



Connecting with your Community via **facebook.**

They already  you!

Agenda: 1/10/12

3 sections followed by 15 minute Q&A



Jared
Process



Toby
Ideas



Caroline
Admin



The Seattle Public Library

Library · Seattle, Washington

Create a Page

Wall

Info

Friend Activity (1+)

Twitter : @SPLBuzz

Ask a Librarian

Photos

Events / Blogs



Wall

The Seattle Public Library · Everyone (Most Recent)

Share: Post Photo Link Video

Write something...



The Seattle Public Library

Pssst! Whatcha reading?

Like · Comment · Share · 22 hours ago

David Wright, Hayden Bass and 12 others like this.

View all 78 comments

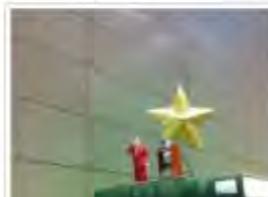
2 shares

Write a comment...



Jamie Gaskins Hazitt

Hi SPL! Thought you'd like to see that Nancy Pearl made the perfect tree-topper for LMU Library's National Union Catalog this year. :) Happy holidays!



12,717

like this

194

talking about this

Likes

See All



Friends of The Seattle Public Library



The Seattle Public Library Foundation



4Culture

You and The Seattle Public Library



37 friends like this.

22 friends have worked here.

Sponsored

Create an Ad

Ben Bridge Jeweler

bensbridge.com



Make this season sparkle with an Ikuma diamond ring. Canadian. Responsibly sourced. Undeniably beautiful. Shop now.

#1 Reputation Management



Bad Reputation? Quickly Suppress Negative Information Online. Guaranteed Results. Fast. Call 800-269-7984

CASE LITIGATION MOVEMENT?

yourcourtcas.com



Disclosure Brief Re U.S. Due Process and Service of Process Civil Case Considerations. Click for Discovery and Order.

Sharing has gone Sci-Fi

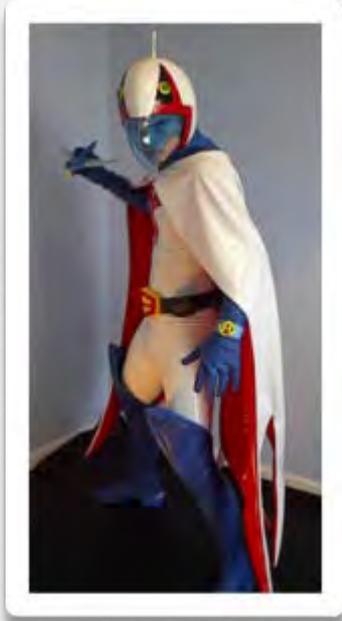


Verizon introduces the

Our Goal

Provide practical tips on how to use facebook to connect with your community, based on what we've learned.





Process!

Plan, Schedule & Establish

Where are we?

And here.

We're here.



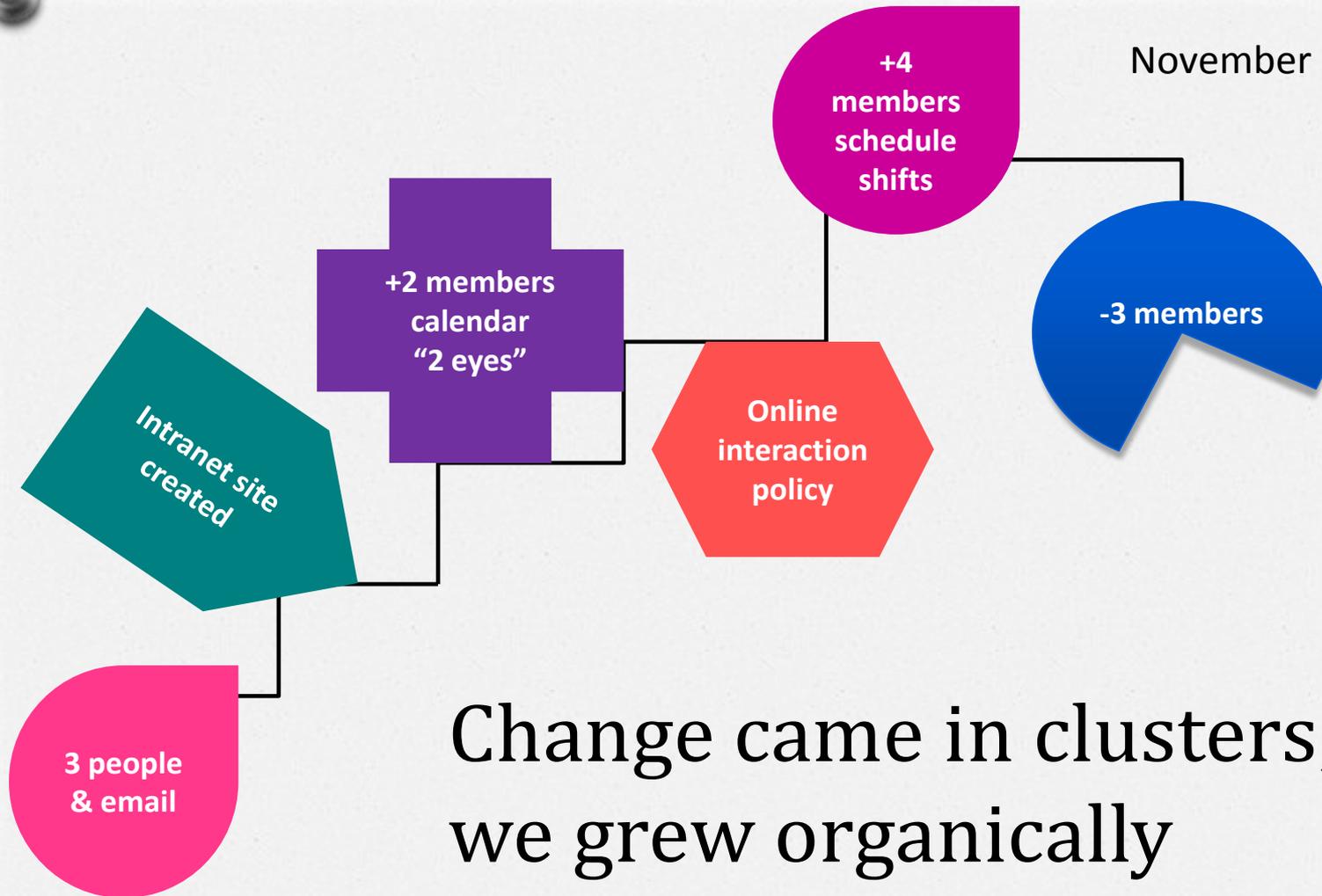
COMMUNICATIONS

VIRTUAL SERVICES

READER SERVICES

Here, too.

November 2011



February 2010

Change came in clusters;
we grew organically

Answer this question

**What's the purpose of
your facebook page?**

...and define your mission.

Be Realistic

1 million fans by
September. Yes.



