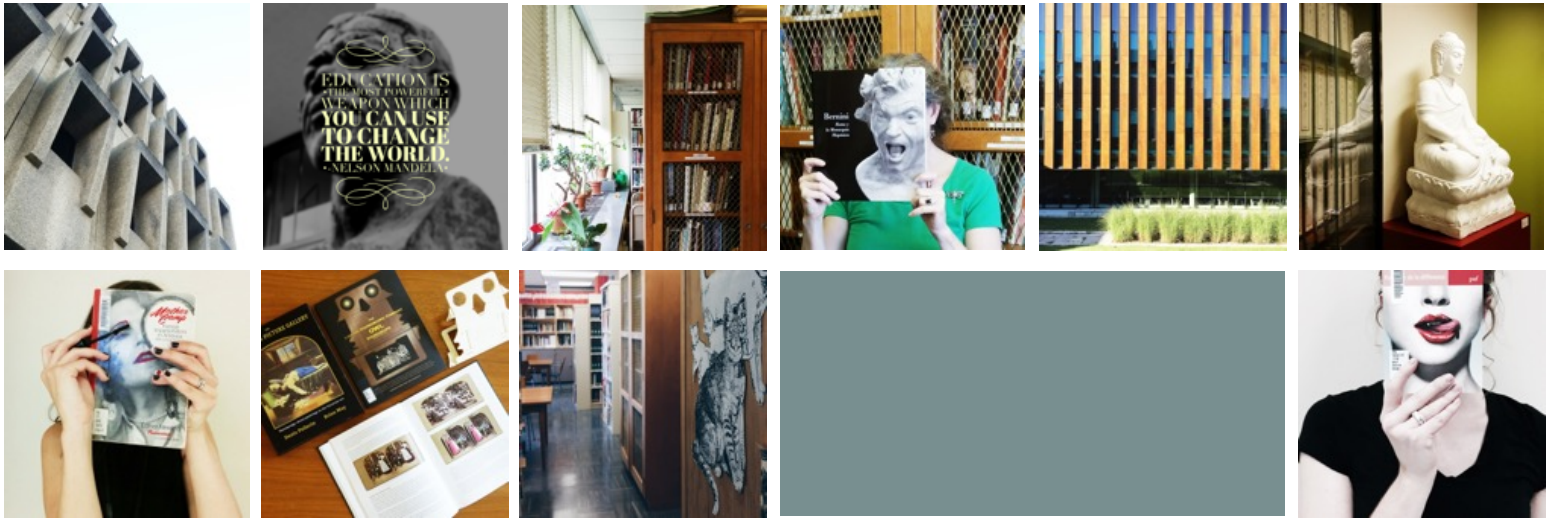




Expanding the Digital Domain of Librarianship

A Practical Guide to Creative Social Media Outreach, Promotion, and Marketing



Nelly Cancilla | Copyright Outreach Librarian | University of Toronto Libraries

