



# **CUTTING EDGE TECHNOLOGIES FOR PROMOTING YOUR LIBRARY**

---

*Roxie Munro & Julie Gribble | TLA April 19-22, 2017*





**WE WANT LIBRARIES TO BECOME THE BROADCASTING  
CENTERS FOR THEIR COMMUNITIES.**





**SOCIAL MEDIA PLATFORMS**  
**SOCIAL MEDIA BEST PRACTICES**  
**SOCIAL MEDIA OUTREACH**

---

*Roxie Munro | TLA April 19-22, 2017*



## SOCIAL MEDIA PLATFORMS

---

- Raise your profile, and help create your “brand”
- Can’t — and shouldn’t — do all Social Media
- Facebook is by far the biggest



## SOCIAL MEDIA PLATFORMS

---

- Average person: more time on FB than any leisure activity except watching TV & movies
- Average time: on Facebook (includes Instagram & FB Messenger) nearly an hour a day
- TV programs & movies average 2.8 hrs/day
- Reading 19 minutes



## SOCIAL MEDIA PLATFORMS

---

- FB skews to younger users, and towards millennials specifically
- Younger users have big appetite for social media & spend lots of time on multiple networks
- **But they spend more time on FB by wide margin**





## SOCIAL MEDIA PLATFORMS

---

Facebook's user base is larger than the entire population of China.





## SOCIAL MEDIA BEST PRACTICES

---

- Visuals are critical — even on Twitter
- Posts get many more hits with an image or video
- Much faster notice/comprehension/attention



# SOCIAL MEDIA BEST PRACTICES

---

Visuals stick in long-term memory, an effect which increases over time. After three days, users retained 10-20 percent of written or spoken information, but 65 percent of visual information.

- Brain can see images up for just 13 milliseconds
- Our eyes can register 36,000 visual messages per hour
- Can get the sense of a visual scene in less than 1/10 of a second
- 90% of information transmitted to the brain is visual
- Visuals improve learning by up to 400 percent





## SOCIAL MEDIA BEST PRACTICES

---

Visuals improve performance in

- Reading comprehension
- Student achievement
- Organizing and communicating ideas
- Finding patterns and relationships



## SOCIAL MEDIA BEST PRACTICES

---

### Visuals Motivate Learners

- 40 percent of learners respond better to visual information than text alone
- Tell stories through compelling images and videos





## SOCIAL MEDIA BEST PRACTICES

---

Be perceived of as an **influencer, authority,**  
or **expert; teach or curate content.**

Be considered a “**broadcaster & publisher.**”





## BEST PRACTICES FOR OUTREACH

---

Your library needs a “brand” —  
an identity.

What makes it special?