Goals & Expectations

- Timeframe
- Number of fans
- Staff time
- Posting frequency

Qualitative Goals

Can develop over time, not always
obvious at beginning.

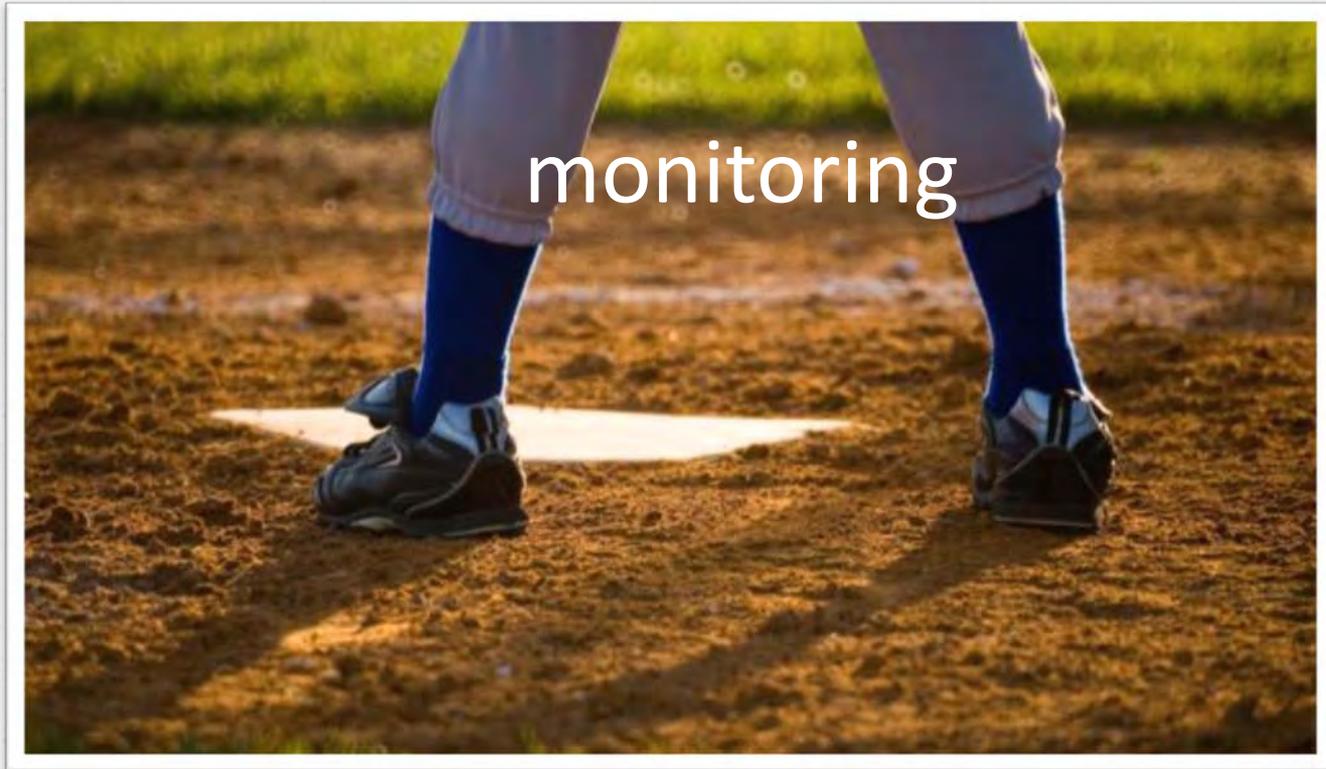
Hard to measure, but you know
when you're meeting them.



What are your bases?



What are your bases?



What are your bases?



What are your bases?



What are your bases?

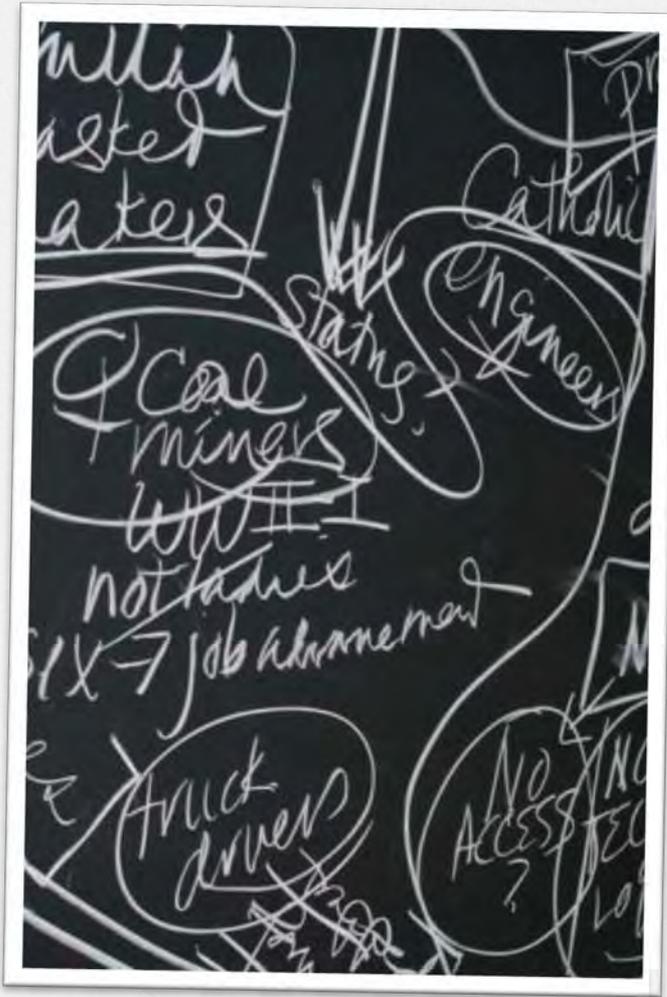


What are your bases?