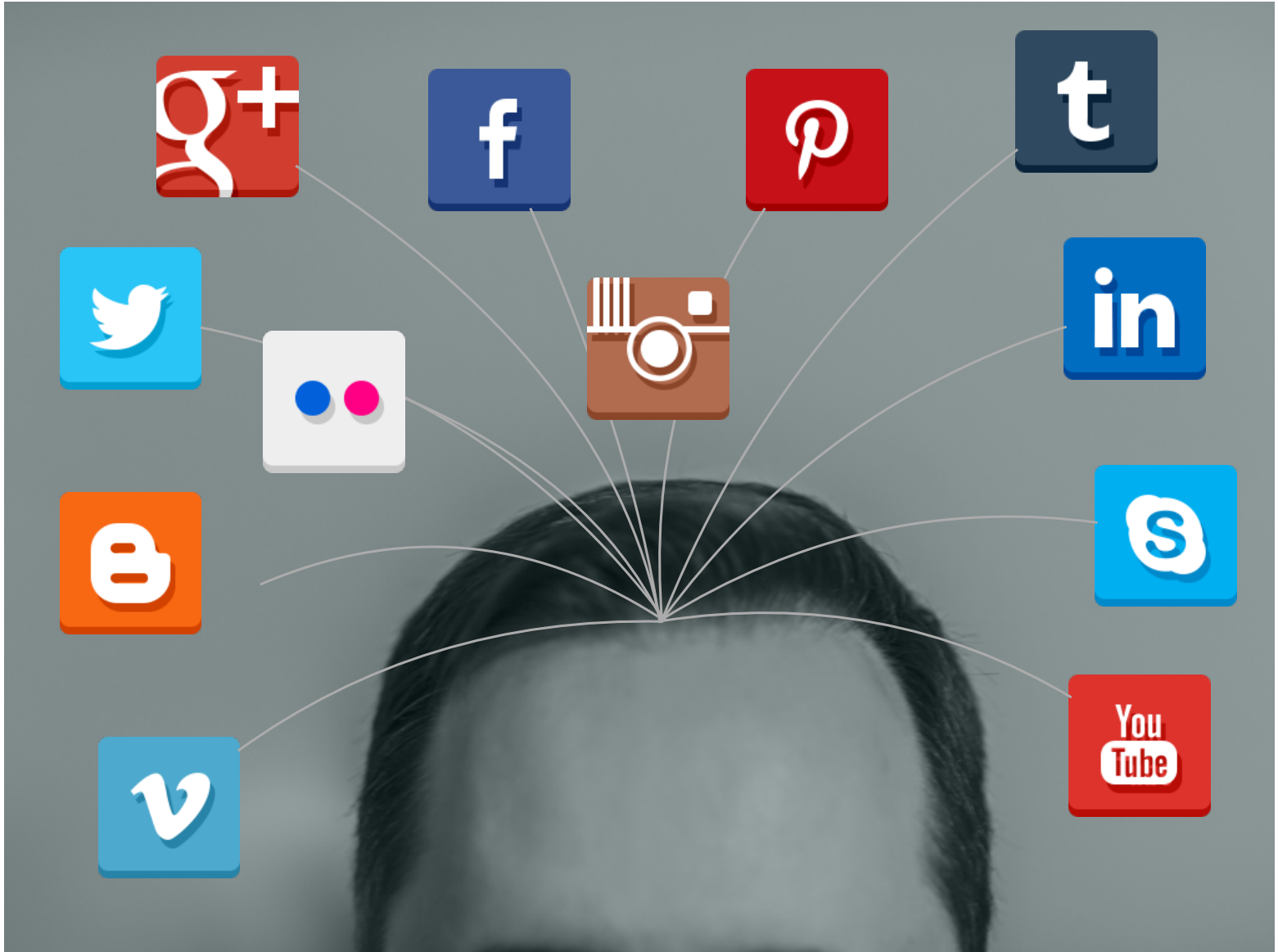


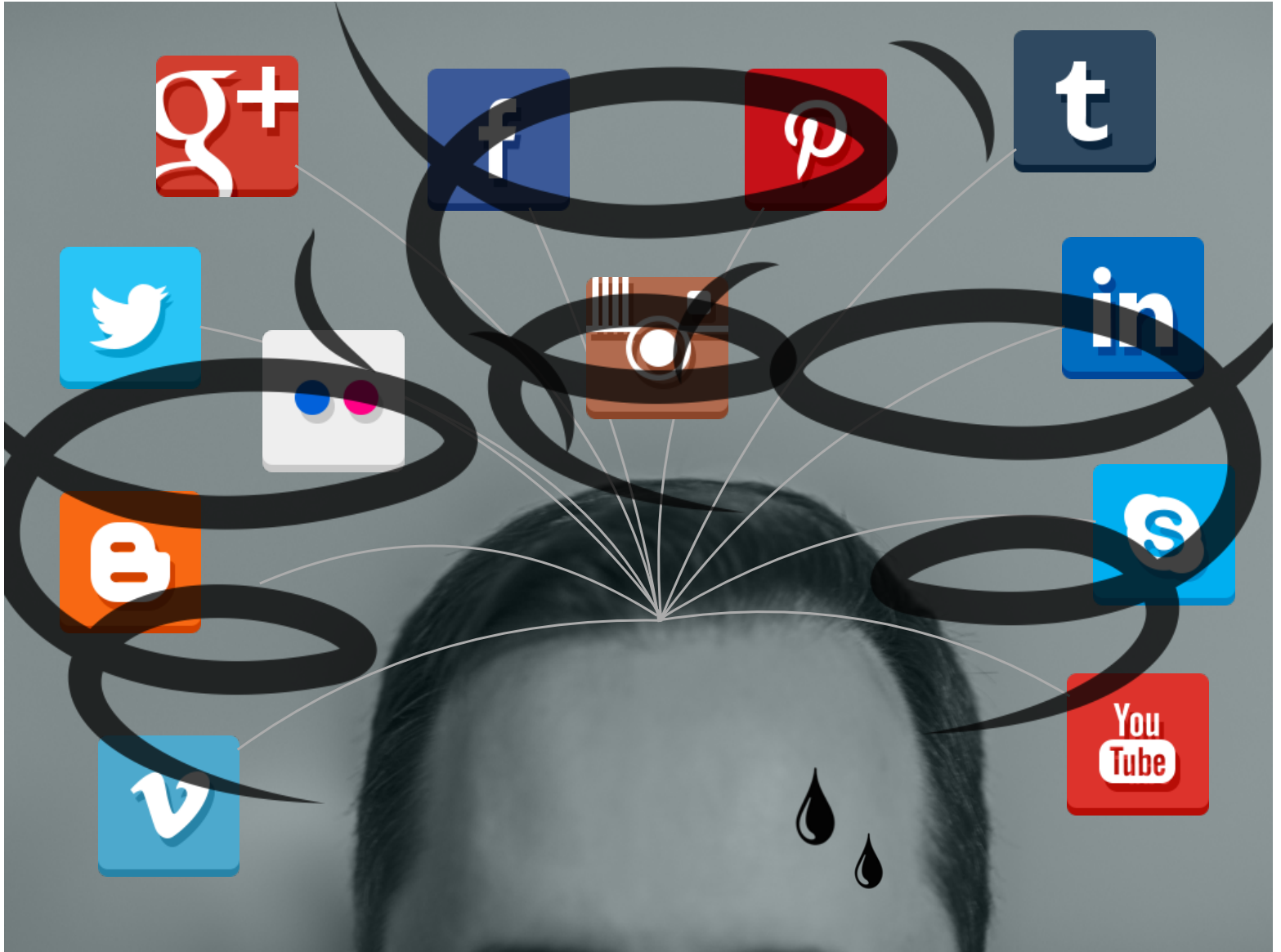
@nellycancilla
@uoftscco



@uoftlibraries

#olasc16





Building Community

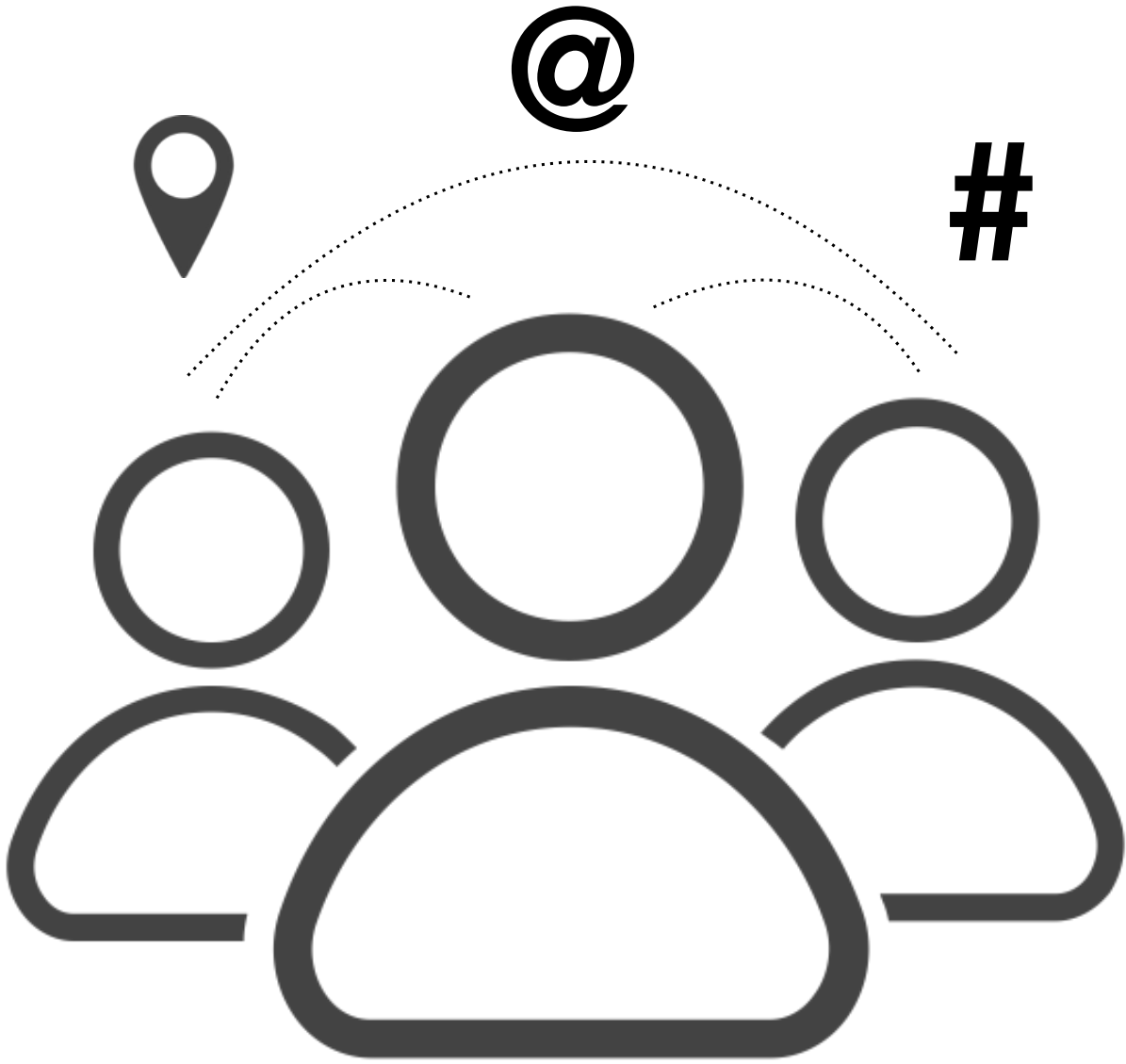
through

Social Media

