

**ARLIS/NA Lunchtime chat**

**Social Media Sewing Circle**

Friday, December 13, 2013

11am Pacific-12 pm Mountain-1 pm Central-2 pm Eastern

Guest Moderator: Nedda Ahmed, Georgia State University

**Alice Whiteside:** Hello, everyone! Welcome to today's Lunchtime Chat!

**Nedda Ahmed:** Hi! I'm here!

**Alice Whiteside:** Great! :)

**Alice Whiteside:** Let's wait until 1 to get started...

**Alice Whiteside:** But how is everyone doing?

**Nedda Ahmed:** I'm doing great!

**Nedda Ahmed:** Spent the morning digging around for interesting social media stuff, and of course stumbled over weird & wonderful things in the process.

**Alice Whiteside:** Excellent!

**Alice Whiteside:** It looks like we have 14 people in the room so far -- how are you all doing?

**Alice Whiteside:** You can type in the bar at the bottom of the chat screen and hit enter to post :)

**Jessica Evans Brady:** Doing great, thanks!

**Sarah Carter:** Hi Alice, I'm doing really well!

**Sylvia Page:** Great, thanks for putting this together!

**Heather Kline:** Pretty good, thanks!

**Chris M.:** Good, thanks!

**Alice Whiteside:** Hi all! Excellent. You were being so quiet :)

**Alice Whiteside:** It's 2:00 (EST) so I think we can get started

**Nedda Ahmed:** Shall I get the ball rolling?

**Alice Whiteside:** I'm here representing the Education Subcommittee of the Professional Development Committee, and we're thrilled to have Nedda Ahmed as our

guest moderator for today's discussion

**Nedda Ahmed:** Oh! Hi everyone!

**Alice Whiteside:** Yes, please! Sorry, that was too much typing at once :)

**Beth:** Hello!

**Nedda Ahmed:** So I wanted to start off by giving a shout-out to some folks who did a great article on Pinterest in the last issue of ArtDoc.

**Nedda Ahmed:** ("Pinteresting Possibilities: Rethinking Outreach for Design Students")

**Nedda Ahmed:** If you haven't read it, I highly recommend it.

**Nedda Ahmed:** I started using Pinterest about a year ago (?) & have to say I've found it highly useful for work & personal stuff.

**Nedda Ahmed:** Anyone else using Pinterest?

**Rebecca Friedman:** I attended a session about it, and very cool, but haven't started using it.

**Jessica Evans Brady:** I've used it for personal stuff, recipes and design, but not for the library.

**Alice Whiteside:** Our Archives & Special Collections are doing great things with it, but I haven't started to yet

**Sarah Carter:** Yes, our library uses pinterest. We create boards about art & design, as well as book & research related topics.

**Leslie:** I set up an account a year ago as well, partnering with Special Collections. Very cool.

**Jenny:** Using for personal, not yet for the library

**Heather Kline:** We have an account, but I haven't really found a way to integrate it into our outreach.

**Nedda Ahmed:** Yeah, I see a lot of Special Collections places using it to highlight their stuff.

**Beth:** Just personal

**Nedda Ahmed:** Sarah C. - are you finding the boards to be popular with students/faculty?

**Sarah Carter:** Here is our link: <http://www.pinterest.com/rcadlibrary/>

**Sarah Carter:** We don't promote it actively. We do get repins, but don't ever know

whether they are coming from faculty/students (we could if we researched more, but we don't take the time)

**Nedda Ahmed:** I think that's actually kinda the cool thing about Pinterest. It's minimal effort.

**Nedda Ahmed:** But so visually appealing!

**Sarah Carter:** Yes, I agree Nedda.

**Alison:** I started experimenting with it, but need to flesh it out better first. I am going to need to get official permission from my marketing and communications department to continue.

**Nedda Ahmed:** So for those of you who are trying to decide whether to use Pinterest for your libraries, that ArtDoc article might be helpful.

**Sarah Carter:** I spend a few hours pinning things every semester, and then let it go for a few months.

**Nedda Ahmed:** Alison - the folks who wrote the article had similar issues, & the article talks about how they resolved them.

