Psst, You and Your Library Should be on Twitter

John Meyerhofer, Macalester College
Psst, You and Your Library Should be on Twitter

John Meyerhofer
@JRMeyerhofer
meyerhofer.wordpress.com
Overview

- Basic understanding of Twitter
- Library Professionals and Twitter
- Libraries and Twitter
New to topic
Speak up and share!
Who loves to Tweet?
Dewey: Director at the River Bend Public Library
Let's help Dewey!

- What is Social Media?
- How does Twitter work?
- Why should Dewey use Twitter?
- Why should the River Bend Library use Twitter?
What is Social Media?
"Social Media is a way to transmit, or share information with a broad audience. Everyone has the opportunity to create and distribute."
Social Media: deliver a message
We have these, why do we need Social Media?
Every bit helps
How to choose?
Social Media websites

Social media sites, 2012-2013
% of online adults who use the following social media websites, by year

Facebook: 67% (2012) vs. 71% (2013)
LinkedIn: 20% (2012) vs. 22% (2013)
Pinterest: 15% (2012) vs. 21% (2013)
Twitter: 16% (2012) vs. 18% (2013)
Instagram: 13% (2012) vs. 17% (2013)

Pew Research Center’s Internet Project Tracking Surveys, 2012-2013. 2013 data collected August 07 –September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

PEW RESEARCH CENTER
Ask around: what are your patrons using?
Yeah! Twitter wins!
How do I use Twitter?
Let's learn Twitter
Twitter is a free micro-blogging site where people post short messages called "Tweets" that are limited to 140 characters.
Examples of Tweets

Barack Obama @BarackObama
Want to meet James Taylor? Donate today and you'll be automatically entered for a chance to go backstage: ofa.bo/bkk
3:48 PM - 28 May 2014
256 RETWEETS 508 FAVORITES

Des Moines Library @dmpl
Do you feel like you have to finish a book or are you a book quitter? j.mp/1oz5DDu @BookRiot #books
2:39 PM - 29 May 2014

Amer. Library Assn. @ALALibrary
5 Reasons We Still Need School #Libraries | Taste of Tech ow.ly/xjz5d
2:42 PM - 27 May 2014

5 Reasons We Still Need School Libraries
I've had several conversations recently about school libraries. As schools evolve to meet the needs of next generation students, the role of the library is increasingly unclear. If the model of tex...

John Schinker @schinker
28 RETWEETS 7 FAVORITES
Twitter is older than the PS3, the iPad and the original iPhone.
That's a lot of Tweets!

LS Lib. Symposium @LSLibSymp · May 22
Make time for the #LSLS14 after party at At Sarah’s Table. We have the bar reserved. They serve salty nuts and yummy cocktails.

Retweeted by LS Lib. Symposium
jessamyn west @jessamyn · May 20
MT @infoactivist: Hey @stkatemlis students: attend the @LSLibSymp event on 6/6. I’ll be the keynote speaker. Would be nice to say hi

LS Lib. Symposium @LSLibSymp · May 14
Due to several cancellations, the #LSLS14 Call for Posters has reopened! Submit that great poster idea! lakesuperiorlibraryssymposium.com/2014/05/14/lsl...

Retweeted by LS Lib. Symposium
Amanda Coppedge @amandacoppedge · May 8
You know you want to move to Madison, WI for this library youth services job: joblist.ala.org/modules/jobsee...

LS Lib. Symposium @LSLibSymp · May 8
Knowledge, skills, and passion are key to a successful library career. Find out more: libraryjournal.com/...
Who's using Twitter?

### Twitter users

Among online adults, the % who use Twitter

<table>
<thead>
<tr>
<th></th>
<th>Use Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All internet users</strong> (n=1,445)</td>
<td>18%</td>
</tr>
<tr>
<td>a Men (n=734)</td>
<td>17</td>
</tr>
<tr>
<td>b Women (n=711)</td>
<td>18</td>
</tr>
<tr>
<td>a White, Non-Hispanic (n=1,025)</td>
<td>16</td>
</tr>
<tr>
<td>b Black, Non-Hispanic (n=138)</td>
<td>29&lt;sup&gt;ac&lt;/sup&gt;</td>
</tr>
<tr>
<td>c Hispanic (n=169)</td>
<td>16</td>
</tr>
</tbody>
</table>

| a 18-29 (n=267)          | 31<sup>bcd</sup> |
| b 30-49 (n=473)          | 19<sup>cd</sup>  |
| c 50-64 (n=401)          | 9            |
| d 65+ (n=278)            | 5            |

| a High school grad or less (n=385) | 17          |
| b Some college (n=433)            | 18          |
| c College+ (n=619)                | 18          |

| a Less than $30,000/yr (n=328) | 17          |
| b $30,000-$49,999 (n=259)      | 18          |
| c $50,000-$74,999 (n=187)      | 15          |
| d $75,000+ (n=486)             | 19          |

| a Urban (n=479)              | 18<sup>c</sup> |
| b Suburban (n=700)           | 19<sup>c</sup> |
| c Rural (n=266)              | 11           |