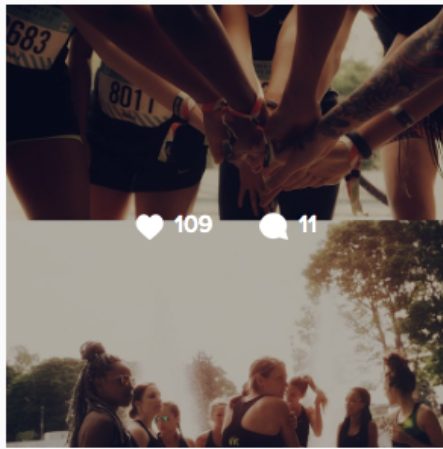


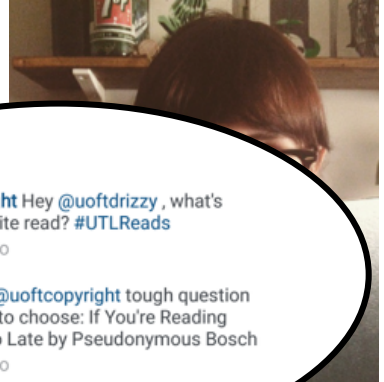
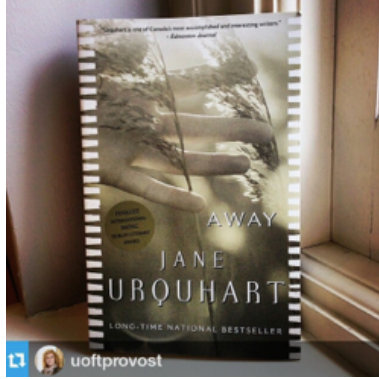
“Social network sites are not broadcast media; they are places to engage in conversations with your community”