**Nedda Ahmed:** Are there other social media tools folks are using, or thinking about using?

**Leslie:** I found that it is successful promoting our local history archives, for those who wouldn't necessarily go to our Library site

**Heather Kline:** We use Facebook and Twitter

**Chris M.:** We use Facebook

**Sylvia Page:** We are planning on starting a FB page...any tips on generating content and buzz from the start?

**Nedda Ahmed:** Sylvia - YES.

**Heather Kline:** I did a marketing campaign with signage, bookmarks, etc.

**Sarah Carter:** We've found that photos are very popular on Facebook, especially of student events, students around the library, etc

**Alison:** Would very much like to start a FB page too.

**Nedda Ahmed:** My FB tips would be: use an authentic voice, don't do a "hard sell," and post content regularly so it keeps people interested. Currency is the currency of the Interwebz.

**Nedda Ahmed:** Sarah - yes! I think students love to see themselves highlighted in social media (hence the rise of the "selfie")

**Sylvia Page:** Great, thanks for the advice!

**Sarah Carter:** Agreed. We've done a photo booth at our events, and then handed out slips of paper with our social media addresses. Then we ask students to tag themselves, which generates more views by their friends, and more Likes for us!

**Alice Whiteside:** Great idea, Sarah!

**Nedda Ahmed:** This article is on Pinterest, but I think a lot of the advice is applicable to other social media:<http://mashable.com/2012/02/23/pinterest-whole-foods/>

**Alison:** Any museum libraries with FB? While I do work with undergrad art students, the other half of my audience are museum goers. Any suggestions on content for that audience?

**Nedda Ahmed:** I like the idea that you're not "Marketing" (with a capital M) but instead building an affinity for your institution (or company, in the case of Whole Foods)

**Nedda Ahmed:** I would think that could work with museum goers as well.

**Sarah Carter:** Yes, Nedda. And FB gives a chance for students to talk back and show appreciation or point out something you might not be aware of.

**Nedda Ahmed:** NYPL does a great job of this too. Posting collection items, and stuff from their bookstore, but also Stuff That Is Just Plain Cool/Entertaining/Thought-Provoking

**Nedda Ahmed:** If I were in a museum, I'd do something similar to build online community.

**Nedda Ahmed:** I'm always intrigued by who at various institutions does the social media work. I know the staffing issue can be a barrier.

**Nedda Ahmed:** Here at GSU we have a team of people who rotate on & off a task force.

**Nedda Ahmed:** But we're a "large shop."

**Beth:** I'm at a museum and our social media is handled by our Advancement Department

**Nedda Ahmed:** The folks who wrote that ArtDoc article have a designated Outreach Librarian who oversees the social media stuff.

**Heather Kline:** As the Collections & Outreach Specialist here at Bunting Visual Resources Library (University of New Mexico), I'm solely in charge of social media

**Sarah Carter:** At Ringling, the other Instruction Librarian and I split the work down the middle (she does Twitter, I do FB, etc). Student workers have shown interest in helping, but follow-through is spotty.

**Alice Whiteside:** We're a "small ship" and there are just a few of us on a Communications committee that do social media stuff

**Beth:** We have a single person who does all content and management for all social media outlets- FB, Twitter, Instagram, etc.

**Jessica Evans Brady:** Does anyone have multiple FB pages at their institution? For example, my department has been thinking about starting a separate FB page for just graduate student/faculty items of interest as the main page is often targeted at undergrads. I wonder though if this is splitting our audience too much. Thoughts? Experiences?

**Nedda Ahmed:** Beth - would they ever consider allowing the library to create a separate online persona?

**Alison:** Our museum has a social media and communications coordinator who is in the marcomm department. The museum has a FB page but I want a dedicated page for the library, and I can't imagine anyone else maintaining it other than Library staff.

**Chris M.:** CCAD has a main library FB page, a page for the school archives, and one for special collections

**Nedda Ahmed:** We have a library social media "presence," but then I connect separately with faculty & grad students.

**Jenny:** We have multiple FB pages at our library--the main library, art & arch, special collections units. I've wondered if it's too much

**Alison:** We have 2 FB pages at our museum right now, one general museum, the other is our Glass studio.

**Beth:** I don't think so.... she has reached out to various departments for suggestion on content, but that has only occurred twice

**Beth:** Alison- I'm in the same boat here

**Nedda Ahmed:** Jessica - That DOES sound like a lot of pages. Maybe hashtagging

content (at least on Twitter) would be helpful?

**Jessica Evans Brady:** Nedda, that is a good idea. I'll pass it along!

**Nedda Ahmed:** In my experience, it's usually the more advanced students (& faculty) who want to engage with the library/librarian via social media, so perhaps also re-assessing your audience would be helpful?

**Nedda Ahmed:** I think the same is true for museums--my guess is that it's the real fans of the museum (the donors, the volunteers, the art lovers in your area) who would want to connect.