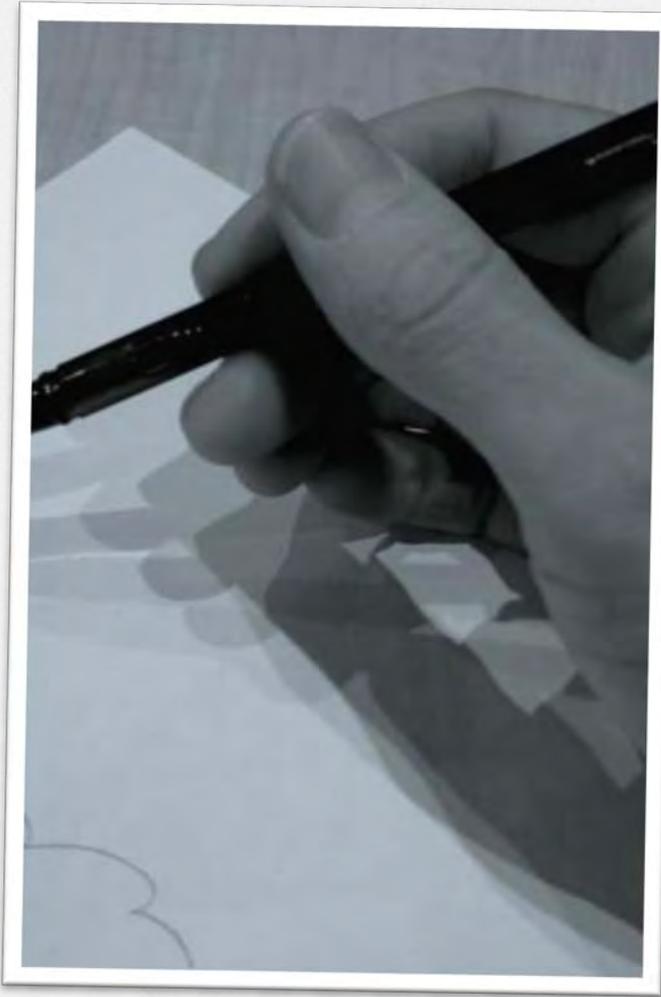
A Good Workflow

1. As uncomplicated as possible
2. Scalable
3. Covers your bases
4. Sustainable

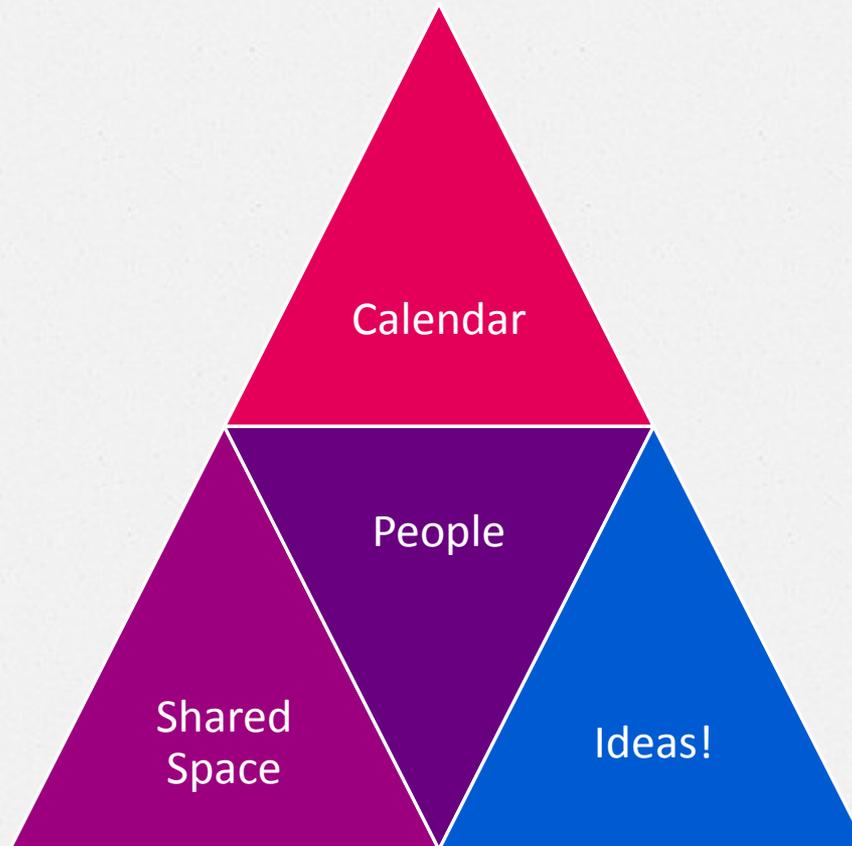


Leave a legacy

Change happens. Don't leave your organization hanging, document your process so others can use it.



Tools you absolutely *need*



Shared Space

Home > Teams > Work Groups > Social Media Team > Social Media Ideas > Posts

Posts

Use the Posts list for posts in this blog.

New Actions Settings 1/60 View: All Posts

ID	Title	Status	Share post date	Comments	Share settings	Created by
	posts! whats reading? <small>NEW</small>	Posted	12/21/2011 10:00 AM	3	Facebook	Toby Thomas
	Duran Duran book club <small>NEW</small>	Not ready		0	Facebook; Twitter	Jared L. Mills
	#libfevs2011 <small>NEW</small>	Not ready	12/30/2011 10:00 AM	0	Twitter	Toby Thomas
	#libfevs2011 <small>NEW</small>	Not ready	1/31/2012 10:00 AM	0	Twitter	Toby Thomas
	#libfevs2011 <small>NEW</small>	Not ready	12/27/2011 10:00 AM	0	Twitter	Toby Thomas
	#libfevs2011 <small>NEW</small>	Not ready	12/22/2011 10:00 AM	0	Twitter	Toby Thomas
	Twitter #libfevs2011 -- time sensitive <small>NEW</small>	Posted	12/20/2011 10:00 AM	2	Twitter	Linda Johns
	Tweet: Looking for a book group to join?	Not ready	1/3/2012 10:00 AM	0	Twitter	Linda Johns
	#Tweet on financial aid for 1/21 workshop	Not ready	1/17/2012 10:00 AM	0	Twitter	Linda Johns
	Tweet on college \$\$ workshop	Not ready	1/2/2012 10:00 AM	0	Twitter	Linda Johns
	Beekeeper	Not ready		4	Facebook; Twitter	Jared L. Mills
	Put a bird in it	Not ready		2	Facebook; Twitter	Jared L. Mills
	New Year's Resolution #3	Not ready		1	Facebook; Twitter	Jared L. Mills
	New Year's Resolution #2	Not ready		1	Facebook; Twitter	Jared L. Mills
	New Year's Resolution #1	Not ready		1	Facebook; Twitter	Jared L. Mills
	Imaginary gifts	Not ready		1	Facebook; Twitter	Jared L. Mills
	eReaders for Xmas (part 2)	Not ready	12/26/2011 10:00 AM	0	Twitter	Kreg Hasegawa
	eReaders for Xmas	Not ready	12/23/2011 10:00 AM	1	Facebook	Kreg Hasegawa
	Twitter: PJ storytimes around the holidays	Not ready	12/23/2011 10:00 AM	1	Twitter	Linda Johns
	Need MONEY for College?	Not ready	12/29/2011 10:00 AM	1	Facebook	Amy Twito
	FI - children's international film festival at CEN	Not ready	12/26/2011 10:00 AM	0	Facebook	Linda Johns

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	#libfavs2011 <small>NEW</small>	Not ready	1/31/2013 10:00 AM	0	Twitter	Toby Thomas
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1-50 View: All Posts

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Home > Teams > Work Groups > Social Media Team > Social Media Ideas > Posts > Brady bunch writer dies :(#she

Brady bunch writer dies :(#sherwood schwartz

Edit

This needs help sounding less morbid!!!

HELP!!!