## BEST PRACTICES FOR OUTREACH

---

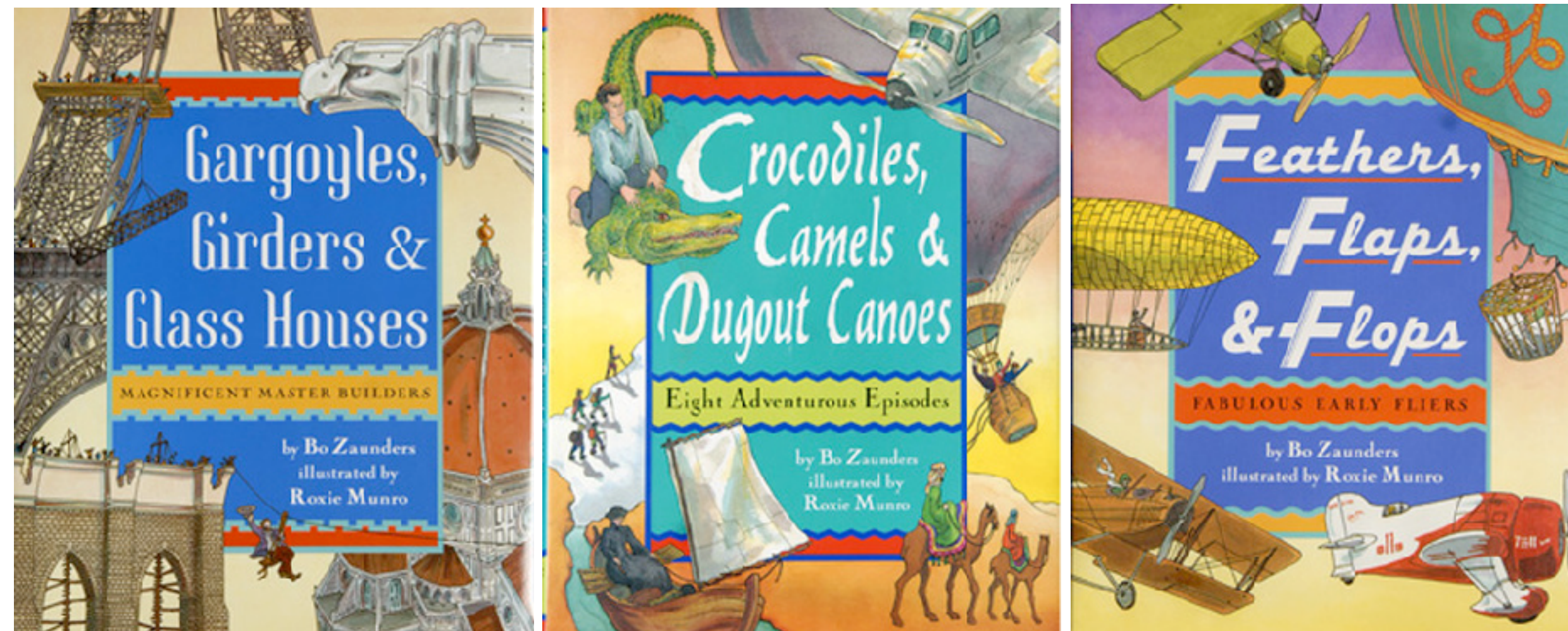
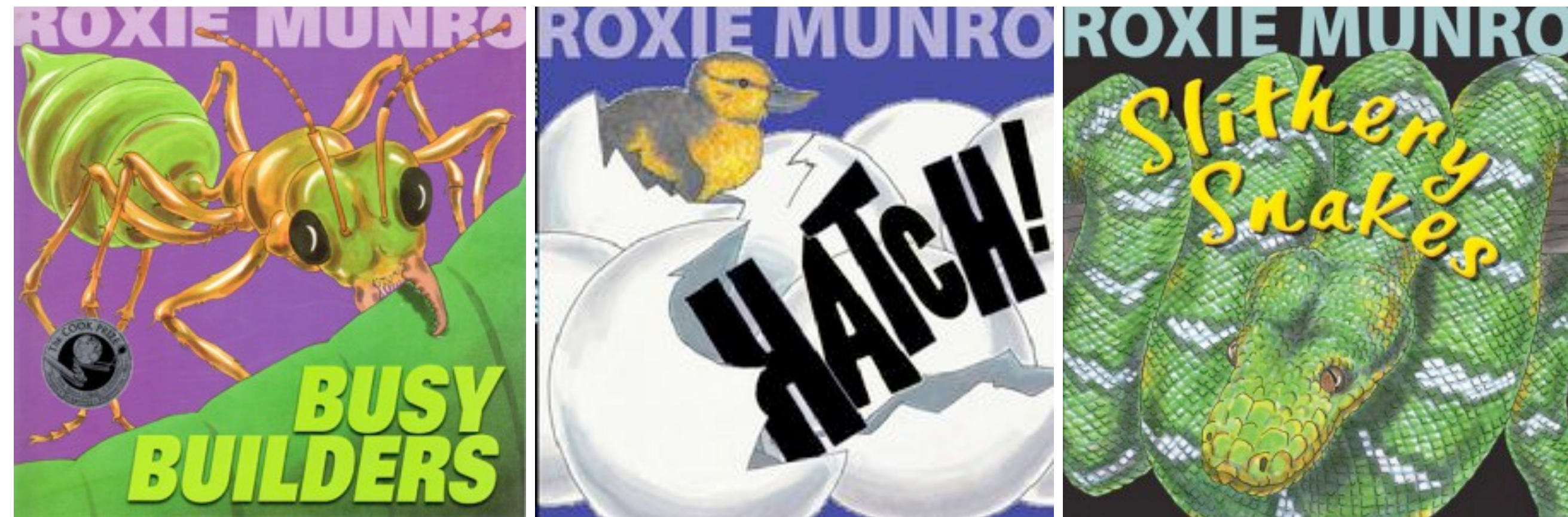
You create a platform, a brand, through the way you present your library & what content choices you make on website and blog, social media, professional associations, partnerships, community relationships.