David Fiander



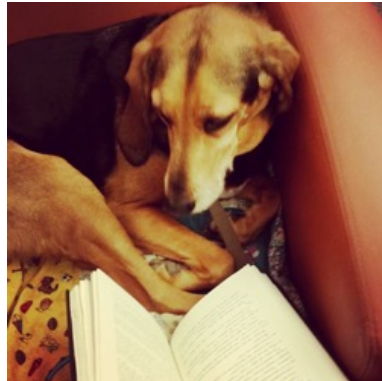
Community Example: #NikeToronto15k

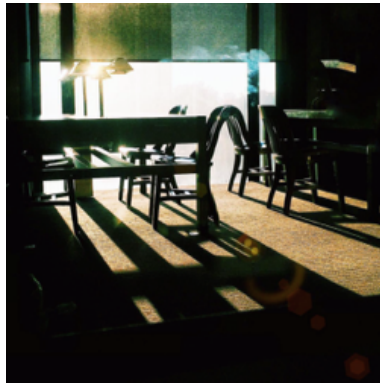
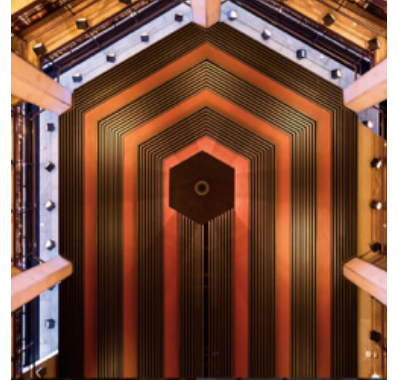




 **uoftcopyright** Hey @uoftdrizzy , what's your favourite read? #UTLReads
2 weeks ago

 **uoftdrizzy** @uoftcopyright tough question but if I had to choose: If You're Reading This Its Too Late by Pseudonymous Bosch
2 weeks ago





The Dos and Don'ts

of

Social Media

Do of Social Media

DO tag events, people, and organizations you are posting about

DO use proper punctuation & grammar

DO use link shorteners like Bitly

DO be inclusive with camel (ex. #LibrariesOfInstagram)