In remembrance of writer Sherwood Schwartz, checkout Brady Bunch on DVD. <http://goo.gl/M0eSy>

Posted at by Toby Thomas | [Permalink](#) | [Email this Post](#) | [Comments \(4\)](#)

Comments

Edit

Re: Brady bunch writer dies :(#sherwood schwartz

Mayyybe

Remember seeing his name in red and yellow at the beginning of every episode of The Brady Bunch? You'll be missed, Sherwood Schwartz.
(w/ link to The Brady Bunch search)

Jennifer Robinson at 7/12/2011 5:50 PM

Edit

Re: Brady bunch writer dies :(#sherwood schwartz

Or

Thanks for The Brady Bunch and Gilligan's Island, Sherwood Schwartz!
(w/ link)

or

He gave us the Professor (and Mary Ann), as well as Tiger and the whole Brady Bunch - thanks for the good times, Mr. Schwartz.

[Home](#) > [Teams](#) > [Work Groups](#) > [Social Media Team](#) > [Social Media Ideas](#) > [Posts](#) > [Brady bunch writer dies :\(#she](#)

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Calendars

Home > Teams > Work Groups > Social Media Team > Social Media Ideas > Posts

Posts

Use the Posts list for posts in this blog.

New Actions Settings View **Posted calendar**

December, 2011 Expand All Collapse All 1 Day 7 Week 31 Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28 12:00 AM #inreading 10:00 AM Show the Library Some Love	29 12:00 AM Slow Cooker 10:00 AM Youth in Focus Reception at Douglass-Truth 10:00 AM UNI Closed	30 12:00 AM Celebrate libraries	1 10:00 AM Book Chat! 10:00 AM Download Audiobooks @ SWT 10:00 AM Favorite children's book of the year + 1 more item	2 10:00 AM Favorite holiday film on FB 10:00 AM picture books you can sing - twitter 10:00 AM NYT 10 Best Books of the Year list -- either FB or Twitter or both?	3 10:00 AM #onthisday WTO riots end 10:00 AM Seattle WTO demonstrations
4 12:00 PM Ray Bradbury's Fog Horn	5 12:00 AM Giving books 10:00 AM Holiday films - Twitter 10:00 AM Tweet for Books for Giving for 12/5	6 10:00 AM Download Audiobooks @ GWD 10:00 AM Get gift-giving help tomorrow (facebook)	7 10:00 AM Readers Advisory Day on FB 10:00 AM RA day on FB - twitter 10:00 AM #booksforgiving + 1 more item	8 10:00 AM Sci-Fi book club 10:00 AM John Lennon tweet on December 8	9 10:00 AM Nancy Pearl at Friendship 10:00 AM #fridayreads for 12/9	10 10:00 AM #onthisday Seattle's first newspaper 10:00 AM Christmas picture books
11	12 12:00 AM Future of the book 10:00 AM Winter Craft Extravaganza - Twitter	13 12:00 AM Best Book covers 2011 10:00 AM Nancy Pearl's Picks on NPR - time sensitive	14 12:00 AM Freegal 10:00 AM Books for giving -- picture books tweet	15 12:00 AM Favorite adult book of the year 10:00 AM FB about Russell Hoban shefftalk post 10:00 AM #onthisday Central Library design revealed + 1 more item	16 10:00 AM Holiday shopping at the FriendShop! 10:00 AM Best Christmas Album? 10:00 AM #fridayreads + 1 more item	17 10:00 AM List of Seattle times top books of 2011 10:00 AM #recentlyread
18	19 10:00 AM RIP Russell Hoban	20 10:00 AM Favorite book for teens this year	21 10:00 AM psst! whatcha reading?	22	23	24

People



#1

#2



“two sets of eyes”

When it's helpful

What's the hot book for kids this summer?

<http://www.spl.org/audiences/children/chi-summer-reading-program>



2nd Eye asks: was the point of this post to ask for books suggestions or to promote SRP? Could it do both?

Tips for Process

Use tools you've already got; no need for fancy stuff!

Use the power of collaboration to improve writing, flesh out ideas, and assure quality.

Set up a "dummy" account on facebook.

Schedule.
Schedule.
Schedule.

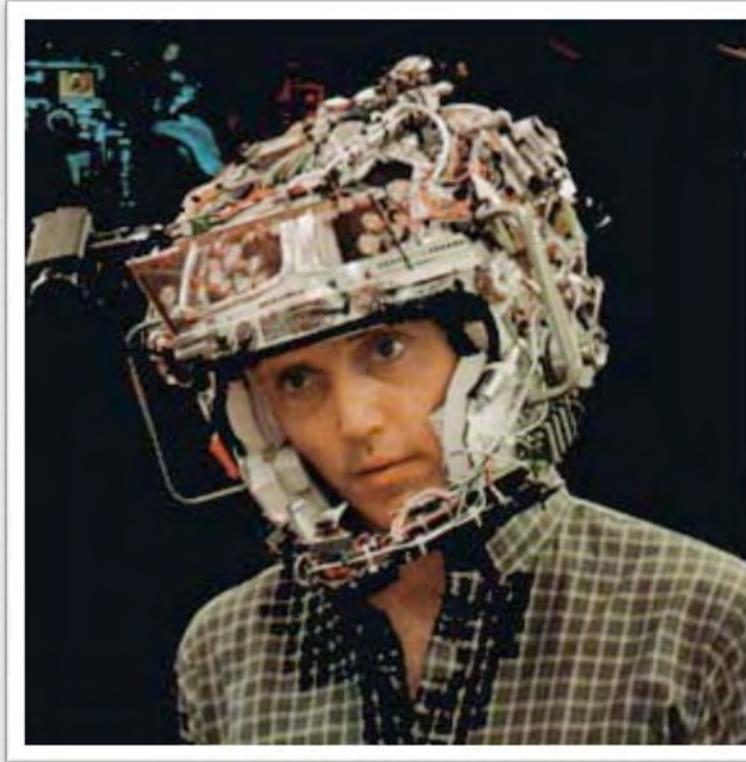
Start with a plan and procedures that are easily expanded and document them well.



Ideas!

Build, Engage & Promote

Where do
you get
good ideas?



 Update Status  Add Photo / Video  Ask Question

What's on your mind?



Seattle Tilth

Plastic bag ban! Reusing bags is hipper than ever!

"The Seattle City Council passed a broad ban on plastic bags not just in grocery stores, but in department stores, home-improvement stores, food banks and more. It goes further than bans in other cities, which have targeted only supermarkets and sometimes drug stores. Customers in Seattle will still be able to get paper bags from retailers, but for a 5-cent fee."

<http://www.seattlepi.com/local/article/Plastic-bags-banned-in-Seattle-2412950.php>
www.seattlepi.com

 Like ·  Comment ·  Share ·  33  10  15 · December 20 at 6:00pm · 

SORT

Highlighted Stories First

Recent Stories First

New! Choose how your news is sorted: with highlighted or recent stories first. [Learn more.](#)



Content
is
King

Why are you doing this?

- ① Engage
- ① Build
- ① Promote



Engage!

Give people a chance to participate and offer input





The Seattle Public Library

"You never love a book the way you love a book when you were 10," Daniel Handler (a.k.a. Lemony Snickett) said when he was in Seattle last fall. What was one of your big book loves when you were 10?