# BEST PRACTICES FOR OUTREACH

---

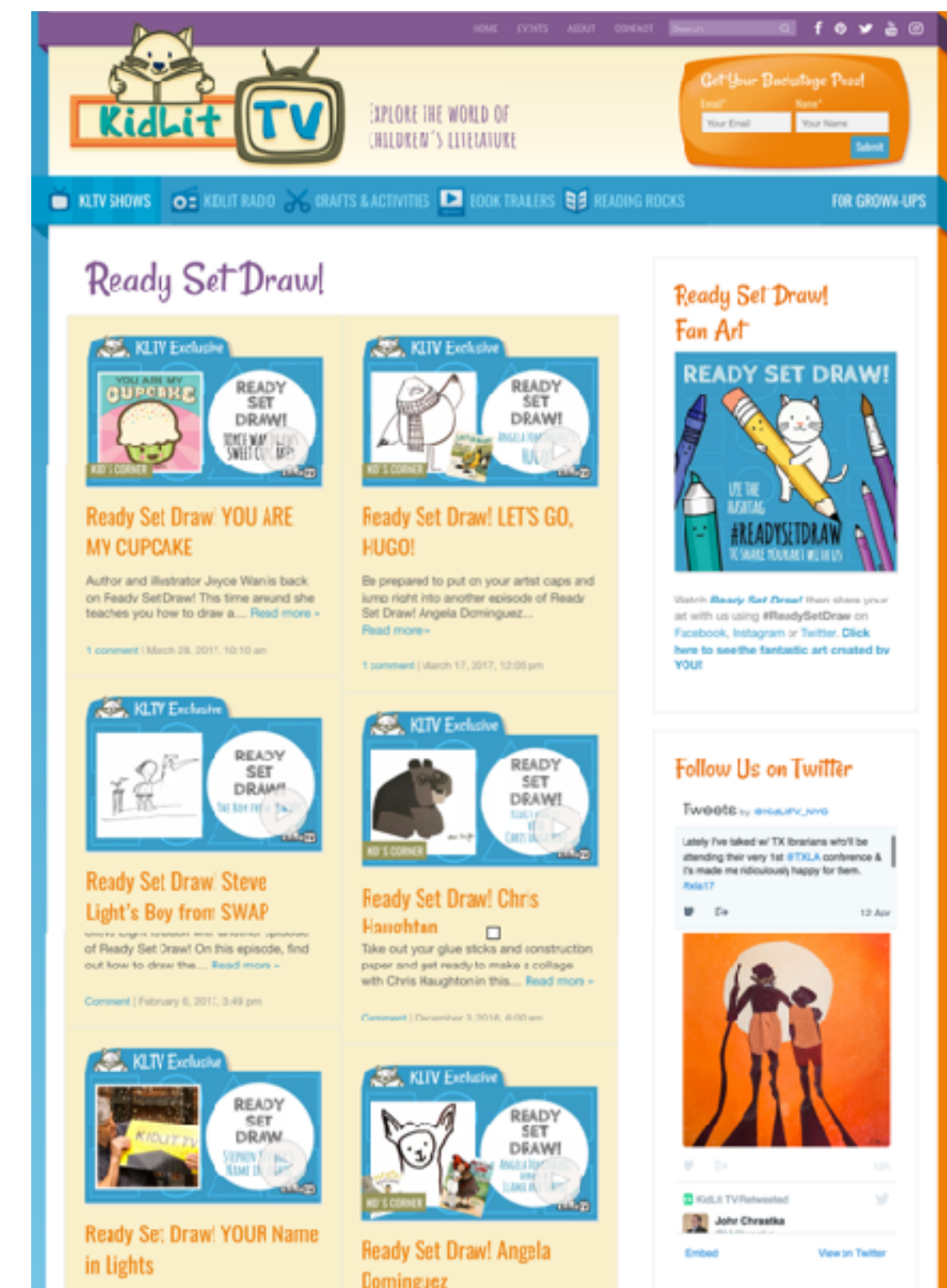