Pew Research Center’s Internet Project August Tracking Survey, August 07 – September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish
What does "LOL @umnlib RT #library #FF" mean?
Your name or handle

John Meyerhofer
@JRMeyerhofer
Information Specialist, Stay at home Dad, Future Librarian.
Joined December 2011

St Paul Library
@stpaullibrary
We connect people in Saint Paul with the imperative and the joy of learning through a lifetime.
Saint Paul, MN
sppl.org

Sue Polanka
@noshelfrequired
ebooks, librarian at Wright State University, blogs at no shelf required, editor of No Shelf Required books, 2011 LJ Mover & Shaker
Dayton, Ohio
libraries.wright.edu/noshelfrequired
Joined March 2009
Send a Tweet
Timeline: Your news ticker

Governor faults White House over rebuilding U.S. economy.

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1.1781

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EURO 1.2063 / 1.206
Timeline

Tom Hanks
@tomhanks

God
@TheTweetOfGod
Don't follow too many people

- If you have 100 followers, you could see 2,200 tweets per day.
- If you have 500 following, you could see 11,000 tweets per day.
- If you follow 1,000 people, you could see 22,000 tweets per day.
EC Regional Library @ecrlic - 47m
Forthcoming titles to the ECRL catalog from popular authors. Place your holds now! ow.ly/xoVvB #newbooks
Kitchener Library @KitchLibrary · 1h
Does anyone know - Is there a printed map, or a map online, of all the @CAFKA projects?

Expand  Reply  Retweet  Favorite  More
Topeka Library @TopekaLibrary · 2h
Look who is leaving the library. Don’t worry he will be back at 2:30.
pic.twitter.com/IyCbgQNo5Z
Twitter - Direct Message (DM)
Twitter - Hashtags (#)
MT @sljournal 2014 YALSA Report Spurs Changes in Library Community’s Best Practices ow.ly/vZiHm #act4teens

9:36 AM - 22 Apr 2014

2 RETWEETS
Good grief! Minnesota library peeps, take note! RT @ALALibrary: UPDATE: Late changes weaken USA FREEDOM Act ow.ly/x6OAX
Why Should I be on Twitter?
= Fun!
Professional Development

ALA News @alanews · May 28
Helmick awarded NMRT Professional Development Grant
ala.org/news/press-rel...

ALA News @alanews · May 27
Seven win Banned Books Week grants via the Judith F. Krug Memorial Fund
ala.org/news/press-rel...

ALA News @alanews · May 27
Author Barry Lopez to keynote PLA President’s Program and Awards Presentation at ALA Annual
ala.org/news/press-rel... #alaac14

ALA News @alanews · May 27
Register now for ALCTS June virtual preconferences
Forming Relationships

Nancy Sims @CopyrightLibn
No, you can't "copyright" that thing you just said. (Prob most common © thing to come up in social settings.) copyright.gov/circs/circ34.p...
9:56 AM - 6 May 2014
9 RETWEETS 5 FAVORITES

Jacob Berg @jacobsberg
Nooooo! RT @winelibrarian One of my librarians wants to keep a book called "Electronic Mail" published in 1995 with ZERO circs. #weedinghell
11:31 AM - 13 May 2014
1 FAVORITE

Ned Potter @theREALwikiman
Discovered this week that if you use a Google Form for a survey, there's a Summarise Responses option in the responses spreadsheet.
7:13 AM - 22 May 2014
1 RETWEET 3 FAVORITES
Privacy
Hashtags

Retweeted by Amanda L. Goodman and 2 others
Brooke R. @broegge · Mar 20
Accessibility pro tip: Prezi is completely inaccessible to people with visual impairments. #LTC2014

LeAnn Suchy @lovelyleann · Mar 20
LOVE the infographic creator comparison chart: libguides.libraries.claremont.edu/content.php?i... #LTC2014

Sarah Hawkins @sbbiro · Mar 20
Accesslinit.com to test usability of your site. #LTC2014

Favorited by Amy Boese and 1 other
LeAnn Suchy @lovelyleann · Mar 20
I am going to totally rock some infographics using Piktochart: piktochart.com #LTC2014

Kaia @knsievert · Mar 20
Here’s a link to the Infographic libguide. libguides.libraries.claremont.edu/infographicDIY #LTC2014

LeAnn Suchy @lovelyleann · Mar 20
Presentation for infographic session:
#LSLS14 (http://goo.gl/4mL5tL)

John Fink @adr  ·  Mar 20

#ltc2014 people who can't/don't want to see my lightning talk in the flesh can peep slides at jbfink.github.io/ltc2014

Retweeted by Nancy Sims

Amy Boese @libraria  ·  Mar 20

#librarygaming presenters say "if there is a theme from this conference it is the library should help the community create things."  #LTC2014
Fun Tweets!