February 27 at 2:17pm · Like · Comment

22 people like this.

View previous comments

50 of 72



David [redacted]: When I was 10? The Redwall series. R.I.P. Brian Jacques.

February 27 at 2:39pm · Like



Debra [redacted]: Harriet and the Spy and A Wrinkle in Time topped my favorites!

February 27 at 2:39pm · Like · 1 person



Toby [redacted]: Pippi Longstocking!!! <http://goo.gl/dt2Lm>

February 27 at 2:39pm · Like



Karen [redacted]: Where the Red Fern Grows. Caddie Woodlawn. Anne of Green Gables.

February 27 at 2:44pm · Like



Sarah [redacted]: A Little Princess!

February 27 at 2:45pm · Like



Maurie [redacted]: I remember reading a book at 10, 47 years ago, called Christmas Tree Farm but it's not the one that most recently has won awards...I looked on line for the book but only found a recent picture book for much younger children...

February 27 at 2:46pm · Like



Maurie [redacted]: I always liked biographies...even at 10 I was interested in real people and real stories...

February 27 at 2:47pm · Like



Jessica [redacted]: Anne of Green Gables:)

February 27 at 2:47pm · Like · 1 person

OPINIONS



The Seattle Public Library

The Library's new combination bookmobile/taco truck increases reading rates among late night snack seekers.

April 1 at 11:37am · Like · Comment

👍 123 people like this.



Katie [redacted] I really wish this wasn't an April Fools Day joke.

April 1 at 11:37am · Like · 🔄 12 people



Mary [redacted] But it would be fun though. LOL

April 1 at 11:38am · Like



Sam [redacted] Oh my god if this was not an April Fool I would move back to Seattle and live in that truck.

April 1 at 11:38am · Like · 🔄 7 people



Donna [redacted] Great idea! Supplement the library budget! :-)

April 1 at 11:39am · Like · 🔄 3 people



Tim [redacted] Yum reading is really good!

April 1 at 11:39am · Like · 🔄 1 person



Anne [redacted] Ha ha!

April 1 at 11:41am · Like



Elaina [redacted] I If only...

April 1 at 11:43am · Like



Victoria [redacted] That would be so cool!

April 1 at 11:46am · Like

HUMOR



The Seattle Public Library

In honor of this week's The Novel: Live! event, we're excited to try our own experiment! We'll give you a starter sentence, and you build the story by adding the next line, one comment at a time. Here we go!

<http://thenovellive.org/>
thenovellive.org

October 12, 2010 at 10:36am · Like · Comment · Share

16 people like this.



The Seattle Public Library The win she could still hear the hall beating fur
October 12, 2010 at 10:36am · Like



Misha Winnie's novel was so absorbing, however, did not look up, even when the man sitting next to her started to snore.
October 12, 2010 at 10:45am · Like



Linda At page 398, she set down her prized copy (she'd been number three on the library hold list, after all, a fact which gave Winnie great pride when reading publicly) of "Freedom" by Jonathan Franzen.
October 12, 2010 at 10:52am · Like



Beau She did look up, however, when the lights began to flicker.
October 12, 2010 at 10:53am · Like



Jenn But when his head dropped onto her shoulder she was forced to take notice.
October 12, 2010 at 10:55am · Like



Jen Winnie flung her book aside, nearly hitting the service animal (an iguana) nearby, shoved the stranger's head away, sprung up and yelled "GET OFF! EW!"
October 12, 2010 at 11:00am · Like · 1 person

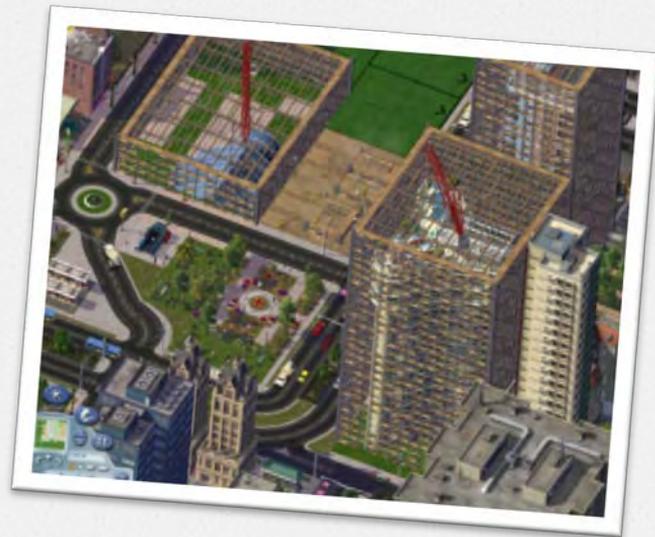


David Only then did she realize, in one of those surreal shifts of focus that brings another place and time crashing into the here and now, that the man who had been snoring and was now

EXPERIMENT

Build!

Help create community online
around books,
reading, and the library.





The Seattle Public Library

Shhh! Just between us, are you looking for a book gift? Whether it's for your dad, niece, best friend or anyone else (even you!), just write on our wall telling us a bit about what kinds of books/authors this lucky person likes. We'll suggest books for giving until 5 p.m.!

Unlike · Comment · Share · December 7 at 10:01am · 🌐

👍 You and 16 others like this.

💬 View all 4 comments



The Seattle Public Library Hi Jack! Could you post this wall? Because we'd love to help!

December 7 at 10:28am · Like



The Seattle Public Library Jack Caton Sadly, there are more biographies of gay music icons than autobiographies, but here are a couple: See a Little Light: The Trail of Rage and Melody by Bob Mould and Take It Like a Man: The Autobiography of Boy George by Boy Georg...

[See More](#)

December 7 at 12:02pm · Unlike · 🌐 1

Write a comment...

READERS
ADVISORY



The Seattle Public Library

Looking for ideas for books to give this year? Tune in tomorrow from 10 a.m. to 5 p.m. (PST) when we'll help you find books for giving! Check the link for more details.



Hayden Bass

My dad loves Cormac McCarthy, William Faulkner, and the outdoors. Thank you so much!

Like · Comment · December 7 at 10:20am · 🌐

👍 Catherine Arnold likes this.



Catherine Arnold Hi, I'm not with the library, but has he already read *A River Runs Through It*? It's beautifully written, and set in Montana. And, in nonfiction, currently I like Hunt Gather Cook, a book and primer on foraging.

December 7 at 10:27am · Unlike · 🌟 5



The Seattle Public Library Hi Hayden! If he's okay with short stories, Montana writer Shann Ray's "American Masculine: Stories" has some stunningly good writing that shouldn't disappoint even Faulkner fans. If a novel is preferred, perhaps CWE Bigsby's "Beautiful Dreamers" or Bruce Machart's "The Wake of Forgiveness."

December 7 at 10:35am · Like · 🌟 1



The Seattle Public Library Ahhhh ... good suggestions, Catherine! This is a great conversation, with all of us talking about books and reading. Love it!

