

Stanley Strauss: Hello everyone. We'll be starting at the top of the hour. Enjoy the music until then.

Yvonne & Valentine (RMPL): yes

Gail Evans: hear you just fine

Bonnie Fullerton: You sound a little muffled.

Stanley Strauss: If you have questions for Kaite, please type them into this Chat box as they occur to you.

Lucy Sims 2: Hello, Yes I hear her ok.

Infopeople Project: If you have computer audio issues, you can call in: 888-450-5996 passcode 264311#

Holly: FB, Twitter, Pinterest

Elsa: Instagram, FB

Laura Bradley: Facebook & blog

Michelle: FB and twitter

Stanley Strauss: Fine

Kristin: Facebook

Lucy Sims 2: Good

Lia: Novelist

Megan Hicks: Blogs

Christianne Selig: facebook and blog

Abby 2: FB, goodreads

Nefertari: Facebook, Twitter, Instagram, Pinterest

Jen Ohzourk: Blogs, Facebook, twitter . . online RA coming soon

Meaghan Lanier: Facebook

Kristina Langlais: Facebook and Twitter

Samantha Colwell: We use Facebook, Twitter, Tumblr and Instagram. Facebook is the most accesible.

Roxanne: Facebook

Bonnie Fullerton: You turn away from the mic sometimes.

rmcdougal: Facebook

Sue: Facebook

Illyanna: Better. Thanks.

Maria Mucino: FB

Jodi Kasten: We have system-wide blogs, but we primarily use Facebook.

Jennifer Barg: Facebook

Laura Bradley: Goodreads

Gloria Barnes: facebook & blog

Abby: Facebook, Wordpress blog, Goodreads, and Twitter are what we're focusing on right now but we hope to expand to Pinterest and Instagram

Lucy Sims 2: Facebook

Sandi: blog

Sandi: goodreads

Elsa: Twitter for adults (teachers & staff and PLN) , not students.

Elaine Butler: Elaine Face Book

Jennifer Barg: pinterest

Meaghan Lanier: I've been interested in using tumblr for RA and for promoting libraries in general - tumblr skews younger from early teens to young adults

Holly: is the speaker walking around because voice seems to be coming in an dout

Infopeople Project: If you have computer audio issues, you can call in: 888-450-5996 passcode 264311#

Samantha Colwell: Tumblr has been a great tool for posting across all platforms instantly, and connecting with the younger readers.

Sandi: Form based--personalized reading lists

Elsa: To go across platforms, I use IFTTT. But if you use instagram, you need to start with that (Instagram will not allow any 3rd party to post for you).

Bonnie Fullerton: Online

Elsa: Sandi, what do you use for your form-based questionnaire? Google Docs?

Illyanna: Online so that I can take time to research and think of suggestions.

Lia: online

Nicole Hester: Online

Meaghan Lanier: We don't have a chat feature and social media is maintained from administration, so my only experience is in person

Gloria Barnes: online

Gail Evans: in person

Kristin: online

nesbaa: online

Holly: if this then that

Ch: in person

Stacy: If This Then That (IFTTT)

katie dow: we do an emailed form based

Sandi: in person

Christianne Selig: I prefer to have some time to think about their request

Nefertari: Either/or but I work in a Telephone Assistance Center so it's all phone or online RA

Jen Ohzourk: Admittedly, love in-person --- can be a lot of fun! But online is great, too.

Maria Mucino: online

rmcdougal: In person

Elsa: in person

Yvonne & Valentine (RMPL): in person

Tami: in person

Jennifer Barg: online

Elaine Butler: in person

HJ 2: We do in-person, but because we don't have a chat feature either.

Svetlana: in person

Stanley Strauss: IFTTT is part of Twitter: <https://twitter.com/IFTTT>

Bonnie Fullerton: You keep fading out. Are you turning away from the mic?

Jane: @Stanley Strauss, IFTTT works great with Twitter, but it's its own thing.

Jodi Kasten: yes

Rebecka: Yes

Nancy: yes

Lia: all good

Jennifer Barg: yes, it just got better

Lucy Sims 2: in and out. Almost like mike is moving.

Joaquin: better

Lea Stone: Is there a visual aside from ppt slides?