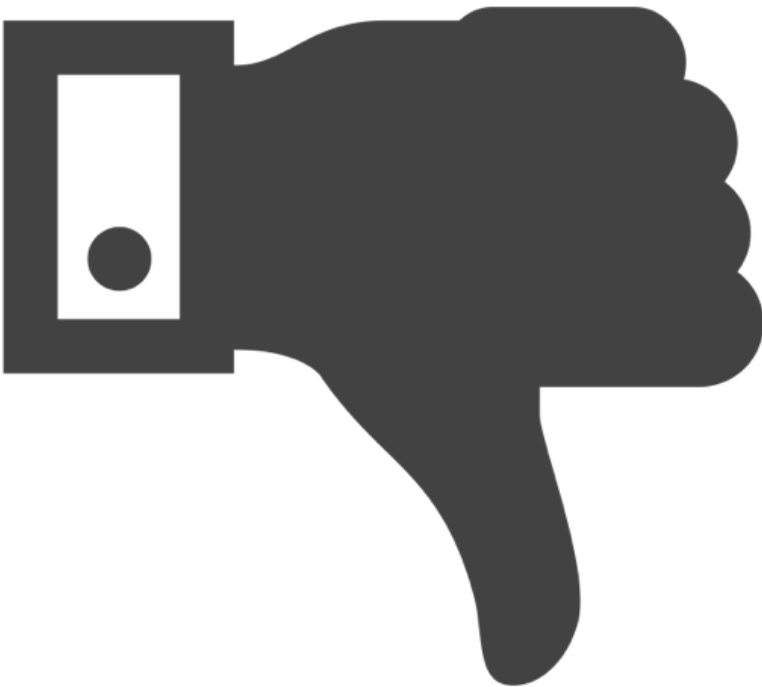
Don'ts of Social Media

DON'T use all caps

DON'T include irrelevant tags

DON'T use sarcasm

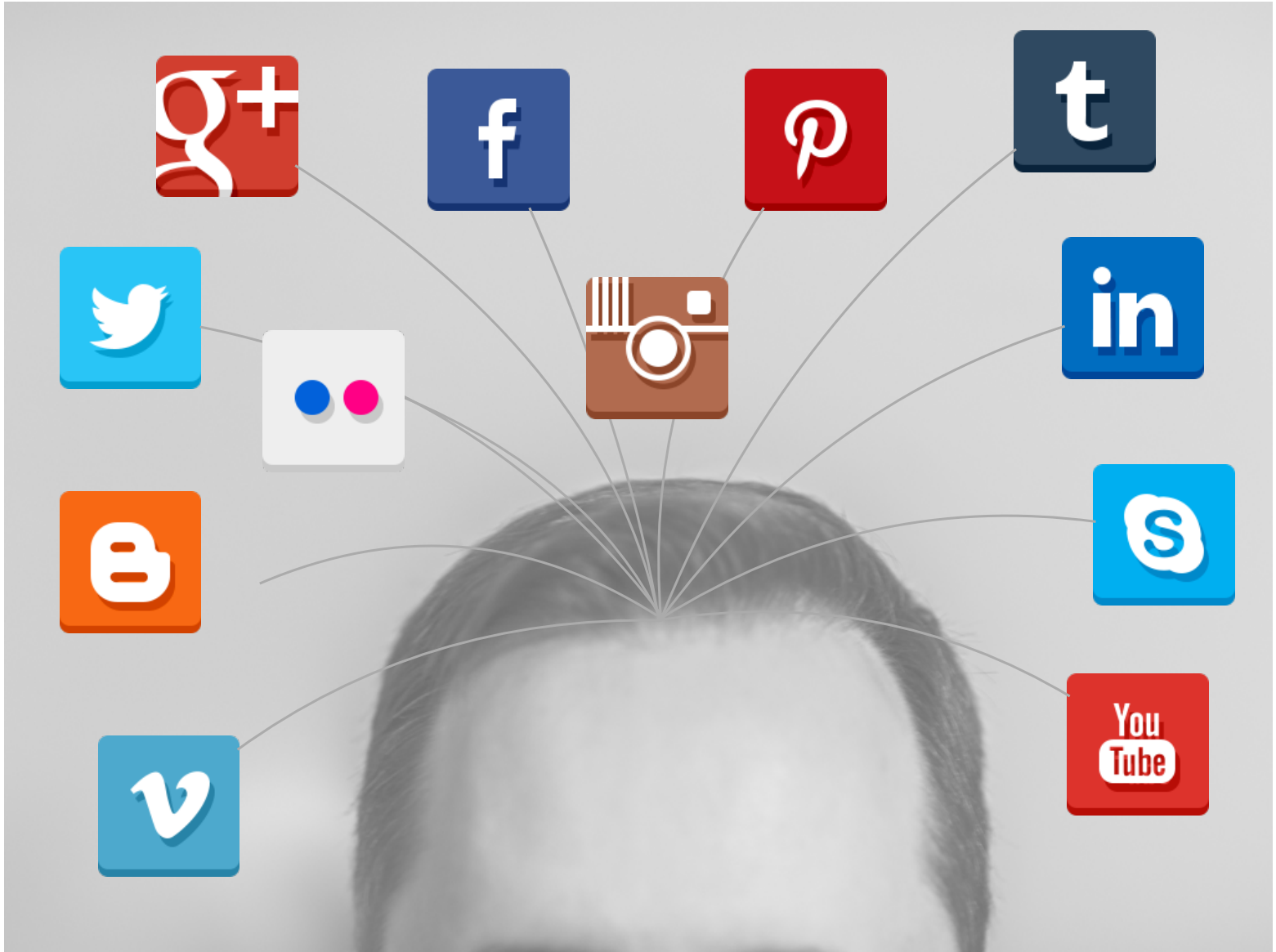
DON'T be afraid to delete old posts



Make each post

meaningful







Develop a Social Media Strategy

Goals

Workflow

Audience



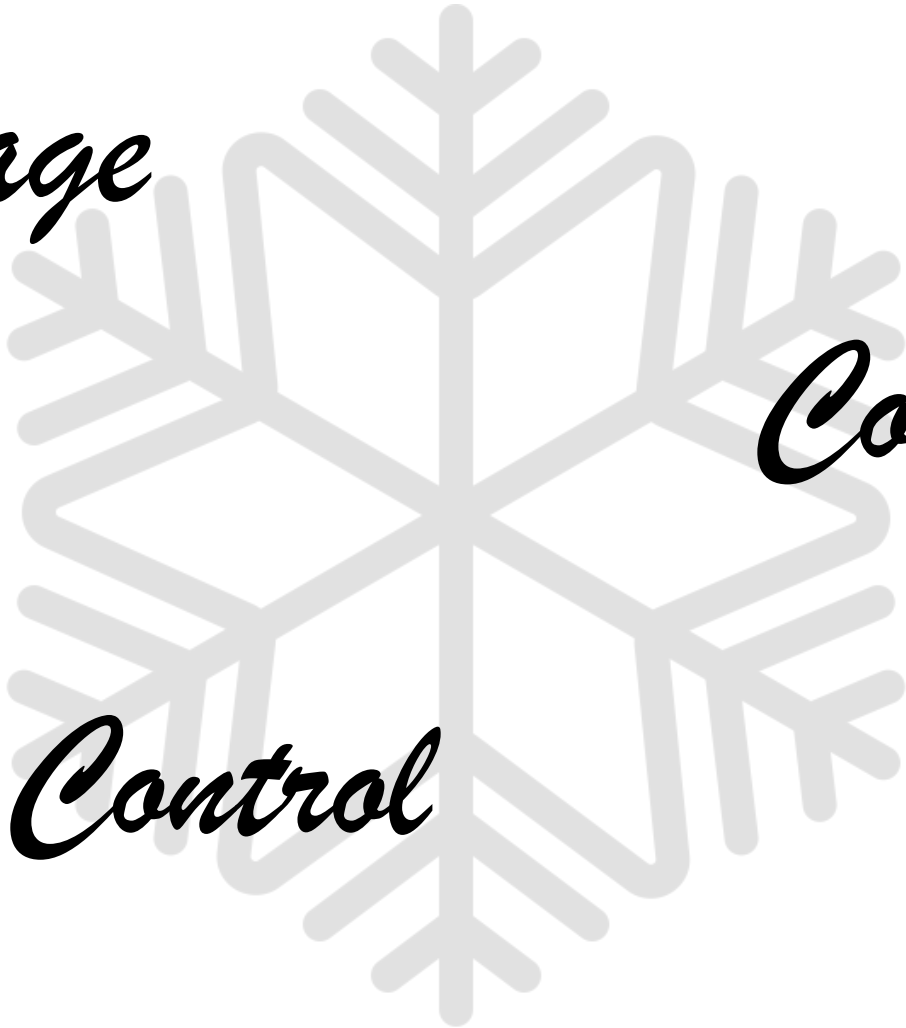


Cover Your Bases

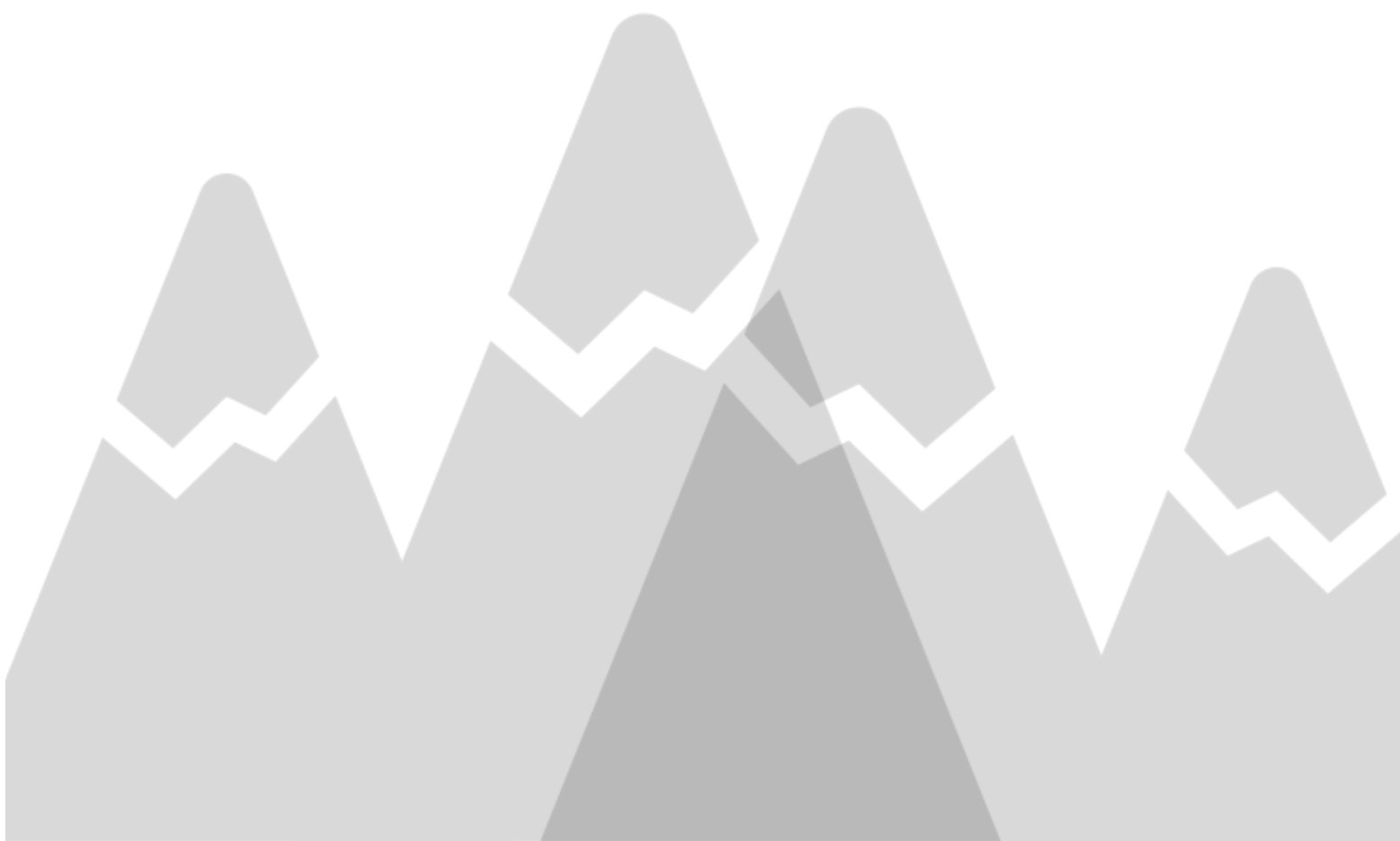
Usage

Content

Control



King, D. L. (2015). **Chapter 2: Landscape of social media for libraries**. Library Technology Reports, 51(1), 10+. Retrieved from <http://bit.ly/1SC8IkV>





Make it Consistent

Etsy Website
Redirected from Etsy

Shop Now Like Share

Timeline About Photos Likes More

Search for posts on this Page

2,372,442 people like this
Teresa Phillips-Frankie and 13 other friends

Invite friends to like this Page

ABOUT

Welcome (Bienvenue!) to the Etsy Canada Facebook Page! Keep updated with all things made in Canada by local artisans and entrepreneurs, and find out about...
READ MORE

Etsy 1 hr · 🌐
Accent your home with a beautiful piece of artwork. <http://etsy.me/1T5WoIS>

TWEETS	FOLLOWING	FOLLOWERS	LIKES
24.3K	33.2K	2.67M	4,587

etsy FOLLOW ...

etsy Snapshots from the marketplace where people connect to make, sell unique goods. Explore our feed: etsy.me/instagram

914 posts 654k followers 6,551 following

Etsy @Etsy

The marketplace we make together. Have a question? Tweet @EtsyHelp. And discover other Etsy accounts worth following: etsy.me/1UJlr1Q

📍 Everywhere

Tweets Tweets & replies Photos & v

E Etsy @Etsy · 16h
Serve a beautiful meal in etsy.me/1Pb82kb



Working as

a

Team



LIBRARY RULES

BAN ON LIARS AND DIRTY FACES

Strict rules are to be imposed by the Library. In future, users must not:

- Enter the Library if their faces are offensively dirty.
- Fall asleep on or under the tables.
- Eat their lunches whilst reading papers, books, &c.
- Smoke in the building.
- Leave their business cards behind.
- Make themselves a nuisance.
- Kick or damage the furniture.
- Bring dogs within the portals.
- Tell lies to the librarian.
- Enter when they are in an inebriated condition, or if they have small-pox.

adapted from the Hyde Institute Library rules published in 1930
hand-printed at Massey College, Toronto

HAMILTON
MFG CO.



