Content Marketing and Strategy – Laura Solomon, Wednesday April 13, 2016

Carolyn Dowd: Will the narrative/text be available?

Ruby Chandler: Ruby

Stanley Strauss: Yes. The archive will be archived and both the text and the CC will be available later today.

Carolyn Dowd: Thanks.

Stanley Strauss: Oops. The webinar will be...

Carolyn Dowd: no, never!!

Mary Huntsman: OH LORDY

Reginald Constant: every day

Carolyn Dowd: yes!

Heather Lanctot: yes

guest 3: ha!!!!

Ryan: Yes

Rocio: definitely!

dsorrill@parliningersoll.org: occasionally

ylittlefield: yes

Reginald Constant: Yes

Sarah 2: yep

Chris Keogler: maybe

Julia: Yes

Victoria: Big time

Kristine Klein: all the time

Will: nope

Carolyn Dowd: great graphic!
Rocky Vang: guilty as charge
Heather Lanctot: yes
Sarah 2: Yes
ylittlefield: no
Carolyn Dowd: yes
Caleb Sheaffer: Yes
Trina: yes
dsorrill@parliningersoll.org: yes
Jenn: Yes
Dana Bomba: I look at them regularly but not to plan future posts
Julia: look at, but not to plan
Rocky Vang: yes
Danielle: of course
Sarah: no
Courtney T.: Yes
Kelli: sometimes
Dana Bomba: which will be changing now.... :)
Caleb Sheaffer: Usually influences what we post
Victoria: I try
Ryan: yes, but not to plan future post.
windsorpubliclibrary 2: we look at them to see what kind os most "successful"
Will: yes
Rocky Vang: we try to judge which times of the day is the best time to post
ylittlefield: families
dsorrill@parliningersoll.org: youth
Carolyn Dowd: Students, faculty

guest 3: mommies

Kelli: students

Whitney: college students

Diane Dynan: moms

Jessica G: college students

Julia: Young families, teens

Mary Huntsman: students (we're an academic)

Courtney T.: Ha! The people who like our FB page

Reginald Constant: i don't know

Michele: adults 18-40

windsorpubliclibrary 2: depends on the content of the post

Heather Lanctot: doctors, nurses, researchers

Danielle: It depends on the outlet of social media

Ann Thompson: adults, moms

Sarah: families with young children

Darlene: adults, families

Sarah: adults

Karen Christiansen: senior citizens

Rocky Vang: families with children

Tarleton: college students, faculty

Reginald Constant: ideally my students

Caleb Sheaffer: parents, families, students

Jade: Parents and Senior Citizens

Jane: medical staff
Emily Hardesty: Undergrads, grad students, faculty

windsorpubliclibrary 2: older people on facebook

Sarah: teens

windsorpubliclibrary 2: news outlets on twitter

Jenn: Women 30-40s

Nita: academic students

Will: adults, families

Sarah: retirees

Trina: depends... mostly moms

Kristine Klein: state employees

windsorpubliclibrary 2: teens on Instagram

windsorpubliclibrary 2: older people on facebook - parents and grandparents and young seniors

Courtney T.: Are ladies who love cats, tea and books a persona? Those are some of our most popular posts!

Jane: busy clinicians

Caleb Sheaffer: @Courtney T. = librarians? lol

Carolyn Dowd: stressed students who need curated research materials fast and a place to sleep

Danielle: people who love that darn library cake

Courtney T.: Basically, Caleb! ^_^

Mary Huntsman: Don’t make me post a mason jar.

Dana Bomba: I have had that cake shared to my timeline like 10 times...

Courtney T.: What do you mean by pain point

Courtney T.: *pain points?

Courtney T.: Sorry to backtrack quickly

Courtney T.: Ohhh, got it - like obstacle to use?

Courtney T.: Thanks!
Danielle: sometimes it's easier when it is me, myself & I!

Rocky Vang: Are these free?

Danielle: In regards to FB - are you talking about sharing the same post several times in different places or literally reposting

Tamara Evans: Hi, It's Tamara from Hanford, CA!

Jennifer LaRiviere: Elsie is from St. Helena

Karen Christiansen: St. Helena, CA

Whitney: Cat Scratch Fever!

Courtney T.: Portland Oregon!

Courtney T.: I'm from Oregon too :)

Mary Huntsman: That's adorable.

Danielle: omg I saw that on ALATT... loved it!

Karen Christiansen: Where do descriptions of collections or databases or services fall in the 30/70 dynamic?

Sarah 2: So only the 30 part has a CTA?

Karen Christiansen: But a story about a student who got a scholarship using a database might be the 70%?

Danielle: Sounds engaging to me!

Jeff T., El Sobrante Library: Engaging patrons regarding a good book donation sale story could be a CTA to donate books...

Infopeople Project: Would anyone like to see Laura expand this webinar into a 2 or 4 week Infopeople course?

Sarah 2: YES

Kristine Klein: yes

Ryan: Yes, Infopeople.

Trina: yes

Mary Huntsman: yes

Julia: yes
Will: yes
Amy Calhoun: yes
Alison: yes please
guest 3: yes please
ylittlefield: yes
Rocky Vang: That would be great
Danielle: Yes
Darlene: Yes!
Rocky Vang: so much info to learn
Sarah: yes
Ann Thompson: yes... so useful
Kim Brown: yes, more please!
Carolyn Dowd: yes to larger course
Tamara Evans: Definitely for a larger course!
Danielle: Do you agree or disagree with cross posting - like when you make a post on IG and just hit the post to Twitter button
Will: to say the least
guest: Is there a library that does this well we can look at as an example?
dsorrill@parlingersoll.org: Awesome! Thank you! What you spoke about makes me want to start NOW!
ylittlefield: How do you create these changes when all promotional tools are created by library techs or outsourced to a secondary party?
Sarah 2: One of the most helpful social media webinars I've done... and I've done quite a few!
guest 3: title of book coming out?
Karen Christiansen: Thanks. You gave me a good idea to freshen/change my press releases
Darlene: Thank you! Very insightful and helpful!
Rocky Vang: Definitely useful changes to know
Mary Huntsman: This is something we need to definitely discuss in our strategic planning meeting this year...

Courtney T.: Ditto, Sarah 2!

Rocky Vang: I'm glad I logged on

Sarah: great information thank you

Robin Estrada: how can we access the slides you used today?

Danielle: Thanks

Danielle: Cheshire Library in CT does an awesome job

Virginia: Do you have an example of a library that is doing content marketing really well?

Danielle: especially on their Instagram

Courtney T.: I love Topeka/Shawnee County Library on FB!

dsorrill@parliningersoll.org: how do we access slides used today?

Danielle: NYPL also is wonderful.

Stanley Strauss: The PPT for today’s webinar can be downloaded at the Infopeople page you used to enter the webinar.

Rocky Vang: LOL

*Angela: Thank you! This was awesome!

Carolyn Dowd: Very helpful! Thank you.


Stanley Strauss: Here’s the link to the slides: [https://infopeople.org/civicrm/event/info?reset=1&id=553](https://infopeople.org/civicrm/event/info?reset=1&id=553)