**Alison:** Our media coordinator is happy to take suggestions for content (and has always put it in) but I really want to put out more content that doesn't necessarily belong on our main museum page.

**Nedda Ahmed:** Right!

**Nedda Ahmed:** Are there any social media tools the media coordinator ISN'T using? Maybe plant your flag there! LOL

**Chris M.:** We're also interested in gaining an audience outside of the school proper; the archives with alumni and special collections with local bibliographic groups and scholars

**Alice Whiteside:** Seconding that! Our Archives & Special Collections were told they couldn't have a separate FB page, so they set up a Tumblr & Pinterest and both have been very successful

**Nedda Ahmed:** Alice - I LOVE IT! They were like "oh well we'll just go over here and do our thing!"

**Sarah Carter:** Chris, that sounds worthwhile. I think alumni are a good group to go after.

**Nedda Ahmed:** Alumni --> Friends of the library

**Rebecca Friedman:** I really liked the point in the RUSQ article that "library administrators [need] to step in and develop a plan for how both their organizations and their individual employees interact with social media." With the lack of an "outreach specialist" or "user initiatives" staff member, etc., this seems key.

**Alison:** Definitely. I would love to have a better way of connecting with our friends group to avoid too many emails or formal newsletters.

**Nedda Ahmed:** Rebecca - I think this is one of the great benefits of social media. It takes relatively little effort, but can get you a lot of attention.

**Nedda Ahmed:** (if you do it right, of course)

**Nedda Ahmed:** So if you are a small shop, you can still get your stuff out there but not have to hire a full-time media relations person.

**Rebecca Friedman:** Good point, Nedda.

**Rebecca Friedman:** We're a big shop, but not at all coordinated, unfortunately, but have been encouraged to "do social media" in the branch libraries.

**Nedda Ahmed:** AHA but lack of coordination = freedom

**Nedda Ahmed:** \*freedom

**Rebecca Friedman:** Yes, you are correct, and we do have that . . .

**Nedda Ahmed:** But maybe too much freedom?

**Chris M.:** free range social media ;-)

**Nedda Ahmed:** YESSSS

**Heather Kline:** That's tricky though, because you want to avoid repetition and overlap. We are separate from the University Libraries and run into that issue.

**Nedda Ahmed:** Oh right, they "scoop" you, or you do the same to them?

**Heather Kline:** I try to avoid it :). But it happens.

**Jenny:** Heather that is our concern as well. We've stopped sharing our other libraries' events so it's not redundant for those that have liked multiple pages.

**Nedda Ahmed:** I think that's why it's key to know your audience. I think I say that about 20 times in the RUSQ article. Specialize your content to that slice of people that are mainly going to engage with your library

**Heather Kline:** Yes, a bit of mind-reading helps.

**Chris M.:** four of us contribute to the main library FB page, so we get a variety of interests and points of views reflected in that. No one is specifically in charge, though, so sometimes we're like, "did YOU put the winter break hours on the FB page?" "No, I thought YOU were going to do that," etc. lol

**Nedda Ahmed:** Oh man! Too many cooks!

**Jenny:** for the main library we have a daily rotation, for the our branch library it's weekly

**Chris M.:** It works, miraculously.

**Nedda Ahmed:** So is anyone dabbling with new tools? These aren't particularly new, but: Reddit, Tumblr, Vine, or photo-sharing apps like SnapChat or Instagram?

**Alice Whiteside:** We've been talking about Tumblr but haven't set it up yet

**Alice Whiteside:** anecdotally, we hear that our students are on Tumblr more than FB

**Nedda Ahmed:** That's what I've heard too

**Leslie:** So sites like facebook/twitter etc. are institutionally friendly and by now sort of old hat. But reddit, by design, is not. I'm curious to see how Libraries could be involved. there is a "libraries" subreddit btw

**Alice Whiteside:** but we don't have a great workflow for FB, so it seems scary to take something else on!

**Chris M.:** I like Banff's Tumblr for artists

books: <http://banffcentrelibraryandarchives.tumblr.com/>

**Nedda Ahmed:** Leslie - yes, that's what I'm hearing too.

**Sarah Carter:** We have an instagram account

**Nedda Ahmed:** "Facebook is for old people." waaaaaa

**Leslie:** @ Nedda, ha!

**Nedda Ahmed:** Sarah - do you have followers for the library Instagram?

**Jenny:** for our main library we've found mostly alumni interacting. Twitter is popular with the undergrads

**Nedda Ahmed:** It's interesting how it's all becoming generational.

**Sarah Carter:** One of our student service projects this year was to participate in the local aquarium's social media campaign. Our librarian attended as a chaperone, and tweeted and instagramed from our library accounts.