Create a Content Calendar

Instagram Editorial Calendar

_____ of Posts per Week Week of _____
_____ of Posts per Day

Post Type

Monday	Tuesday	Wednesday	Thursday	Friday
<input type="checkbox"/> Behind the Scenes	<input type="checkbox"/> Behind the Scenes	<input type="checkbox"/> Behind the Scenes	<input type="checkbox"/> Behind the Scenes	<input type="checkbox"/> Behind the Scenes
<input type="checkbox"/> Inspirational	<input type="checkbox"/> Inspirational	<input type="checkbox"/> Inspirational	<input type="checkbox"/> Inspirational	<input type="checkbox"/> Inspirational
<input type="checkbox"/> Educational	<input type="checkbox"/> Educational	<input type="checkbox"/> Educational	<input type="checkbox"/> Educational	<input type="checkbox"/> Educational
<input type="checkbox"/> Combination	<input type="checkbox"/> Combination	<input type="checkbox"/> Combination	<input type="checkbox"/> Combination	<input type="checkbox"/> Combination

Captions

Monday

Tuesday

Wednesday

Thursday

Friday

Hashtags

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

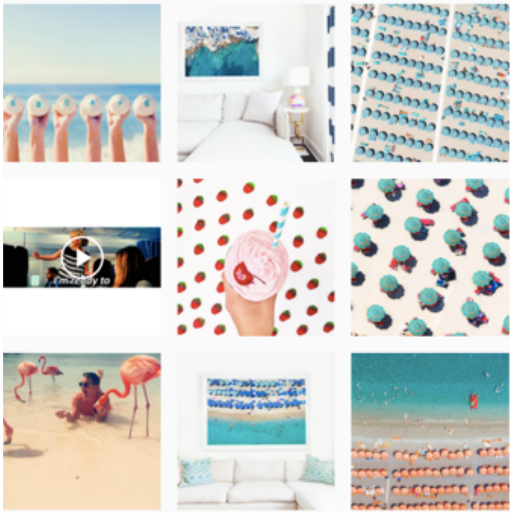
Tips on how to

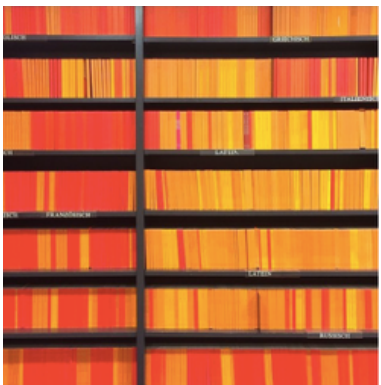
make a

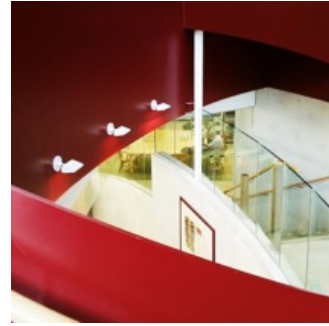
Beautiful

Instagram feed

Take screenshots
&
curate







Composition & Perspective

Things

to

Avoid

- ⊘ Backlighting
- ⊘ Blurry/Out of focus photos
 - ⊘ Graininess
 - ⊘ Dim photos
 - ⊘ Flash

Stay

On Trend

#BookSpinePoetry

 **KCMO Public Library**
@KCLibrary  

Some #bookspinepoetry for our friends
@BlueJays & @torontolibrary #TaketheCrown
#GoRoyals #ALCS



RETWEETS 630 LIKES 591 

 **TorontoPublicLibrary**
@torontolibrary  

Well played @KCLibrary but we've got a way
with words too. 'Til tomorrow! @BlueJays
#ComeTogether #GoJaysGo



RETWEETS 1,722 LIKES 1,405 

#LetMeLibrarianThatForYou

Plato, Aristotle and Socrates one and the same person?
Tel. question Nov. 24, 1950 JL

Where was a full moon?

Man wanted "Lionel" pronounced - said it was Louis "Lionel" Beckwith and that he intended to use it in a novel. He was writing and wanted to know how it sounded.
JTH 315
20 Dec 40

Are Plato, Aristotle and Socrates one and the same person?
Tel. question Nov. 24, 1950 JL

Where was a full moon?

Life cycles on eye-brow hair.
3 Mar 48

If the Empire State Building is the highest building in the world, what is the smallest?

Why do 15th century English paintings have so many squirrels in them, and how did they tame them so that they wouldn't bite the painter?
10.76

Life cycles on eye-brow hair.
3 Mar 48

If the Empire State Building is the highest building in the world, what is the smallest?

When one travels west in the U.S. and crosses the desert, does one cross on camels?
A. Is by telephone since 16, 1946 JL

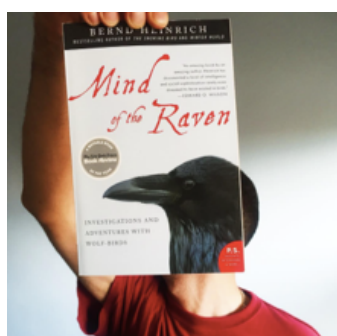
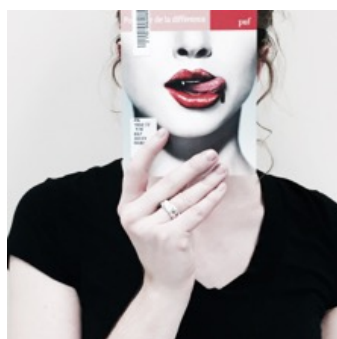
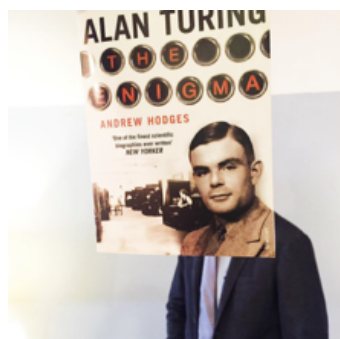
I want to read a Spanish novel. I think the title is something like "A long time in a dark cave".
Arthur Redman asked if he wanted "One hundred Years of Solitude" by Garcia Marquez. He did.

