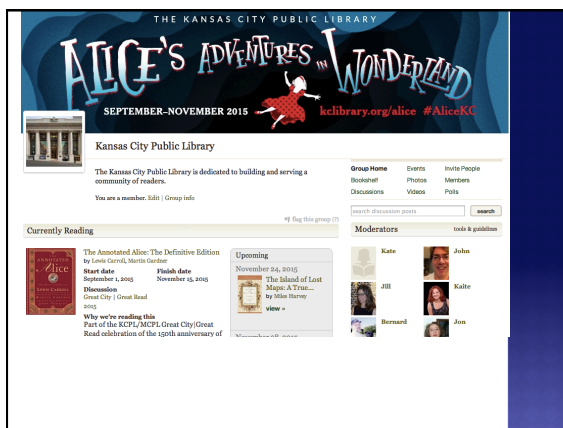
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Reader's Advisory on Goodreads

Feature:

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



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 Katie · 2 posts (2 new) · 12 views last updated Nov 13, 2015 07:36AM

Classic Alice
By Katie · 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

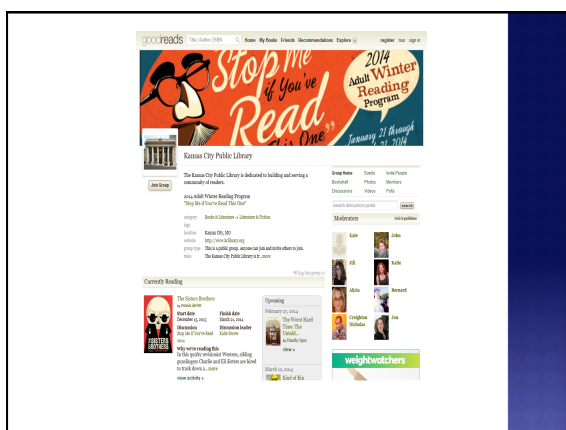
[More discussions...](#)

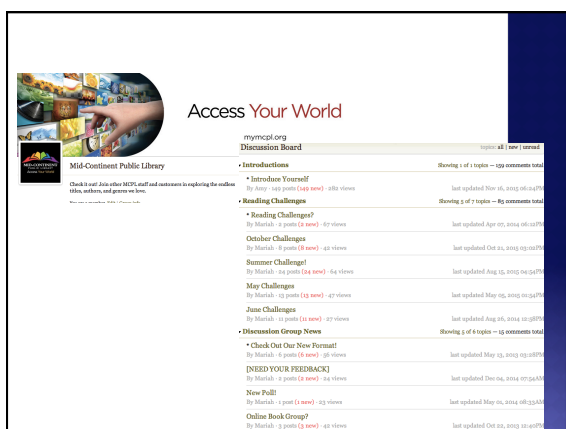
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Who's doing it right?

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





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Using Social Media for Readers' Advisory



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

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Reader's Advisory on Pinterest

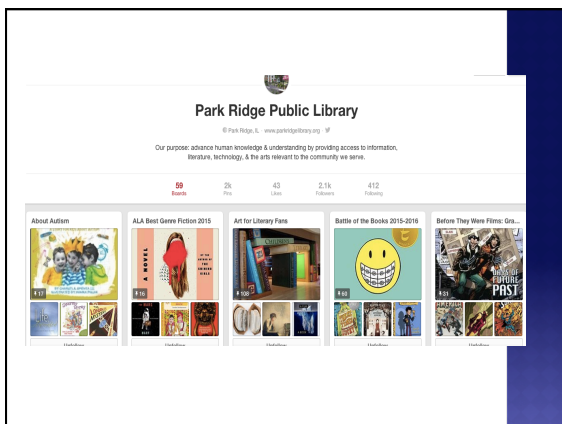
Feature:

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

Collaborate on boards with patrons and other libraries

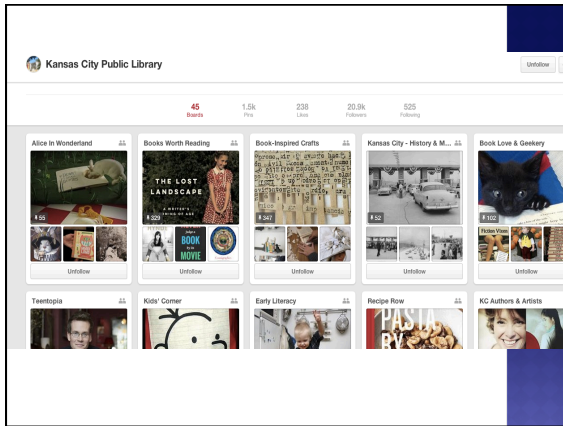
Who's doing it right?