December 7 at 10:36am · Like · 🌟 4



Catherine Arnold Cool, yeah :) Sorry to jump in again, but I'd also reco Rick Bass's early books of short stories set in Montana. He's terrific - I think most of his current work is essays, though. Excited about SPL's suggestions...

December 7 at 11:16am · Like · 🌟 1



Wendy Bartlett Okay can't stop myself from jumping in. Pete Fromm's *Indian Creek Chronicles* is a fantastic read for the outdoor genre.

December 7 at 11:59am · Like · 🌟 3



The Seattle Public Library Thanks, Wendy! And please jump in! You always have great suggestions.

December 7 at 12:20pm · Like

Write a comment...

Community



The Seattle Public Library

If you could suggest one book to someone who thinks nonfiction is boring, what would it be?

March 23 at 1:17pm · Like · Comment

👍 15 people like this.

💬 View previous comments

50 of 140



Andrew Devil in the White City

March 23 at 3:17pm · Like · 👍 1 person



Robin hmmm, i'm drawing a blank, but i'll go with "why people believe weird things" by michael shermer (founder of the skeptics society & editor of "skeptick" magazine)

March 23 at 3:34pm · Like



Robin "guns, germs, & steel" by jared diamond
that like to read.

March 23 at 3:36pm · Like



Jen Hunter S. Thompson Hell's Angels (adults only)

March 23 at 3:45pm · Like



Pam Midnight in the Garden of Good and Evil

March 23 at 3:46pm · Like



Meru Freakonomics.

March 23 at 3:53pm · Like · 👍 2 people

SUGGESTING



The Seattle Public Library

We asked you for your favorite provocative book title and here's the list you came up with! <http://goo.gl/S0W5B>



Provocative Book Titles

seattle.bibliocommons.com

By Seattle_Quick_Picks : We asked you via Seattle Public Library Facebook page "What's your favorite provocative book title?" Here's the list you came up with! Sadly, we don't own all of them, but you can always suggest a purchase at the bottom of the page!

2,970 People Reached · 15 People Talking About This

Like · Comment · Share · October 27 at 9:07am ·

13 people like this.

1 share

http://seattle.bibliocommons.com/list/show/86922331_seattle_quick_picks/94714255_provocative_book_titles



The Seattle Public Library

We've all got one; what's the movie you LOVE that gets blank stares when you bring it up? Let's find some hidden gems.

April 28 at 10:16am · Like · Comment

👍 14 people like this.

💬 View previous comments

50 of 116



Dennis [redacted] To my surprise, I now know people who have never seen, nor heard of "All the President's Men," the movie I have to watch when it happens to be on a screen near me, even though it never changes how it turns out.

April 28 at 11:20am · Like · 👍 1 person



Stephanie [redacted] "The Haunting of Julia" with Mia Farrow, Keir Dullea, and Tom Conti. And another later one with Tom Conti and a very young Kelly McGillis, "Reuben, Reuben."

April 28 at 11:21am · Like



Dawn [redacted] Cold Comfort Farm

April 28 at 11:24am · Like · 👍 5 people



Lisa [redacted] Cinema Paradiso

April 28 at 11:30am · Like · 👍 4 people



Dan [redacted] The Fifth Element, and Army of Darkness

April 28 at 11:37am · Like · 👍 4 people



Katie [redacted] A Very Long Engagement and L'Auberge Espagnol are also favorites of mine :)

April 28 at 11:39am · Like



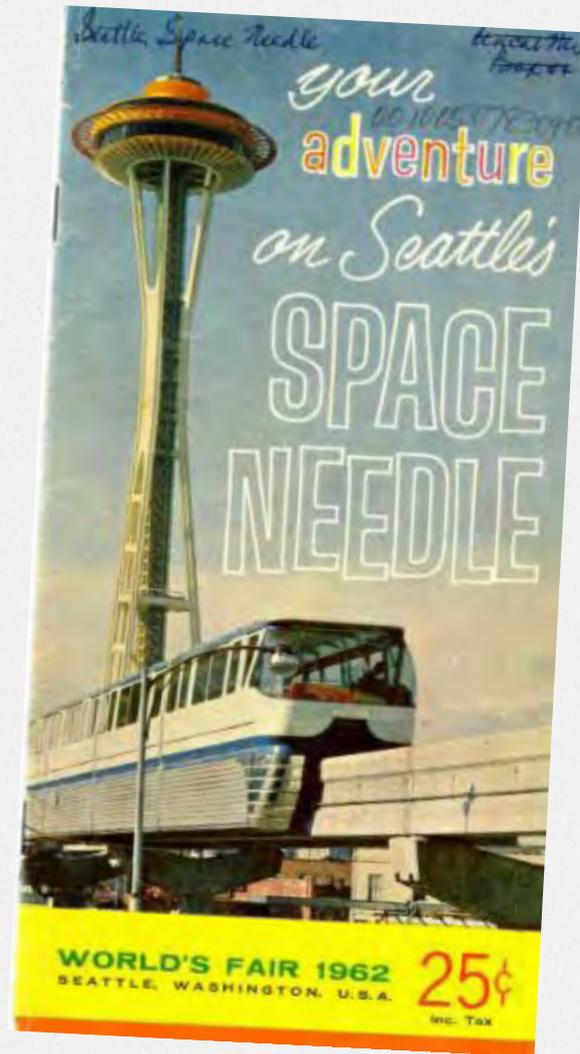
Webster [redacted] The Bird People In China

April 28 at 11:40am · Like · 👍 1 person

SHARING

Promote!

Advertise your services, staff,
programs and collections





The Seattle Public Library

You can pay your fines online now! Clear your balance from home! <https://pay.spl.org/>



The Seattle Public Library: Online Payments

pay.spl.org

Use your credit/debit card or PayPal account to pay your Library fines and fees or add credit to your Pay-for-Print account online.

March 1 at 11:30am · Like · Comment · Share

126 people like this.



Donna Who would I contact to find out how you set that up? I work in a library who would love to set up online payments too.
March 1 at 11:35am · Like



Carol Hey, look! It's the 20th century at the library!
March 1 at 11:39am · Like



The Seattle Public Library @Donna: Probably best to email our IT Director - contact info here: http://www.spl.org/default.asp?pageID=about_contact
March 1 at 11:43am · Like



DeeMana Fab! Finally! Bet the librarians are almost as thrilled as I am!!! Congrats.
March 1 at 11:47am · Like · 1 person



Nicole Yyyyyyyyyyaaaaaaaaayyyyyyyyyy!!!!
March 1 at 12:06pm · Like



Bonnie Thank you!!
March 1 at 12:15pm · Like

NEW
FEATURES



The Seattle Public Library

Mary Doria Russell was a hoot to have at the Library, talking about her new book about Doc Holliday. If you missed it, you can listen to the podcast now!

http://www.spl.org/audio/Mary_Doria_Russell_May_2011.mp3



Mary Doria Russell May 2011

By: Unknown Artist

Mary Doria Russell May 2011

www.spl.org

11,320 Impressions - 0.12% Feedback

 June 12 at 10:12am - Like - Comment - Share

 12 people like this.



