

## **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:newsoutlets 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@parliningersoll.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.

Infopeople Project: Laura's book <https://www.alastore.ala.org/detail.aspx?ID=11662>

Stanley Strauss: Here's the link to the slides: <https://infopeople.org/civicism/event/info?reset=1&id=553>