Connecting with your Community via Facebook.

They already like you!
Agenda: 1/10/12

3 sections followed by 15 minute Q&A

Jared
Process

Toby
Ideas

Caroline
Admin
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?

We’re here.

And here.

Here, too.
Change came in clusters; we grew organically

February 2010

November 2011

+2 members calendar “2 eyes”

+4 members schedule shifts

Online interaction policy

-3 members

Intranet-site created

3 people & email
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?

monitoring
What are your bases?

monitoring

responding
What are your bases?

- monitoring
- accuracy
- responding
What are your bases?

- monitoring
- accuracy
- timeliness
- responding
What are your bases?

- frequency
- monitoring
- accuracy
- responding
- timeliness
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

- Calendar
- People
- Ideas!
- Shared Space
Shared Space
# Shared Space

<table>
<thead>
<tr>
<th>Title</th>
<th>Status</th>
<th>Date/Time</th>
<th>Comments</th>
<th>Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>post! what's reading?</td>
<td>New</td>
<td>12/21/2011 10:00 AM</td>
<td>3</td>
<td>Facebook</td>
</tr>
<tr>
<td>Duran Duran book club</td>
<td>New</td>
<td>12/30/2011 10:00 AM</td>
<td>0</td>
<td>Twitter</td>
</tr>
<tr>
<td>#libfavs2011</td>
<td>New</td>
<td>12/30/2011 10:00 AM</td>
<td>0</td>
<td>Twitter</td>
</tr>
<tr>
<td>#libfavs2011</td>
<td>New</td>
<td>12/30/2011 10:00 AM</td>
<td>0</td>
<td>Twitter</td>
</tr>
<tr>
<td>#libfavs2011</td>
<td>New</td>
<td>12/30/2011 10:00 AM</td>
<td>0</td>
<td>Twitter</td>
</tr>
<tr>
<td>#libfavs2011</td>
<td>New</td>
<td>12/30/2011 10:00 AM</td>
<td>0</td>
<td>Twitter</td>
</tr>
<tr>
<td>Twitter #libfavs2011 -- time sensitive</td>
<td>New</td>
<td>12/20/2011 10:00 AM</td>
<td>2</td>
<td>Twitter</td>
</tr>
<tr>
<td>Tweet: Looking for a book group to join?</td>
<td>New</td>
<td>1/3/2012 10:00 AM</td>
<td>0</td>
<td>Twitter</td>
</tr>
<tr>
<td>#Tweet on financial aid for 1/21 workshop</td>
<td>New</td>
<td>1/17/2012 10:00 AM</td>
<td>0</td>
<td>Twitter</td>
</tr>
<tr>
<td>Tweet on college $5 workshop</td>
<td>New</td>
<td>1/2/2012 10:00 AM</td>
<td>4</td>
<td>Facebook</td>
</tr>
<tr>
<td>Beekeeper</td>
<td>Not ready</td>
<td>12/26/2011 10:00 AM</td>
<td>0</td>
<td>Twitter</td>
</tr>
<tr>
<td>Put a bird in it</td>
<td>New</td>
<td>12/23/2011 10:00 AM</td>
<td>1</td>
<td>Twitter</td>
</tr>
<tr>
<td>New Year's Resolution #1</td>
<td>New</td>
<td>12/23/2011 10:00 AM</td>
<td>1</td>
<td>Twitter</td>
</tr>
<tr>
<td>New Year's Resolution #2</td>
<td>New</td>
<td>12/23/2011 10:00 AM</td>
<td>1</td>
<td>Twitter</td>
</tr>
<tr>
<td>New Year's Resolution #3</td>
<td>New</td>
<td>12/23/2011 10:00 AM</td>
<td>1</td>
<td>Twitter</td>
</tr>
<tr>
<td>Imaginary gifts</td>
<td>New</td>
<td>12/23/2011 10:00 AM</td>
<td>1</td>
<td>Twitter</td>
</tr>
<tr>
<td>eReaders for Xmas (part 2)</td>
<td>New</td>
<td>12/23/2011 10:00 AM</td>
<td>1</td>
<td>Twitter</td>
</tr>
<tr>
<td>eReaders for Xmas</td>
<td>New</td>
<td>12/23/2011 10:00 AM</td>
<td>1</td>
<td>Twitter</td>
</tr>
<tr>
<td>Twitter: P3 storytimes around the holidays</td>
<td>New</td>
<td>12/23/2011 10:00 AM</td>
<td>1</td>
<td>Twitter</td>
</tr>
<tr>
<td>feed MONEY for College?</td>
<td>New</td>
<td>12/23/2011 10:00 AM</td>
<td>1</td>
<td>Twitter</td>
</tr>
<tr>
<td>FB - children's international film festival at CEN</td>
<td>New</td>
<td>12/23/2011 10:00 AM</td>
<td>1</td>
<td>Twitter</td>
</tr>
</tbody>
</table>
Shared Space
Brady bunch writer dies :( #sherwood schwartz

This needs help sounding less morbid!!!