Toby Thomas She's so funny!

June 13 at 7:29am - Like



Lisa Padilla It was a great podcast. Thank you!

June 18 at 7:13pm - Like

Write a comment...



The Seattle Public Library

Love the Library? You have until midnight to Give Big for Books and donate to the Library Foundation. Why today? It's a community-wide day of giving and a share of every donation will be matched.

The Seattle Foundation | Seattle Public Library Foundation
www.seattlefoundation.org

The Seattle Public Library Foundation wants you to Give BIG for Books! Recent city budget cuts have impacted the Library's book budget—we need your help to keep the Library's shelves full of materials for readers of all ages.

11,364 Impressions - 0.16% Feedback

June 23 at 12:15pm · Like · Comment · Share

11 people like this.

View all 7 comments



The Seattle Public Library Foundation You all are amazing! With less than 1 hour left, we are at \$73,723 raised. Can we make it to \$75,000?

June 23 at 11:21pm · Like

FUNDRAISING



The Seattle Public Library

It had been going on for years when they finally noticed her there, in the background of all their vacation photos: the stranger.

Join us for story time for adults. Central Library auditorium on Monday 6/20 at 12:05 p.m.
www.spl.org

12,375 Impressions - 0.15% Feedback

 June 17 at 9:39am - Like - Comment - Share

 13 people like this.

 View all 6 comments



Kreg Hasegawa <http://goo.gl/5g63J>

June 17 at 11:06am - Like

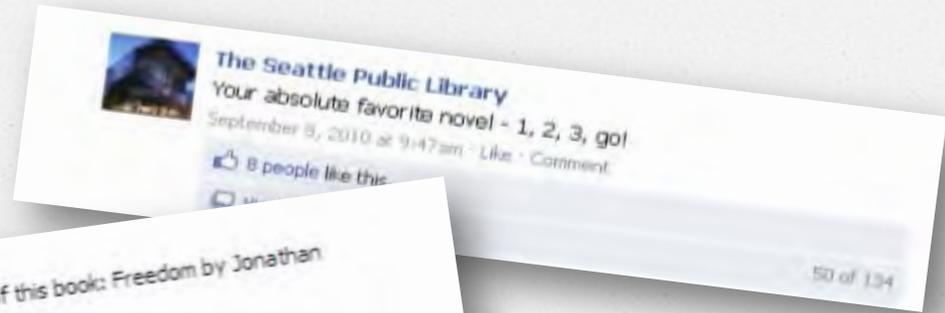


The Seattle Public Library @Kreg -- thanks!

June 17 at 4:20pm - Like

EVENTS

Other ideas...



The Seattle Public Library
Your absolute favorite novel - 1, 2, 3, go!
September 8, 2010 at 9:47am · Like · Comment
8 people like this

50 of 134



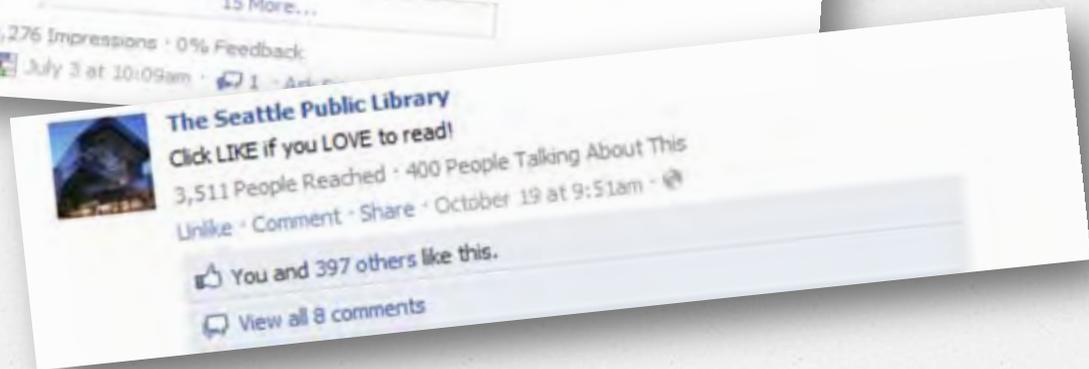
The Seattle Public Library
Who would you pick to cast in the movie of this book: Freedom by Jonathan Franzen?
13,630 Impressions · 0.12% Feedback
Tuesday at 12:23pm · Like · Comment
6 people like this



The Seattle Public Library asked What's your favorite genre to read?

- Science Fiction
- Mystery
- Historical
- 15 More...

9,276 Impressions · 0% Feedback
July 3 at 10:09am · Like · Comment



The Seattle Public Library
Click LIKE if you LOVE to read!
3,511 People Reached · 400 People Talking About This
Unlike · Comment · Share · October 19 at 9:51am · Like
You and 397 others like this.
View all 8 comments

Tips for Ideas

Focus on local
or world
current events

Take what you're
already doing, and
"facebook" it

Try new
things!

Get ideas from your
whole staff

Borrow ideas from
other libraries and
organizations



Admin!

Support, Problems, Growth

Make it easy for them to support you.

- ✓ Show why it's important
- ✓ Don't let them forget

Why is **facebook**
important?

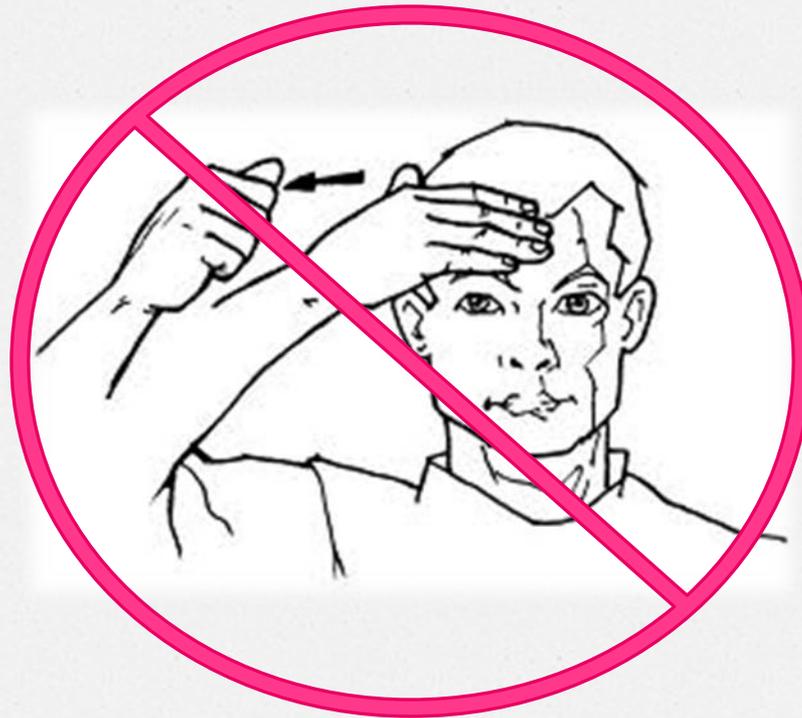
800 million

active users world wide

50%

of active users log on
to Facebook in any given
day

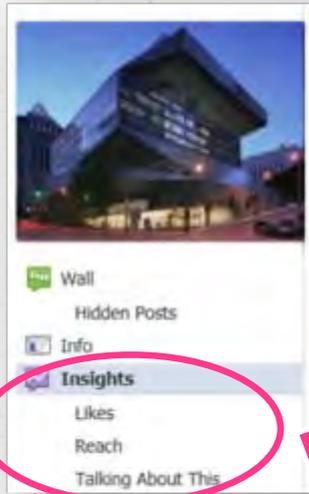
Don't let them forget!