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John Meyerhofer
@JRMeyerhofer

Found this jem while reading: "Managers like paper. Don’t try explaining anything to them—they’ll want to see it in printed hardcopy first"

6:41 PM - 7 May 2014

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Chaska High Media Ct
@ChaskaHighMedia

Ok - it's official! Time to start planning for the Reading Super Bowl 2018 in MN, right? Could have fun w/ this one...

4:28 PM - 20 May 2014

2 RETWEETS 2 FAVORITES
Finding People to Follow

The Daily Show
@TheDailyShow

NPR News
@nprnews

OverDrive Libraries
@OverDriveLibs
Finding People to Follow
Finding People to Follow

https://twitter.com/search-advanced
Finding People - Browsing

Stephen King
@StephenKing
Author
stephenking.com

Tweet to Stephen King

Tweets

Stephan King @StephenKing · May 26
But kudos to one Sox castoff: Josh Becket pitches a no-hitter in Philadelphia.

Tweeted reply

Stephan King @StephenKing · May 26
Red Sox losing streak reaches ten. It’s like watching one of your good friends, normally sober, get drunk and puke on his shoes.
Finding People - Browsing
Finding People - Browsing

Retweeted by Neil Gaiman
Aimee/Mark @gokuketchum · 7h
Just a reminder that @neilhimself will be at Carnegie Hall on my birthday, but Tennessee is no where near Carnegie Hall, so I won't be there

Retweeted by Neil Gaiman
C.R.C. Montgomery @crcmonty · 7h
Bizarre #dream where met @neilhimself twice in one day & somehow discovered there were two of him. Explains crazy schedule he has!

Retweeted by Neil Gaiman
ClaireGrassman @ClaireGrassman · 7h
The art of @neilhimself including the best thing ever said about a woman, his appreciation for @amandapalmer j.mp/SkFtXf"

Neil Gaiman @neilhimself · 9h
Nope. Set the alarm for 5 minutes and slept. RT @RuneKaim: Oh come on now, it was more than just 5 minutes now, wasn't it?
You can't read every Tweet
Follow or not to Follow, that is the question

BUT I THOUGHT WE WERE

“FOLLOWERS FOREVER”
Why Should My Library be on Twitter?
I DON'T TWEET

BUT WHEN I DO, YOU'LL BE THE FIRST TO KNOW
WHY?
Brand Awareness
Twitter and Brand Awareness

Brands Use Twitter to Boost Awareness Rather Than Sales

% of brands that use Twitter as a marketing tool to achieve the following goals*

- Increase brand awareness: 79.4%
- Drive traffic: 58.0%
- Engage existing customers: 55.0%
- Find new leads: 51.9%
- Improve brand image: 42.0%
- Increase customer loyalty: 39.7%
- Drive sales: 24.4%

Based on a survey conducted March 1-12 among 1,112 marketing professionals in the U.S.  
Source: Social Media Marketing University
Many Billboards
Marketing Events

Reminder! @msu_libraries will sponsor a study break for graduate students TODAY at 3:00 p.m. in the Grisham Room. Hope to see you there!

10:00 AM - 4 Apr 2014
Marketing Events

- **Patron Services** @GRiverLibrary · 22h

- **Patron Services** @GRiverLibrary · Apr 18

- **Patron Services** @GRiverLibrary · Apr 17
Not just a Tweet

The effect on retweets of...

% change in retweets. So photos give verified users a 35% bump in retweets, compared to what they would get anyway. Click dropdown to see different areas

Source: Twitter Media Blog, Get the data, Embed this chart
A recording booth is now available in the Media Library (lower level, west wing of the Golda Meir Library) www4.uwm.edu/libraries/News...

2:18 PM - 18 Nov 2013

1 RETWEET
4 more days to share your opinion about Topeka & what its image is/should be. Take the Topeka Survey @ tscpl.org (bottom right)
Customer Service

A.J. Dehn @AJDehn · Mar 25
Can we get some oil for the door walking into Clemens library?? #seriously

CSB/SJU Libraries @csbsjulibraries · Mar 27
@AJDehn If you can tell us which door is causing problems, we’ll take care of it! Ask for Bonnie at the Clemens front desk!

