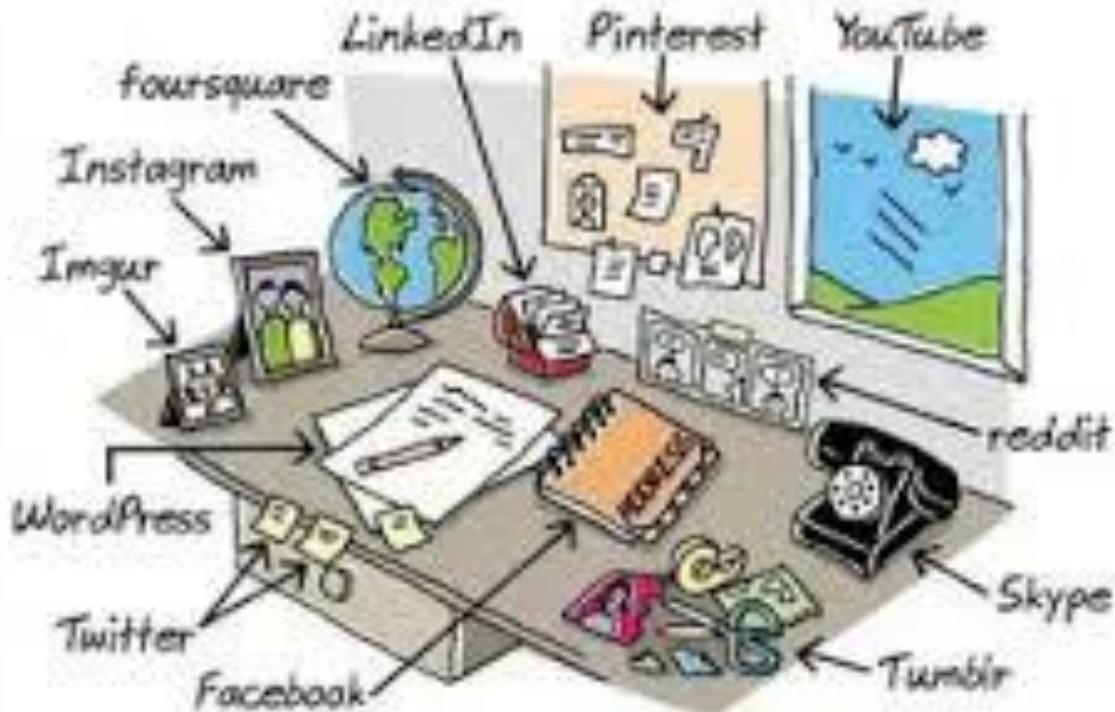


vintage social networking



SOCIAL MEDIA ACT 2: MARKETING STRATEGY

Tech Tools with Tine Webinar Series

Tine Walczyk – May 1, 2015

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WHEN WE LAST LEFT OFF...

- ❖ Conducted our needs analysis
 - Identified our needs
 - Looked at who our patrons are
 - Examined our patrons needs (Ask, analyze, compare)
- ❖ Identified SWOT variables as well as Measures for Success
- ❖ Created some sample patrons

DEVELOP YOUR MARKETING STRATEGY

- ❖ Pick your tools
- ❖ Craft your style
- ❖ Content – What, When, How Often
- ❖ Analyze and tweak
- ❖ Automate and ... ENGAGE!



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Image Source: <http://www.three-ships.com/blog/social-media-and-donuts>

LET'S GET TO KNOW THE TOOLS

It depends on the purpose of the message and its actual content as to which tool is appropriate.

Determining factors:

Limited resources

Amount of time available

Where your patrons are

Skill sets available

CHOOSING YOUR STYLE

- ❖ Remember that social media is just that – takes a more conversational tone
- ❖ Fill out your profiles = Patrons are wanting to connect with the “person” called XYZ library
- ❖ Perhaps there are different voice for the different tools used or different aspects of your library



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WHERE'S THE BEEF?

❖ CONTENT is your main product that will keep your patrons coming back

❖ At least three different types:

- Routine
- Event Announcements
- Daily Update(s)

TOP 5 CONTENT SOURCES

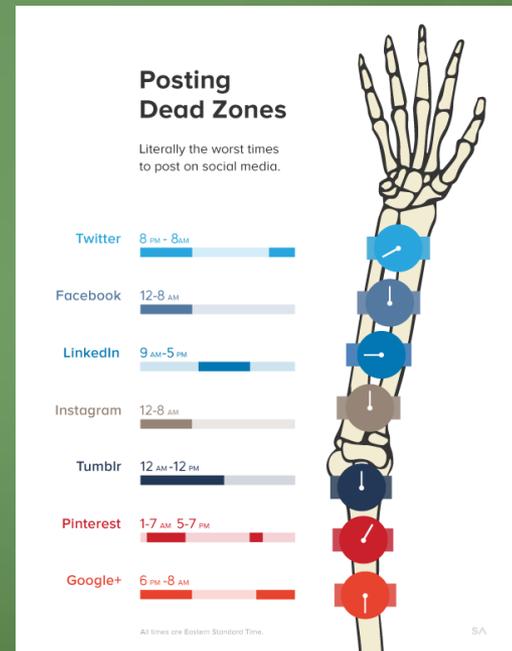
- ❖ Event Promotions
- ❖ Library Services Promotions
- ❖ Resource and Collection Promotions
- ❖ Library Refurbishing Projects
- ❖ New Acquisitions

Taylor & Francis. (2014). Use of Social Media by the Library. Retrieved from <http://www.tandf.co.uk/journals/access/white-paper-social-media.pdf>

IT'S ABOUT TIME

- ❖ When do you post?
- ❖ How often do you post?
- ❖ Timing between tools

Image source: <http://blog.sumall.com/journal/posting-dead-zones.html>



WATCH THE CONVERSATION

❖ Monitoring

- Within the tool
- Mention

❖ Analyzing

- SimplyMeasured
- SumAll
- Google Analytics

❖ Testing

❖ Other Tools to follow

your activity:

- Buffer
- HootSuite



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AUTOMATION

- ❖ Impact can be automated
- ❖ Outbound messages can be automated
 - Facebook and Twitter have a schedule feature
 - Can connect Facebook to Twitter to automatically push content if the same
 - Use a cross-posting tool



AND... ENGAGE!

- ❖ A topic for next week, but until then, I encourage you to see what these libraries are doing on the topic!
- ❖ Houston Public Library
- ❖ New York Public Library
- ❖ Hennepin County Library
- ❖ Bodelin Libraries (Oxford)
- ❖ USC Libraries

MORE READING

- ❖ UC Boulder Marketing Strategy -

http://ucblibraries.colorado.edu/adminservices/04_05Comms_Outrch_Plan.pdf

- ❖ Rutgers Marketing Strategies (2007, Current)

- http://www.libraries.rutgers.edu/rul/staff/marketing/docs/marketing_plan_2007.shtml
- http://www.libraries.rutgers.edu/rul/staff/marketing/docs/marketing_plan_multi-year_2013-2015.pdf

- ❖ Crash Course in Marketing for Libraries By Susan W. Alman, Sara Gillespie Swanson

- ❖ Marketing for Libraries blog – <http://librarycontentmarketing.wordpress.com>



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NEXT WEEK...

❖ Engage your patrons!

- Key methods towards participate
- Examples and ideas from other libraries
- Ideas for sharing the load