**Nedda Ahmed:** Cool!

**Sarah Carter:** Nedda - that's an account that Jennifer Friedman manages, so I honestly don't know.

**Sarah Carter:** What about Goodreads? Do any libraries have accounts?

**Nedda Ahmed:** Leslie - any ideas on using Reddit?

**Nedda Ahmed:** Goodreads is a natural choice for libraries, but I haven't heard of anyone using it on an institutional level yet...



**Leslie:** That's a tough one. People on Reddit tend to steer away from Institutional representation. Unless it's a famous person making themselves open for questions.

**Nedda Ahmed:** Yeah, in my reading on it today I noticed the same thing...

**Nedda Ahmed:** It's not really an outreach tool, although I guess if you posted enough interesting content you could build support

**Leslie:** There's a lot of thoughtful discussion that goes on though. The Reddit community quickly "downvotes" you if you spit out nasty comments.

**Nedda Ahmed:** For those of us who are Reddit newbies: <http://mashable.com/2012/06/06/reddit-for-beginners/>

**Nedda Ahmed:** I think the tough thing about Reddit is it doesn't seem to favor the local at all

**Nedda Ahmed:** It's a global site where people upvote things, so something that's too narrowly focused wouldn't receive much attention.

**Alice Whiteside:** Useful overview - thanks, Nedda!

**Nedda Ahmed:** But apparently this astronaut was one of their most popular "Ask Me Anything" threads this year

**Nedda Ahmed:** Does anyone have a particular social media problem or question they'd like to groupthink here?

**Heather Kline:** Has anyone found a useful way to integrate thumbnails of new acquisitions? What do you think is the best social media platform for this, esp with copyright considerations?

**Nedda Ahmed:** I use Pinterest for that, but I'm very careful to always pin the publisher's site

**Nedda Ahmed:** <http://www.pinterest.com/neddaahmed/new-art-books/>

**Heather Kline:** I'm specifically looking to display digital images we have scanned from various sources

**Nedda Ahmed:** Hm, that is more problematic.

**Sarah Carter:** When we wanted to pin libguides, we had to make sure they had an attractive image somewhere on the front page. I can see your problem, Heather.

**Nedda Ahmed:** Oh! What about SnapChat?

**Nedda Ahmed:** I was just reading that in SnapChat you can set an "expiration time"

for your photos.

**Heather Kline:** hmm...hadn't thought of SnapChat, interesting.

**Jenny:** we've photographed some in-copyright pages from a few new (special) acquisitions on FB, but since it's promoting our collection we thought it fell within fair use

**Nedda Ahmed:** I mean, do they REALLY disappear? I don't know. But it's a cool idea, I think.

**Leslie:** I think a savvy produced Vine may be a useful marketing tool (small m)

**Leslie:** \*savvily--is that a word?

**Nedda Ahmed:** Yes! At least, as savvy as you can get in 8 seconds? (how long are Vines again???)

**Nedda Ahmed:** Any final thoughts?

**Nedda Ahmed:** If you're not already connected to the Social Media Sewing Circle on Facebook, here is the link:<https://www.facebook.com/groups/230817890394021/>

**Alice Whiteside:** This has been great -- I love getting a glimpse of what others are trying and thinking about

**Nedda Ahmed:** Gotta say, I'm kinda inspired to sign up for a Reddit account! (like I need another site to keep track of)

**Alice Whiteside:** :)

**Sarah Carter:** Thanks for hosting us, Alice and Nedda!

**Sylvia Page:** Thanks again, Alice and Nedda!

**Alice Whiteside:** Thank you all for coming!

**Leslie:** Ditto, thank you!

**Jenny:** yes, thank you!

**Heather Kline:** Thanks!

**Jessica Evans Brady:** Thanks!

**Alice Whiteside:** Nedda, thanks so much for leading the discussion!

**Sarah Carter:** Have a great day, everyone!!

**Nedda Ahmed:** We're hoping to reprise this, in-person, in DC 2014, so stay tuned for that!

**Alice Whiteside:** Great!! :)

**Nedda Ahmed:** Bye everyone! I have to go do a reference desk hour! :)

**Alice Whiteside:** Have a great afternoon, everyone!

**Chris M.:** bye!