AGENDA

- Social Media Toolkit Overview
- Social Media Toolkit in Action
- Broad Message Review
- Message Development
- Message Delivery: Situational
- Put it into Practice
THE TOOLKIT
Why Social?

- 69% of Americans use social media
- More than 80% of businesses use social to reach key audiences
- Communicate directly to your patrons, community leaders, and decision-makers
THE CHANNELS
Facebook

- 1.8 billion monthly users
- 79% of internet users
- 1.3 million pieces of content shared every minute
- Average of 50 minutes per day
- No more FOMO (fear of missing out)
Pros + Engagement

- Crowdsourcing
- Events
- Visual content – live video
- Personal communication
- Encourage interaction
Cons + Pitfalls

- EdgeRank: Facebook’s Algorithm
- Avoid text only updates that are low on the post hierarchy
Guidelines + Tips

- Tag other pages when possible to boost affinity
- Use visuals and share links
- Tell a story
- End with a call to action
Twitter

- 313 million monthly active users
- 24% of internet users
- Real-time news and updates
Pros + Engagement

- Customer service
- Monitor competitors and story lines
- Leverage trending news, including hashtags
Cons + Pitfalls

- Brevity doesn’t allow for much context
- Avoid multiple-tweet threads
Guidelines + Tips

- Tag other accounts and use images without eating up character space
- Be gracious with sharing tweets from other accounts
- Utilize Direct Messages (DMs) (A private message from one person to another person/group that is not visible to people outside of the message. To send a direct message to an account on Twitter, they must be following your account.)
- Keep hashtags relevant
Instagram

- 600+ million monthly active users
- 32% of internet users
- 95 million photos and videos shared per day
- Average of 21 minutes per day
Pros + Engagement

- Visuals are front and center to help tell stories
- Ease of engagement helps boost interactions
- See what’s top of mind with your audience
- Find like-minded people and brands
Cons + Pitfalls

- Message in copy can get lost behind visuals

- Quality images and videos aren’t an option – they’re a must
Guidelines + Tips

- Embrace mobile
- Vertical visuals
- Use all the hashtags
- Keep the link in your bio updated
Snapchat

- 150+ million daily active users
- More than 10 billion videos watched per day
- Average of 25-30 minutes per day
- 60% of daily active users make Snaps every day
Pros + Engagement

- Reach a young, engaged audience
- Content only lives for 24 hours
- Creates a sense of urgency
- Short, digestible content with an emphasis on video
Cons + Pitfalls

- Content only lives for 24 hours
- Entertainment outshines information
- Narrow audience
- Avoid too much text
Guidelines + Tips

- Stick to Stories to share your message with the broadest audience possible
- Use vertical visuals
- Take advantage of filters
Blogging

- Share your expertise and establish your library as a thought leader
- Create content that is easily sharable across platforms
Pros + Engagement

- Control of content
- Distribute important information
- Share customer experiences and stories
- Use a mix of evergreen (content that has renewed relevance in the long-term and doesn’t expire quickly) and time-sensitive content to give readers a reason to return
Cons + Pitfalls

- One-way communication
- Avoid talking about only your library
- Don’t start a blog just to abandon it three months later
Guidelines + Tips

- Make your words count – keep blogs at 300 words minimum

- Keep it conversational

- Blogs are more than just words. Use photos, embedded content, and memes (An idea or behavior that spreads culturally through repetition in the form of a humorous image or video, usually with text overlay.)

- Spread your reach by sharing on other social media platforms
Moderating

Social media for your library goes beyond posting. Your audience also expects you to listen.

- Respond promptly to comments, tags, visitor posts and direct messages
- Be open to other ideas and criticism
Moderating

Consider a social media policy to guide which comments are allowed and which are deleted.

- Solicitation
- Profanity, nudity, sexual language
- Discrimination
- Threats
SHARING YOUR MESSAGE
Because

- Messages delivered anywhere are received everywhere

- The more that people hear a consistent, cohesive message, the more people will understand and support your library and its impact

- Being on the same page conveys a sense of confidence

- Strong message delivery comes from practice
Where We Share
Exercise: Who Are You?

Scenario: Community member at a public event asks you…

“Who are you?
What do you do?”

Stand
Face the Room
Answer in < 30 seconds
Exercise: Who Are You?

In one word*

In one phrase

In one sentence

*No job titles allowed
The Golden Circle

By Simon Sinek

- **WHAT:** The products you sell or services you offer.

- **HOW:** The things that make you special or set you apart from others.

- **WHY:** A purpose, cause or belief. The very reason you exist. Why you get out of bed in the morning.
KEY MESSAGES
Choose Your Shape
Key Messages

- Need ongoing support and funding
- Economic influencers
- Education and learning for all
- Champions for free and equitable access

Libraries play a critical role in communities in the digital age
Key Messages

- Libraries need ongoing support and funding to stay current with advancements in technology and information and maintain their important role in communities.

- Libraries are economic influencers, providing job skills training and small-business support.

- Libraries play a critical role in communities in the digital age.

- Libraries are deeply engaged in education and learning for all ages.

- Libraries are champions for free and equitable access to information, leveling the playing field for residents with inadequate access, including inadequate broadband.
Triangle Method

S/S:
• ed for all ages anecdote
• skills training success anecdote
• stat about slow broadband

• Libraries level the playing field, & are champions for free and equitable access to information

• Libraries are economic influencers, providing job skills training & small-business support

• Libraries need ongoing support & funding to stay current with advancements in tech & information
What are your key messages?