IS THERE A FULL MOON EVERY NIGHT IN ACAPULCO?
Phone call -
H.K.R. 10-6-61

When one travels west in the U.S. and crosses the desert, does one cross on camels?
A. Is by telephone since 16, 1946 JL

I want to read a Spanish novel. I think the title is something like "A long time in a dark cave".
Arthur Redman asked if he wanted "One hundred Years of Solitude" by Garcia Marquez. He did.

#BookFaceFriday



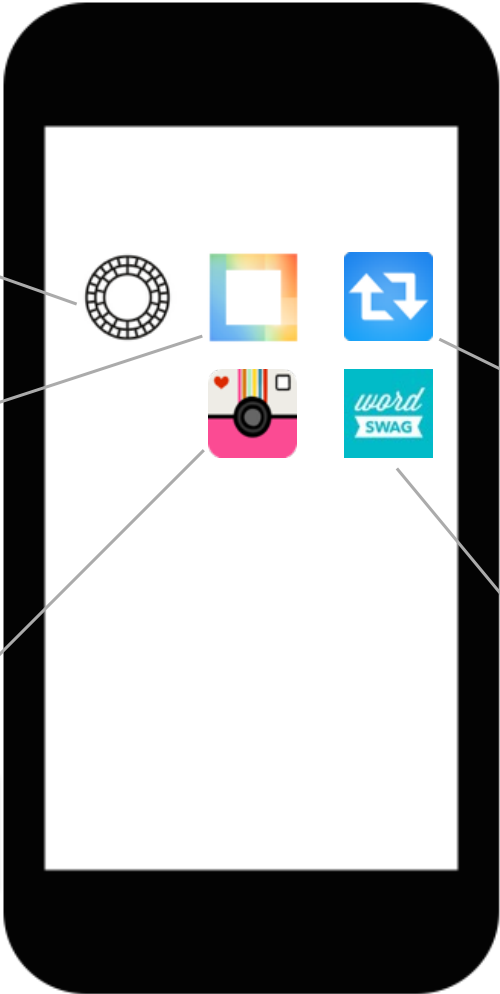
Instagram Toolbox



VSCO Cam

Instagram Layout

A Beautiful Mess

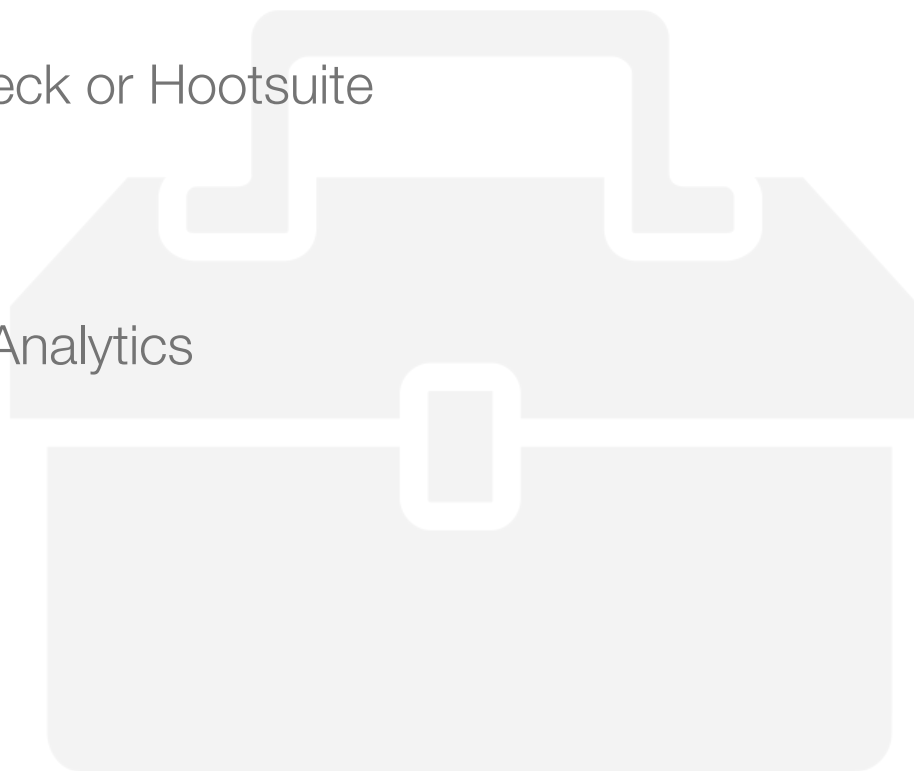


Repost App

Word Swag

Twitter Toolbox

- Tweetdeck or Hootsuite
- Bitly
- Twitter Analytics



“It’s weird and can even be annoying to have Facebook at times. That being said, if you don’t have Facebook, that’s even more weird and annoying.”

Andrew Watts

Noun Project Images



Florent Brunet



Rémy Médard



Jevgeni Striganov



Dolly Vu



Jevgeni Striganov



retinaicon



Moh Kamaru



Lloyd Humphreys



Daniel Turner



Zlatko Najdenovski



Ted Grajeda



Dirk-Pieter van Walsum



Orlando Marty



Creative Stall