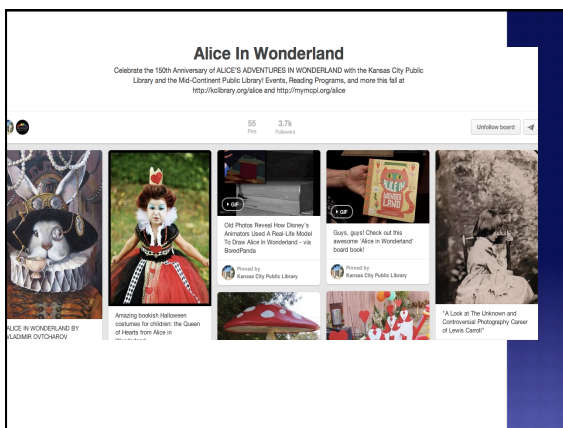
- New York Public Library
- Cedar City (UT) Public Library
- Allen County (IN) Public Library
- Manhattan (KS) Public Library
- Park Ridge (IL) Public Library

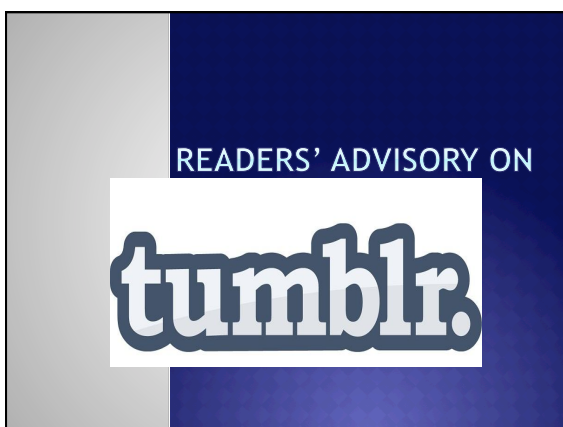


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Using Social Media for Readers' Advisory

What is Tumblr?

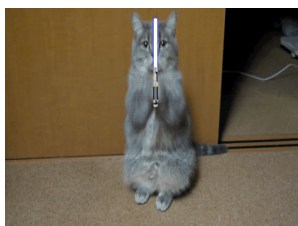
the boring answer:

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>

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If You Like > Try > Why

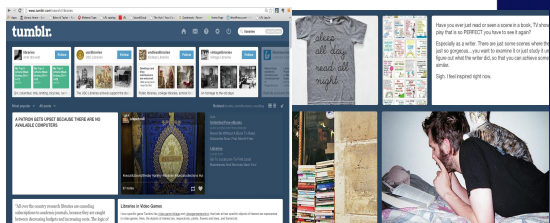


Tumblr is...

#BOOKS

#READING

#LIBRARIES



Booklists

10 "Romance" Books for Valentine's Day

The Independent 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 Macken-Aragon's *Angels by Any Other Name*. (Warning: Spoiler! - without the spoiler, it's a book about a book.)



URBAN FANTASY FOR LIBRARY ONES

Do you love your most beloved books, but secretly long for stories of werewolves, vampires, and witches? These are the books for you.

Algorithms by Danielle Treason

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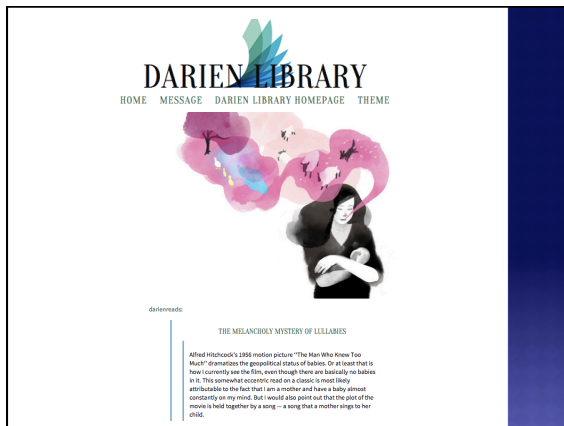
Who's doing it right?