- Work to deliver each point in <15 seconds
- Bolster messages with stories or statistics
- Make the messages your own

What is the story you share when someone asks you about working at the library?
Exercise: Your Key Messages

- Message 1
- Story or Statistic
- Message 3
- Message 2
- Supporting Message 1
- Supporting Message 2
- Supporting Message 4
- Supporting Message 3
- Umbrella Message
Presentation Approach: Framing

- Situation
- Timeliness
- Recommendations
- Evidence
- Benefits
- Next Steps
Approach: Framing

**Situation or problem** that deserves our attention

- What is it?
- Why does it happen?
- Who is affected?
Approach: Framing

**Timeliness** of the issue OR consequences of not changing

- Why now?
- How bad is it?
- Can it be measured?
- What happens if we do nothing?
Approach: Framing

Your recommendations

- What are the costs?
- What is the timeframe?
- What is the process?
Approach: Framing

Share the evidence

- Personal experience, examples, analogies, statistics
- Support your recommendations
- Cater evidence to audience
Approach: Framing

**Benefits** to the audience

- What’s in it for me?
- How does this impact my life / my job?
Approach: Framing

Next Steps

- Specific timing
- Who does what
- Calls to action
Audience
Audience
Audience

WHERE

WHO

HOW

WHY
Audience

WHERE: YOUR LOCATION

- Audience setup
- Speaker setup
- Time of day
- Place in the agenda

HOW: CONTEXT

- Order of presenters, additional panelists
- Supporting materials, technology
- Facilitated or moderated
Audience

WHO: AUDIENCE MAKEUP

- Demographics
- Industry they are in
- Positions they hold
- Knowledge of the topic

WHY: THEIR MOTIVATIONS

- Do they need the information to make decisions, influence decisions, be informed
- What challenging questions can you expect
Body Language: Overall

- Stand up if possible
- Balance your stance
- If seated, be forward
- Be big enough to be visually accurate for the room
- Use your hands to describe, punctuate, and emphasize
Body Language: Arms

- Use meaningful gestures
- Stay in the ‘strike zone’
- Return hands to your sides when not in use
- Don’t cross arms or clasp hands
- Beware the death grip
- Don’t point

Source: Washington Post
Body Language: Facial Expression

- Maintain a neutral expression when asked a question
- Tell good news with a smile
- Smile and nod to seek agreement
- Use animated facial expressions to emphasize a point
Body Language: Eyes

- Lock eyes with someone before starting
- Finish a thought eye-to-eye
- Be aware of scanning or flicking away
- Recognize non-verbal feedback
Body Language: Voice

- Be louder than you think you should be
- Use pauses to regulate rate-of-speech, park a pause
- Emphasize key words and phrases
- BREATHE
Optional Exercise: Who Are You?

One Word

One Phrase

One Sentence
MEDIA INTERACTIONS
The Mediums: TV

- Taped vs. live
- 7-15 second soundbites
- Eye contact, not lens contact
- Enhance with visuals
- The eye wins over the ear
The Mediums: Radio / Podcast

- Don’t shout
- Stand to maintain energy
- Find a land line (if remote)
- Talk to a mirror
The Mediums: Print

- More detailed examples and in-depth knowledge
- Opportunities for side-bars
- May be taped for accuracy
- Follow up with additional material, details, or to clarify statements
The Mediums: The Grey Area

- Multimedia reporters
- Information is shared and spread ‘at the speed of thumbs’
- Livecasting on social channels
- **No** set rules or guidelines for bloggers/tweeters
- All communication is fair game
- Everyone can ‘report’
Golden Rules

- Never do an interview “on the spot”
- Speak in sound bites
- Be genuine, be friendly
- Keep statements positive
- Never say anything you wouldn’t want repeated
- Restate key messages often
- Practice, practice practice
Before an Interview

- Know the outlet and interviewer
- Review your key messages
- Create a cheat sheet
- Anticipate tough questions
- Prepare for the questions you don’t want asked
During an Interview

- Get messages in early
- Get messages in often
- Don’t wait for the right question to be asked
- Be ready for the last question
After an Interview

- For live TV/radio, be sure you are off the air
- Beware of “off the record”
- Update your team
- Provide follow up information
- Reach out after the story
- Show gratitude
Great Interviews Are…

- Focused
- Succinct
- Brief
- Clear
- On-Message
- Emotional
DIALOGUE TECHNIQUES
BRIDGING

To move from what the questioner wants to discuss to what YOU want to discuss.

- “I don’t know the answer to that specifically, but what I do know is…”
- “That used to be the focus. What has evolved is…”
- “No, let me explain…”
- “Yes, and in addition…”
You’ll be excited to learn what our latest studies show.”

“There are several points that we find extremely important.”

“You’d probably be interested in some of our planned activities.”
FLAGGING
Alerts the audience or questioner to what you consider the most important points.

- “The most critical point to remember is…”
- “I’ve talked about a lot of things today. It boils down to these three things…”
- “Just follow these five tips…”
- “What I want to be sure you understand here is…”
CORRECTING AN ERROR
Always correct errors, mistruths or mischaracterizations in a question.

- “That’s not true. Actually…”
- “That is not accurate. What is accurate is…”
- “There is some confusion. Let me clarify…”
- “That information is incorrect. I can tell you…”
Q: “Hasn’t your company been extremely slow to respond to data breaches?”

Wrong A: “Our company hasn’t been extremely slow in responding to breaches.”

Right A: “No, in fact our company has been on top of responses and we’re proud of…”
THE PAUSE

- When you are done delivering your message, stop.
- Do not feel obligated to speak and fill empty space.
- Let the silence linger or ask, “Do you have another question?”