HELP!!!

In remembrance of writer Sherwood Schwartz, checkout Brady Bunch on DVD. http://goo.gl/M0s9y

Posted at by Toby Thomas | Permalink | Email this Post | Comments (4)

Comments

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

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.
Brady bunch writer dies :(

This needs help sounding less morbid!!!

HELP!!!

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

Posted by Toby Thomas | Permalink | Email this Post | Comments (4)

Comments

Re: Brady bunch writer dies :(

Mayyyybe

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

Re: Brady bunch writer dies :(

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.
Calendars
“two sets of eyes”
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.


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

Set up a “dummy” account on facebook.
Ideas!

Build, Engage & Promote
Where do you get good ideas?
Seattle Tilt
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 further than bans in other cities, which have banned and sometimes drug stores. Customers in Seattle will no longer be able to get paper bags from retailers, but for a 5-cent fee."

www.seattlepi.com

Like · Comment · Share · 33 · 10 · December 20 at 6:00pm
Content is King
Why are you doing this?

- Engage
- Build
- Promote
Engage!

Give people a chance to participate and offer input.
"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: When I was 10? The Redwall series. R.I.P. Brian Jacques.
February 27 at 2:39pm · Like

Debra: Harriet and the Spy and A Wrinkle topped my Favorites!
February 27 at 2:39pm · Like · 1 person

Toby: Pippi Longstocking!! http://goo.gl/yhztLm
February 27 at 2:39pm · Like

February 27 at 2:44pm · Like

Sarah: A Little Princess!
February 27 at 2:45pm · Like

Maurie: 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 online for the book but only found a recent picture book for much younger children...
February 27 at 2:46pm · Like

Maurie: I always liked biographies...even at 10 I was interested in real people and real stories...
February 27 at 2:47pm · Like

Jessica: Anne of Green Gables;)
February 27 at 2:47pm · Like · 1 person
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: I really wish this wasn’t an April Fools Day joke.
April 1 at 11:37am · Like · 0 people

Mary: But it would be fun though. LOL
April 1 at 11:38am · Like

Sam: Oh my god if this was not an April Fool I would move back to Seattle and live in that truck.
April 1 at 11:39am · Like · 0 people

Donna: Great idea! Supplement the library budget! :-)
April 1 at 11:39am · Like · 0 people

Tim: Yum reading is really good!
April 1 at 11:39am · Like · 0 people

Anne: Ha ha!
April 1 at 11:41am · Like

Elaina: If only...
April 1 at 11:43am · Like

Victoria: That would be so cool!
April 1 at 11:46am · Like
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

18 people like this.

The Seattle Public Library
The wind howled, and she could still hear the rain beating funnily against the window. October 12, 2010 at 10:36am · Like

Misha
Winnie's novel was so absorbing, however, she 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 on our 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...

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!

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.

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 Bigby's "Beautiful Dreamers" or Bruce Machart's "The Wake of Forgiveness."

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

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...

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

The Seattle Public Library Thanks, Wendy! And please jump in! You always have great suggestions.
If you could suggest one book to someone who thinks nonfiction is boring, what would it be?

Andrew: Devil in the White City
March 23 at 3:17pm · Like · 1 person

Robin: hhhmm, 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 "skeptic" magazine)
March 23 at 3:34pm · Like

Robin: "guns, germs, & steel" by Jared M.
March 23 at 3:36pm · Like

Jenn: 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
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/SOW5B

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/94714255Provocative_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 10:16 am  •  Like  •  Comment

14 people like this.

Dennis  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 11:20 am  •  Like  •  1 person

Stephanie  "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 11:21 am  •  Like

Dawn  Cold Comfort Farm
April 28 at 11:24 am  •  Like  •  5 people

Lisa  Cinema Paradiso
April 28 at 11:30 am  •  Like  •  4 people

Dan  The Fifth Element, and Army of Darkness
April 28 at 11:37 am  •  Like  •  4 people

Katie  A Very Long Engagement and L'Auberge Espagnol are also favorites of mine :)
April 28 at 11:39 am  •  Like

Webster  The Bird People In China
April 28 at 11:40 am  •  Like  •  1 person
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/

SSL Secured Site

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.

1 March 2016 at 11:30am - Like • Comment • Share

126 people like this.

Donna: @DeeMana 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: Yyyyyyyyyaaaaaaaaaaaaaaaaaaaaaaaaa!!!!
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

Jun 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? 
Jun 23 at 11:21pm · Like
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
Other ideas...
Tips for Ideas

- Focus on local or world current events
- Get ideas from your whole staff
- Try new things!
- Take what you’re already doing, and “facebook” it
- 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
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...

- Website
- Signatures on emails
- News releases
Or a big one!

Newsletters

Give-aways or bookmarks

facebook ads

facebook
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