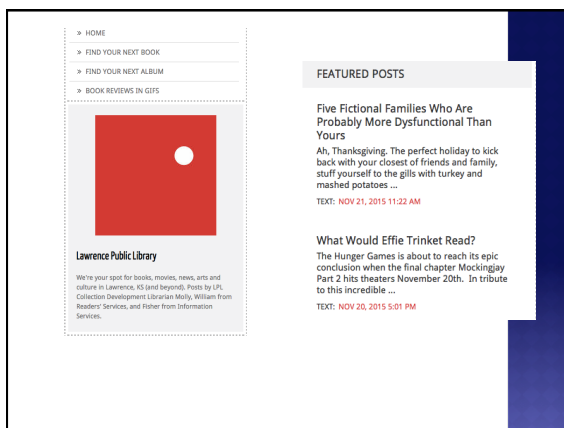
- Darien (CT) Library
- Lawrence (KS) Public Library
- Queens (NY) Library
- Toronto Public Library



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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

Reader's Advisory on Instagram

Feature:

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

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More pictures, less typing

Reading now/listening now
Book of the Day



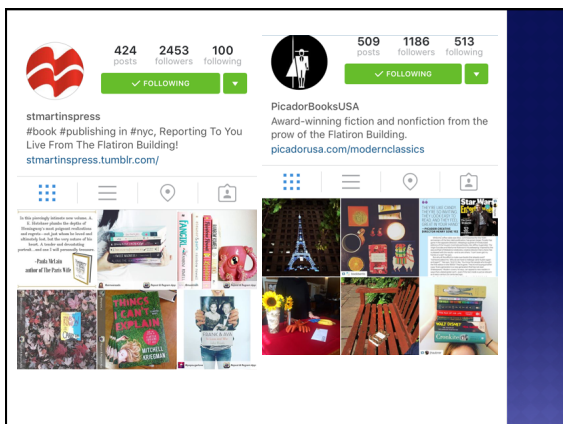
Picture of library copy, can include
link to catalog

Readalike
recommendations



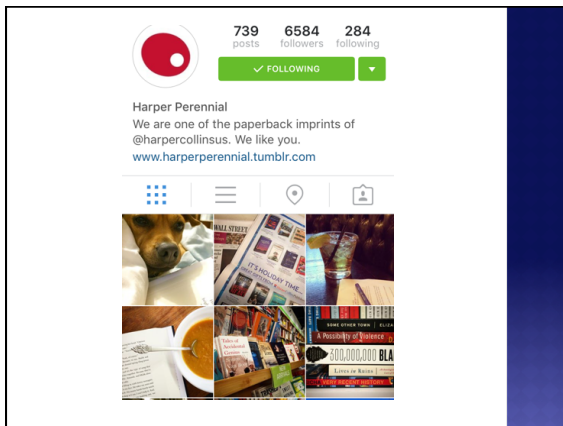
Who's doing it right? Publishers

- Penguin Random House Library Marketing
- Touchstone Books
- Viking Books
- Picador Books
- Chronicle Books
- Akashic Books
- Harper Perennial
- St Martins Press
- Riverhead Books



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Using Social Media for Readers' Advisory



Content, Training, & Staff

- Platform and Best Fit
- Creating Content
- Staff: Training & Engagement

Want a handout? Go here:

kaitestover.pbworks.com/

Professional Presentations → 2015 InfoPeople
Webinar: Using Social Media for Readers'
Advisory

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Kudos, salaams, & highest of 5s:

- Kelly Fann, Lawrence (KS) Public Library
- Naphtali Faris, Kansas City Public Library
- Amy Fisher, Mid-Continent (MO) Public Library
- Mariah Hone, Mid-Continent (MO) Public Library
- Anna Mickelson, Springfield, MA
- Rachel Smalter-Hall, Book Riot
- Molly Wetta, Lawrence (KS) Public Library

Thank you.

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