Elaine Butler: can't hear anything

Elaine Butler: Can't hear anything

Infopeople Project: If you have computer audio issues, you can call in: 888-450-5996 passcode 264311#

Stanley Strauss: Lea: the PPT is the only visual.

Elsa: Instagram for students - cover image really grabs them

Samantha Colwell: Polls on Twitter

Stacy: Asking for their reviews in addition to providing them

Elsa: any resources for school librarians to work on soc media policies? I want to make sure I cover all my bases.

Stacy: Elsa, might find something on the school librarian listserv: <http://library.vcsu.edu/vp.htm?p=1830>

Holly: what is "bookmatch"?

Jane: We do Bookmatch at Skokie Public Library. Fill out a short questionnaire, get a hand-curated list of recs e-mailed back to you

Holly: thanks!

Jane: <https://skokieliblibrary.info/books-movies-more/bookmatch/>

Bonnie Fullerton: I thought it wasn't recommended because of click farms.

Elsa: thanks Stacy!!

Jodi Kasten: We've watched our numbers plummet with the new algorithm changes. We're a small town library with no social media budget and it's killing us.

yesha: What is a click farm?

Abby: We do that as well: [bit.ly/jmrlreading](http://bit.ly/jmrlreading)

Stacy: A click farm is people hired just to click like to increase hits

Abby: Yesha click farms are companies with workers who are paid to click on ads, or "like" things from fake profiles on Facebook in order to make fraudulent stats

yesha: ah... okay!

yesha: thanks!

Lea Stone: Will watch archived webinar. Can't hear!

Lucy Sims 2: I lost volume and had to resign in.

Infopeople Project: If you have computer audio issues, you can call in: 888-450-5996 passcode 264311#

Rebecka: What a great response!

Lucy Sims 2: now halo, double voice.

Lucy Sims 2: I will sign completely out and resign in.

Infopeople Project: Lucy, you probably have 2 browser windows open

Sandi: this presentation is too fast!

Infopeople Project: Close one and the echo should go away

Lucy Sims: Just closed one.

Jeanne Fondrie: #AskALibrarian

Stanley Strauss: Today's PPT is available at: <https://infopeople.org/civCRM/event/info?reset=1&id=537>

Nefertari: chase's

Nefertari: Chase's calendar of events

Jane: mental\_floss has a lot of literary trivia

Jen Ohzourk: blog: RA for All, NY Times, New Yorker,

Holly: lifehacker

Holly: for ideas

Heidi: I <3 lifehacker as well

Heidi: Also fascinating resource: atlas obscura

Stanley Strauss: <http://www.atlasobscura.com>

Meaghan Lanier: can track hashtags - follow them just like following others' blogs

Meaghan Lanier: Posts with those hashtags will show up on your dashboard too

Stanley Strauss: <https://www.instagram.com/baddiewinkle/?hl=en>

yesha: sound?

Stacey: every once in a while, we ask staff members to take a photo of themselves reading and post it on Facebook, Instagram, etc.

Holly: Meaghan: how do you follow hashtags?

kurt: Litlovers.com is a very good RA website for bookclubs especially.

Stanley Strauss: The chat will be archived along with this presentation.

Jeremy Selvidge: Are any libraries/librarians using The List App? <https://li.st/>

katie dow: can you talk about some other ways to start good discussions on Goodreads?

Stacy: Don't you follow hash tags by typing in the hashtagged term in the search box?

Meaghan Lanier: @Holly - I'm trying to log into my account to verify but

Stacey: Blind Date with a Book, and we're expanding it to Blind Date with an Album this year

Meaghan Lanier: I'm pretty sure that you search a tag and then at the top it gives you the option to follow the tag. I have not done this in awhile, so it may not be a current feature, but I hope it is!

Elizabeth Gray: how do you do Blind Date with a Book on Facebook or Social Media?

Holly: thanks very much Meaghan

Stacey: We post some of the people's "Rate Your Date" cards without their identifying info

Meaghan Lanier: Okay Holly - I just tested it by searching for tumblarian - I don't see an option to track the tag any longer :( But it does suggest blogs for you to follow as well as posts that are tagged with that word

Meaghan Lanier: nm - I found it

Meaghan Lanier: In the search bar beside where I typed "tumblarian" was an option to "follow" that tag

Stacy: Does anyone use Flickr?

Holly: Thanks Meaghan!