Insights

The screenshot shows the Facebook interface for 'The Seattle Public Library'. The page header includes the Facebook logo, a search bar, and the page name 'The Seattle Public Library' with a 'Home' link and an 'Edit Page' button. The main content area features a cover photo of the library building, a grid of smaller photos, and a 'Wall' section with a status update asking 'What was your favorite book of 2011?'. The left-hand navigation menu includes 'Home', 'Wall', 'Hidden Posts', 'Insights' (circled in red), 'Twitter', 'Ask a Librarian', 'Photos', 'Events / Blog', and 'EDIT'. Below the menu, it shows '12,789 like this' and '217 talking about this'. The right-hand sidebar contains 'Admins (3)', 'Use Facebook as Lee', 'Notifications', 'Promote with an Ad', 'View old Insights', 'Recommended Pages' (listing Seattle Weekly, The Smiths, REI, and Car Talk), and 'Libraries' (listing Friends of The Seattle Public Library, The Seattle Public Library Foundation, and HistoryLink.org).

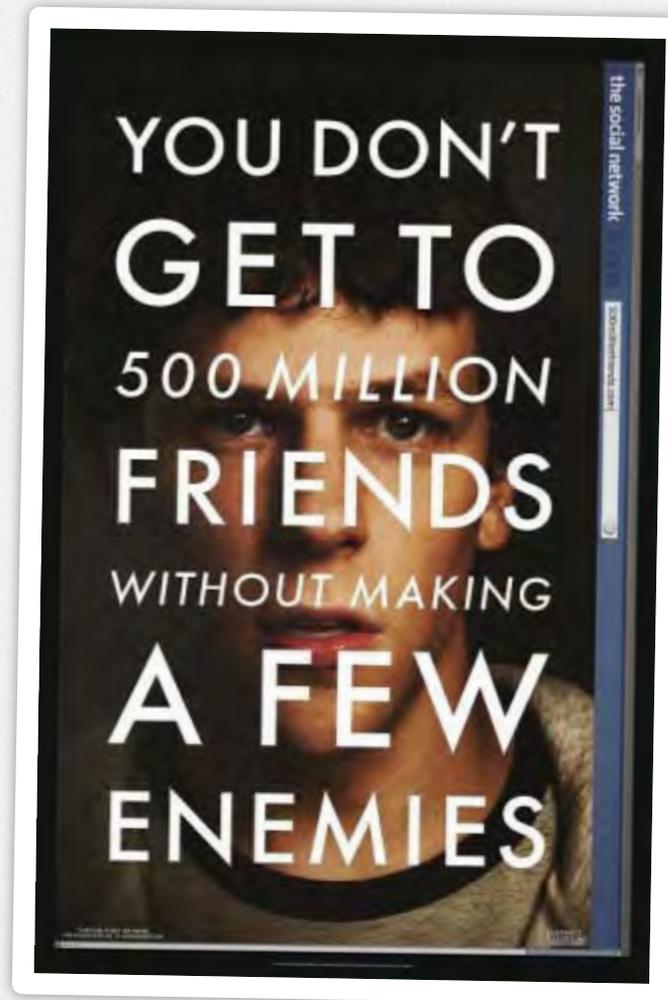
Interactions



Don't let them forget!



But what about the
dude posting with
the naked icon?



Community
builds, defines,
and polices
itself.



Problems & Solutions

Negative feedback?

✓ Respond publicly

Problems & Solutions

Negative feedback?

✓ Respond publicly

Ads/spam/attacks/profanity?

✓ Remove from wall

Problems & Solutions

Negative feedback?

✓ Respond publicly

Ads/spam/attacks/profanity?

✓ Remove from wall

Off topic comments?

✓ Bury with your own comments

Set Expectations

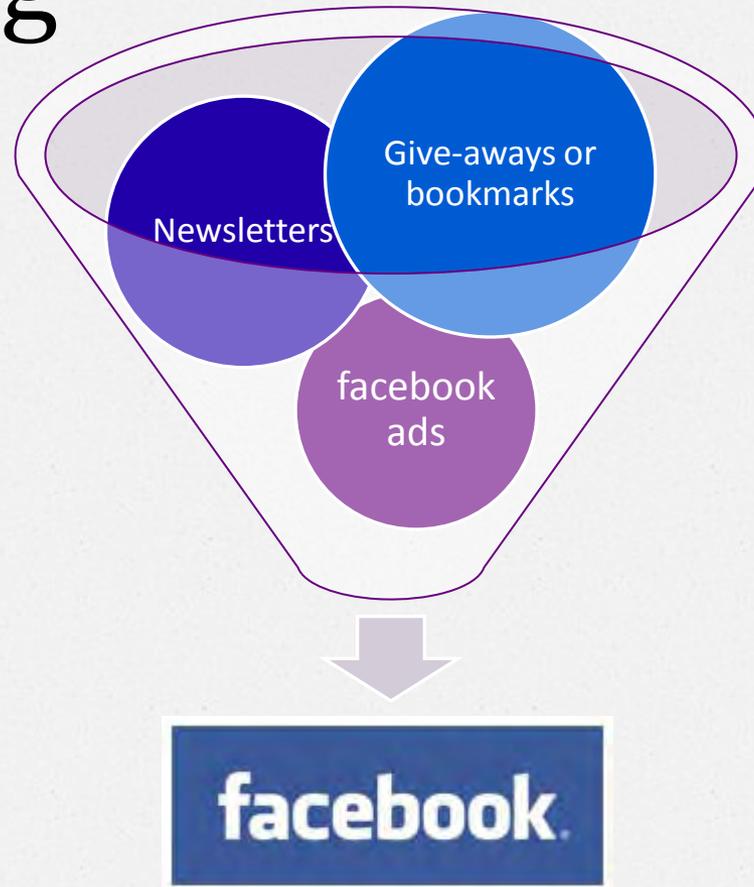
We treat our customers with respect and expect the same in return.

[Interacting with the Library Online](#)

Promote on
a small
scale...



Or a big
one!



Tips for Admin

Stay visible!
Don't let them
forget!

Model the
behavior

Don't let fear
hold you
back... you
can handle it.

Cross-promote

Remember...

They already  you!

Thanks for Participating!

Have more Questions?

jared.mills@spl.org

toby.thomas@spl.org

caroline.ullmann@spl.org