10:36 AM - 27 Mar 2014 · Details
Today is National Joe Day. Yes. We want to express our gratitude to all our patrons named Joe.
River Bend Twitter Plan
River Bend Twitter Plan

- What do we Tweet?
- How often do we Tweet?
- Who sends the Tweets?
- Who do we follow?
- Who don't we follow?
- When do we reply/re-tweet/favorite?
How are we going to do this!? 

AHHHHHHHH!!!!!!!
URL Shorteners

Google URL shortener

Paste your long URL here:

All goo.gl URLs and click analytics are public and can be accessed by anyone.

Clicks for the past: two hours | day | week | month | all time

<table>
<thead>
<tr>
<th>LONG URL</th>
<th>CREATED</th>
<th>SHORT URL</th>
<th>CLICKS</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>twitter.com/search</td>
<td>1 days ago</td>
<td>goo.gl/4mL5tL</td>
<td>0</td>
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<td>2014 May 3</td>
<td>goo.gl/tlEMIM</td>
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<td>2014 Apr 26</td>
<td>goo.gl/hETtpy</td>
<td>4</td>
<td>Details</td>
</tr>
<tr>
<td>jmeyerhofer.tumblr.com/pos...</td>
<td>2014 Apr 26</td>
<td>goo.gl/SUCR6C</td>
<td>5</td>
<td>Details</td>
</tr>
</tbody>
</table>
HootSuite
HootSuite

Here is a Scheduled Tweet!

AutoSchedule ( ): AutoSchedule your message for optimal impact.

June 2014

2014-06-01

12 : 10 AM

Email me when message is sent

Want to save time? Try the bulk message uploader

Schedule
Can’t wait for @LSLibSymp on Friday! Keynote by @jessamyn and everything!

Your scheduled Tweet will send even if TweetDeck is not running at the time.

67 Tweet at 11:01am

Add Image

11:01am · 1 Jun 2014
Dewey is feeling better

Ahhhhhhhhh.......
River Bend Public Library

now on Twitter! @RBLibrary
@RBLibrary

- Following 50
- 100 Followers!
- 2 Tweets a day
- Using TweetDeck
- Some bumps
@RBLibrary

- Only 5 more followers
- Followed 25 more
- Was Twitter the right choice?
- Facebook?
Social Media - is anyone listening?
Followers. We don't need no stinkin' followers.
True Twitter Reach

FOLLOWERS
2

FOLLOWERS
2,470
How Do I Get Followers?
Getting Followers
Getting Followers

**publicize**

/ˈpʌbliˌsɪz/ (verb)

- make (something) widely known.
  "use the magazine to publicize human rights abuses"
- synonyms: make known, make public, publish, announce, report, post, communicate, broadcast, issue, put out, distribute, spread, promulgate, disseminate, circulate, air; More

- give out publicity about (a product, person, or company) for advertising or promotional purposes.
  "Judy had started to publicize books and celebrities"
- synonyms: advertise, promote, build up, talk up, push, beat the drum for, boost; More
Getting Followers
Oh no! A complaint

"Rude librarian at RBL ruined my day. Won't be going back there."
Who is talking about you?
Customer Service
In a Rhythm and Spam

Posted at 02:58 PM ET, 08/02/2011

Newt Gingrich’s Twitter follower count under scrutiny

By Hayley Tsukayama

An anonymously sourced report in Gawker on Monday raised questions about presidential hopeful and former speaker of the House Newt Gingrich’s Twitter account.

The report, which relied on the words of who it said was a former Gingrich staffer — perhaps one of the ones who walked out en masse in June? — accused Gingrich of buying about 80 percent of his Twitter followers from social media companies that boost your follower account to increase your social media profile.

Slate’s David Weigel and others have said the claim is probably bogus, pointing to the fact that Gingrich spent a lot of time on Twitter’s Suggested Users List and had plenty of followers well before his campaign began. Not to mention, Weigel said, there’s no evidence in finance reports that the campaign spent money to buy followers.
What do I Tweet about?
Tweet Ideas

- Hold a Twitter launch day event
- Ask patrons what they're reading
- Photo of the day
- Quotes from Authors
- Thank people for following (right after they do it)
- Twitter Q&As with people
- New Student or freshman tip from upperclassman
- Database of the week
- Website of the week
- Service you might not know about
- Quiz
- Contest
- #FF - Follow Friday
Tweet Ideas

- Prizes for a Re-Tweet
- Stump the Librarian
- Selfies in the Library
- Shelfies
- Tech Tip Tuesday
- Local History
- Local Sports
- Hidden Spots in the Library
- Live Tweet an event (use hashtag)
- Let someone take over your Twitter account
- Throwback Thursday - #TBT
- Link/Talk about your website
Use your imagination!
“Twitter is a tool to help your library spread its mission and vision beyond its walls. If you use it wisely you’ll get followers, but you’ll also get more people using your library.”
Questions?