Holly: Anybody use Hootsuite?

Elsa: I used HootSuite

Whitney 2: Yes Hootsuite!

Jeremy Selvidge: We use Hootsuite to schedule tweets in advance.

Jane: +1 hootsuite

Elsa: still do a bit. But they reduced the # of free streams to 3, so :(

Elizabeth Gray: We have a Social Media Team of about 5 people.

Stacy: Thanks, Elsa.

Bonnie Fullerton: We are a consortium so it's hard to get consensus on what is best for all of us.

Elizabeth Gray: We use Events on Facebook to invite participation - costume contests, ARC give-aways, etc

Elsa: Prefer IFTTT because it's across a lot of platforms. No ads showing on my stream, too.

Stacy: Good point.

Elizabeth Gray: We like Pinterest for Early Literacy, Read-a-likes

Elsa: I'm a 1 person library, so Hootsuite and IFTTT is a lifesaver for me.

Yvonne & Valentine (RMPL): Elsa, do you have a recipe you use on ifttt?

Elsa: Not enough time (1 person)

Bonnie Fullerton: We are a consortium so it's hard to get consensus for all of us.

Holly: Our Facebook page is only for advertising, not for conversation

Elizabeth Gray: Everyone wants to have their own page or own platform

Elsa: Yvonne/Valentine, I do. There are LOTS of already made recipes that you can use

Bonnie Fullerton: We do at HQ.

Jane: connecting with actual local patrons and not just other libraries/ librarians!

Meaghan Lanier: convincing admin to release the reins a little bit so that those interested can contribute to running it

HJ 2: We have one person usually devoted.

Abby: I do other things too but I'm solely in charge of social media

Bonnie Fullerton: Our other 8 libraries have their own people.

Holly: Ditto Meaghan

rmcdougal: Exactly Meaghan

Abby: I've started a committee

Elizabeth Gray: I'm responsible but I have a great Social Media Team

Nefertari: Our PR person & Web librarian are primary Social Media people & then there various staff who participate/post

katie dow: frequently posting but not over posting and keeping them interesting

Elizabeth Gray: Set up a schedule for posting - each staff person posts 1x week

Lucy Sims: We do FB and 3 posters

HJ 2: What would be considering over posting? More than 3x a day?

rmcdougal: We really don't have any social media platforms but I am really interested in helping boost the popularity of our library

Joaquin: In my department, we each have appointed days we are scheduled to tweet about the library

Meaghan Lanier: When I was able to contribute to a blog, one person from the department posted once/week - a variety of people doing different things

Jen Ohzourk: No questions -- just wanted to say this has been GREAT! Feeling very inspired to do lots of cool stuff. :)

Bonnie Fullerton: Ditto Jen.

Megan Hicks: Must go but great info, thank you so much (and everyone!)

Holly: Ditto Jen

Stacy: Thank you! Love having a stuffed brain!

Sandi: our staff post reviews on a blog in a rotation.

Rebecka: Newbie question - How do people promote their library use of social media in the library?



Lia: Thanks so much!

Bonnie Fullerton: Here's a Washington Post article on click farms:

<https://www.washingtonpost.com/news/the-switch/wp/2014/02/10/this-blogger-paid-facebook-to-promote-his-page-he-got-80000-bogus-likes-instead/>

Gail Evans: Thank you!

Jennifer Barg: Thank you. Great information

Elsa: thank you!

Meaghan Lanier: Thank you!

Abby: Bookmarks!

Jeanne Fondrie: Thank you!

Joaquin: Thanks! Great Info!

Sandi: Our publicity team does facebook and others

Gloria Barnes: Thank you great information!

Rebecka: Thank you

Meaghan Lanier: Our social media icons are on every single piece of marketing material - flyers, bookmarks, shelf talkers, etc

Jodi Kasten: Facebook gives "fast response" credit, so social media is a 24 hour a day job.

Svetlana: thank you so much a great class and all the info!!!

Melissa Williams: Thank you!!

Sandi: yes meaghan, we have the icons on our flyers too

Nicole Bird: Thank you.

rmcdougal: Thank You!

Nefertari: Thank you! All kinds of great suggestions to add to our social media team & will share with them

Kaite Stover: Thank you all so very much!!!

Lucy Sims: Thanks, very good workshop.