

Robert J. Kleberg Public Library Newsletter
Happenings @ Your Library®
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Fun Fact Tidbit

“According to *Library Journal*’s Survey on Public Library Marketing Methods and Best Practices, 86 percent of libraries said they were using social media.”—<http://lj.libraryjournal.com>

Library Gets Social

In an effort to be more accessible to the community and to promote services and resources, the library has been engaged in the social media world since 2010. Social media technology is defined as any website or application, which allows users to share information. This technology includes, but is not limited to, blogging, instant messaging, posts, social networking, wikis, and now selfies. Many social networking sites allow users of those sites to become a “friend, or “fan,” or otherwise



associate their own profiles or virtual presences with the library’s profile on these sites. With so many social media platforms available to disperse information to the public, the library has carefully chosen and tailored a group of four as a way of providing quality and diverse information to the public. Those four platforms are Facebook, Twitter, YouTube, and Instagram. *Facebook* has given the library the ability to reach a large audience and provide information about library news and

special events. The library frequently posts news and events on Facebook, so that patrons can access snapshots of regular and unique happenings. On Facebook, the library also provides helpful links to resources and information that patrons may find relevant and beneficial. Another great social media tool is *Twitter*. The library utilizes Twitter to distribute library tidbits. To help maintain consistency between Facebook and Twitter, the library has integrated these two accounts to accommodate simultaneous cross-posts. During special events, the library uses hashtags to turn topics and phrases into clickable links. By combining the pound symbol (#) and a phrase, this allows library patrons to locate special events or topics that have been posted between these two



mediums. A prime example of this format was this summer when the library used **#FizzBOOMRead** for the 2014 Summer Reading Program. Patrons wanting to stay informed about the program simply typed in **#FizzBOOMRead**, and all posts that contained that hashtag would instantly appear. With the proliferation of video sites, the library has entered the video business. *YouTube*, an online video channel, has given the library a venue to post some of its most important and memorable events and share them in small video clips with the public. The library’s channel currently has some vintage footage from the



1990s, as well as some more recent library releases. Although the video clip collection is small, the goal is to make the library’s YouTube channel an archive of video blogs, short original videos, and educational videos. Finally, *Instagram*, the library’s newest social media addition, allows followers of the site to view a photo gallery of unique library happenings. Currently the library posts photographs of library events and daily happenings through the library’s Facebook and Twitter accounts. The library incorporated Instagram as part of a distinct photo archive of the library’s history. Many tech savvy patrons are utilizing these social networking tools to stay connected and informed about library happenings. Patrons are encouraged to follow the library through Facebook, Twitter, YouTube, or Instagram. The library welcomes and values patrons’ comments, opinions, posts, and messages; all patron feedback helps the library continually improve the level of services.