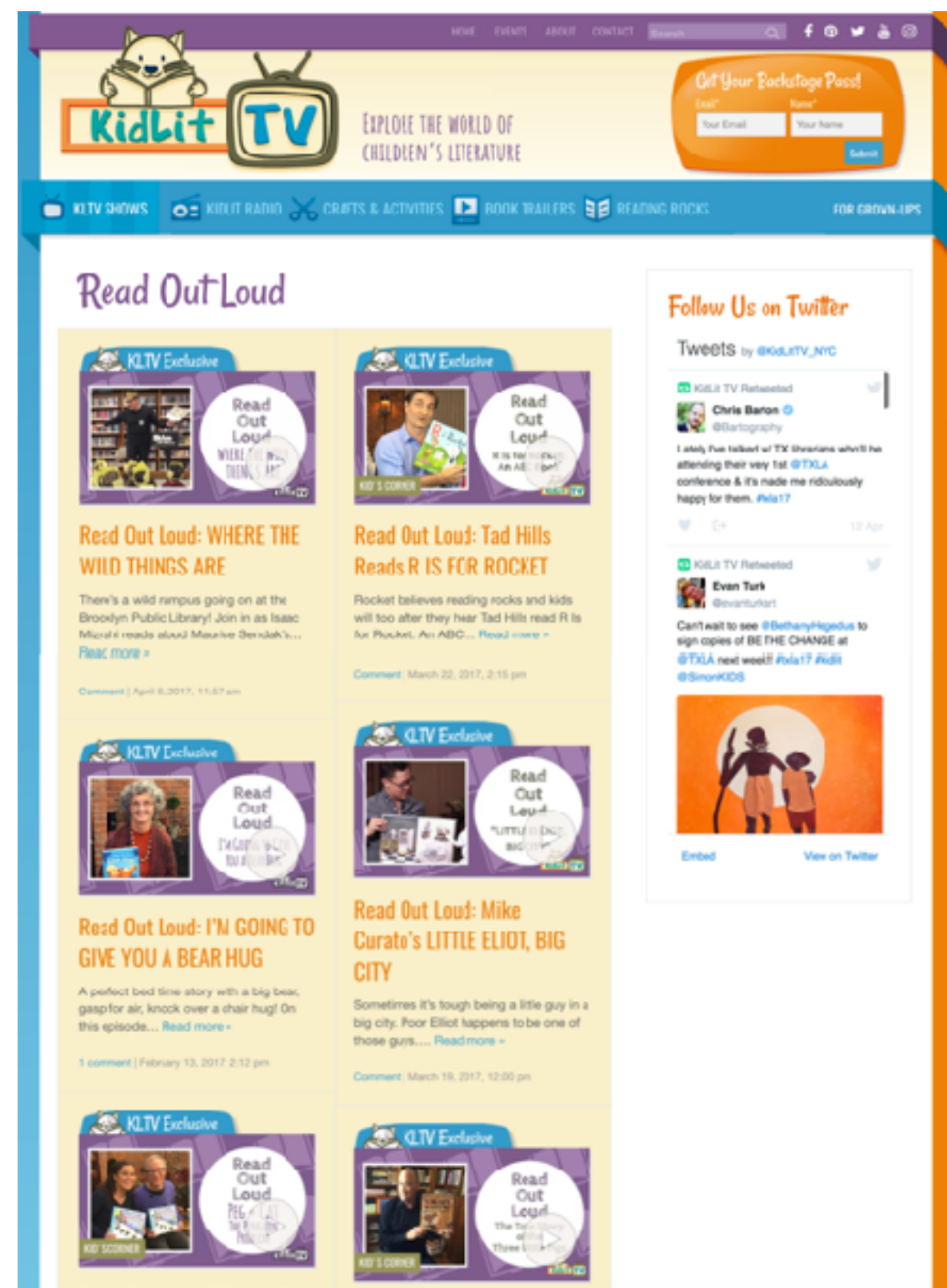
Don't underestimate the power of consistent visuals in branding:





# BEST PRACTICES FOR OUTREACH

Careful use of design (colors, fonts, layout...) contribute powerfully to brand recognition:





# BEST PRACTICES FOR OUTREACH

---

## More Free Publicity

**Blog:** Don't need long pieces; invite guest bloggers, interview authors or patrons; do book reviews, etc.

**Newsletter:** Send out periodic newsletters w/coverage of past events & news of upcoming activities.

**Website:** Keep website up-to-date!

Same rules for Social Media apply to blogs & newsletters:  
disseminate fun or useful content;  
not all library-promotion; use visuals & videos.





## BEST PRACTICES FOR OUTREACH

---

All part of focusing, developing, and concentrating  
your library's identity.

Create your “**brand**” on multiple platforms  
(social media, website, blog)

- cross promotion -

in a consistent, recognizable and fun way.

As time goes on, it will become easier, more fun,  
and you will get creatively excited!





# PROMOTE YOUR LIBRARY WITH VIDEO

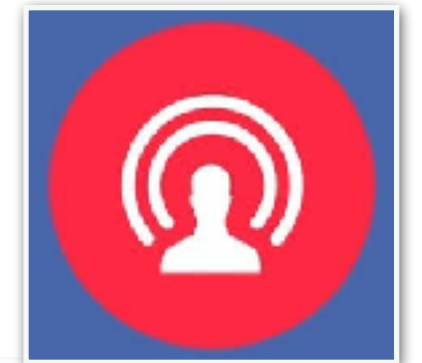
---

*Julie Gribble | TLA April 19-22, 2017*

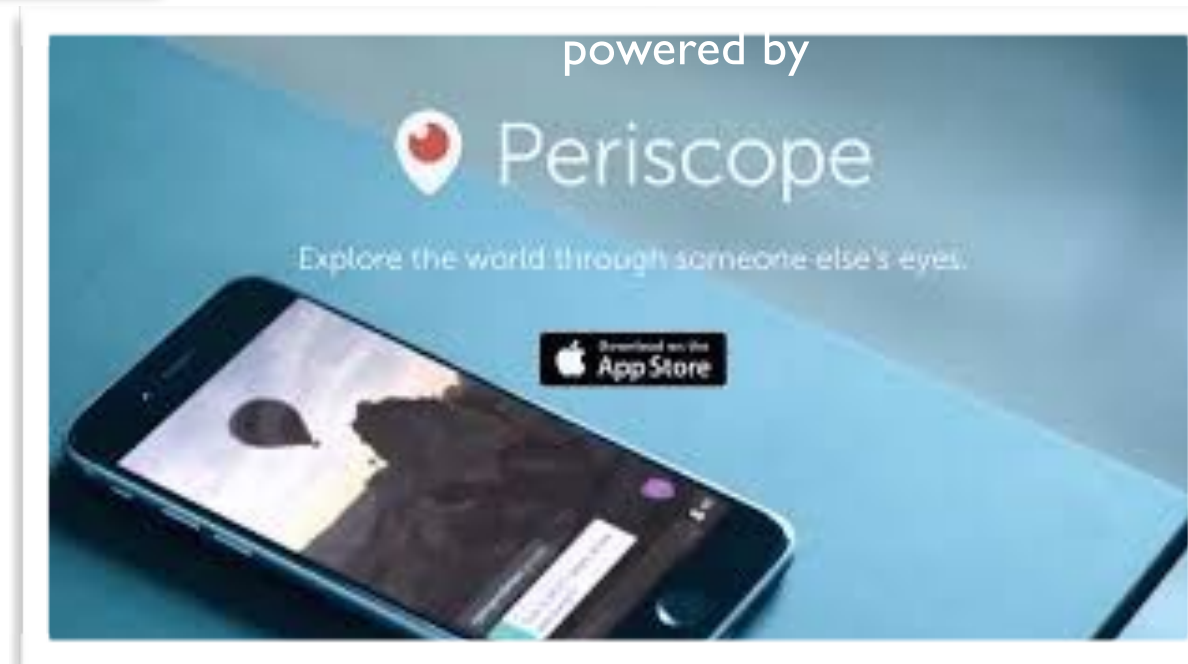


# VIDEO CREATION AND SHARING • SOCIAL MEDIA

---

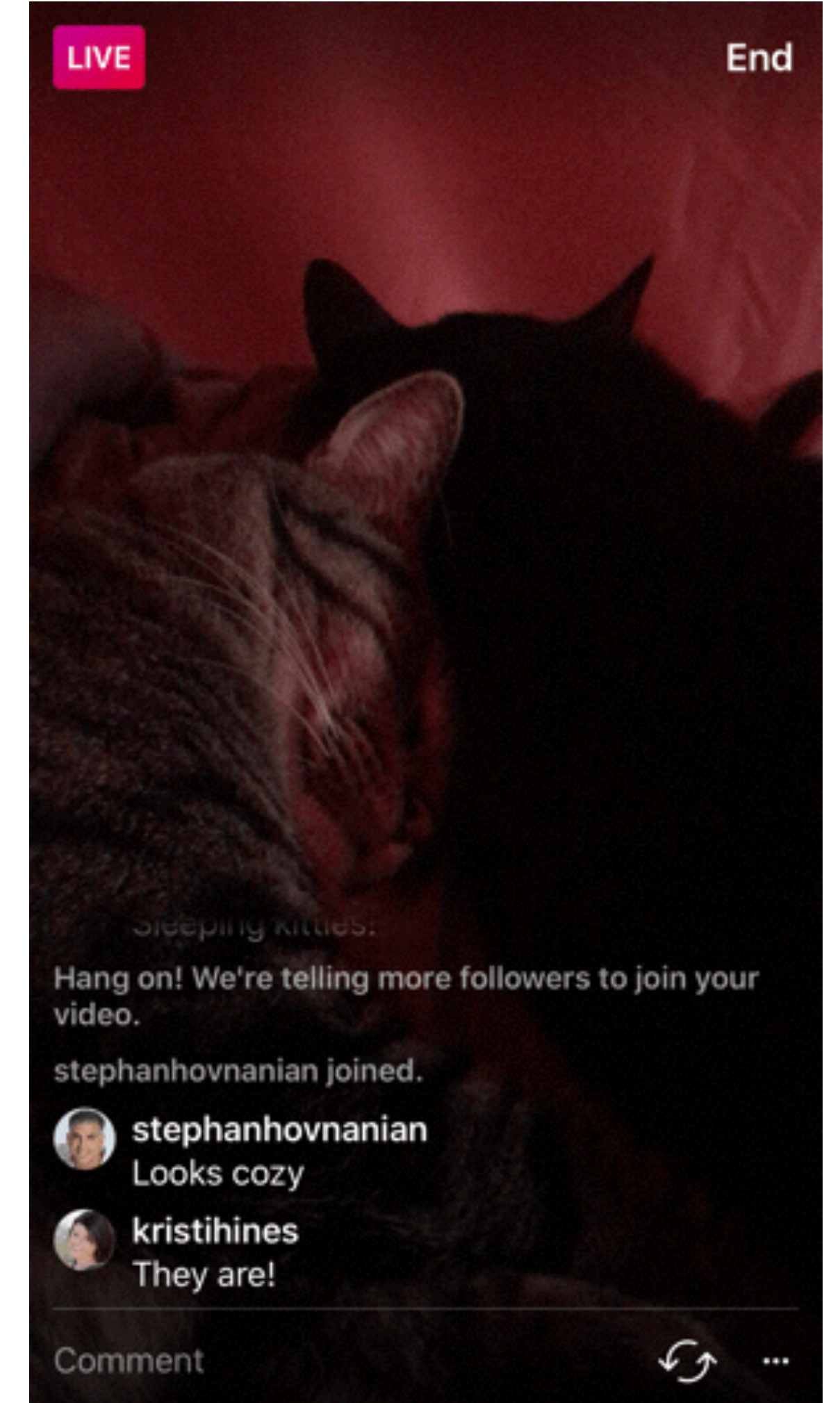
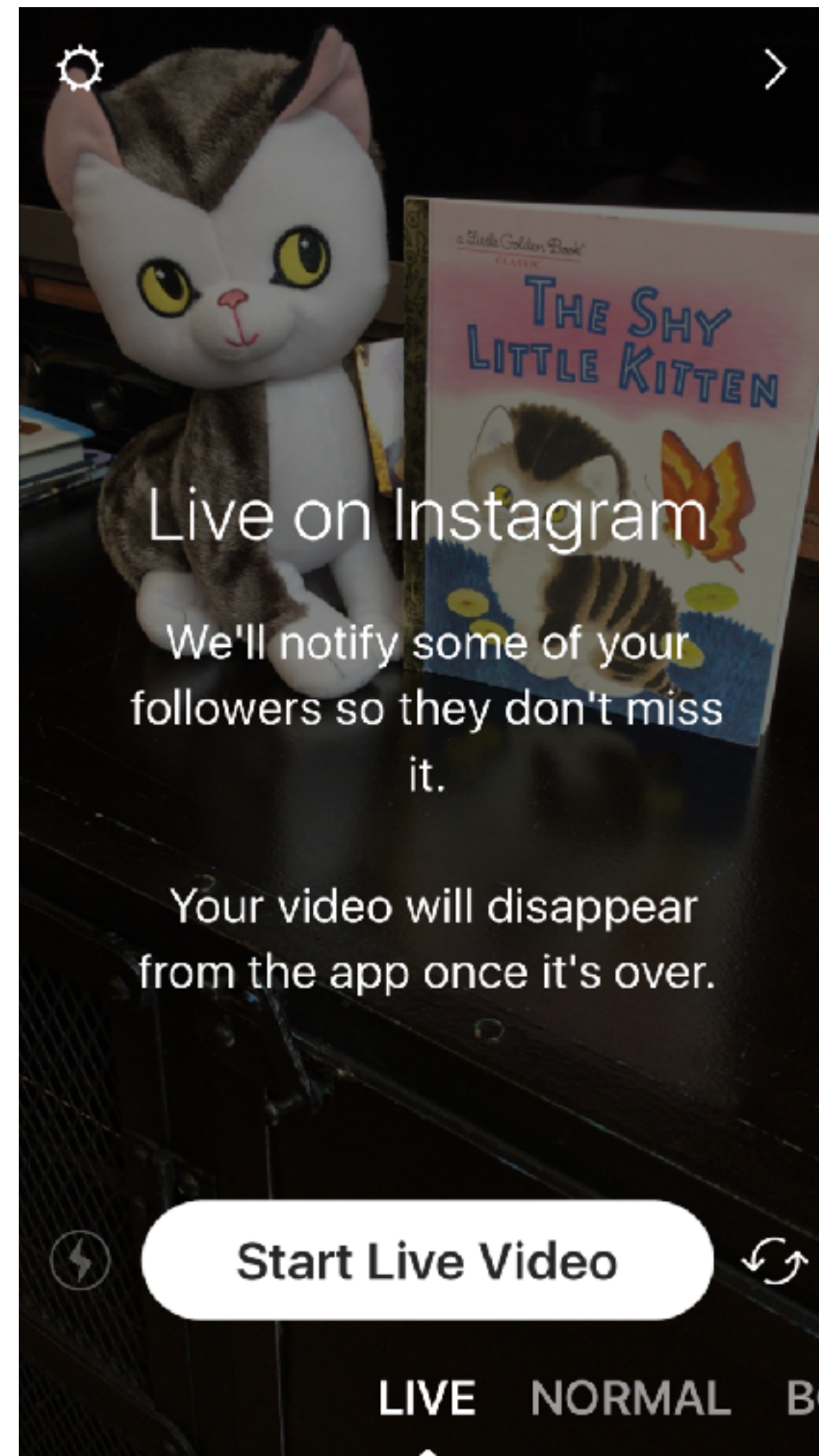


Twitter  
LIVE





# VIDEO CREATION AND SHARING • INSTAGRAM LIVE



Screenshots



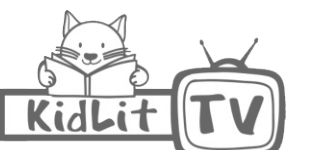


# VIDEO CREATION AND SHARING • SNAPCHAT

---

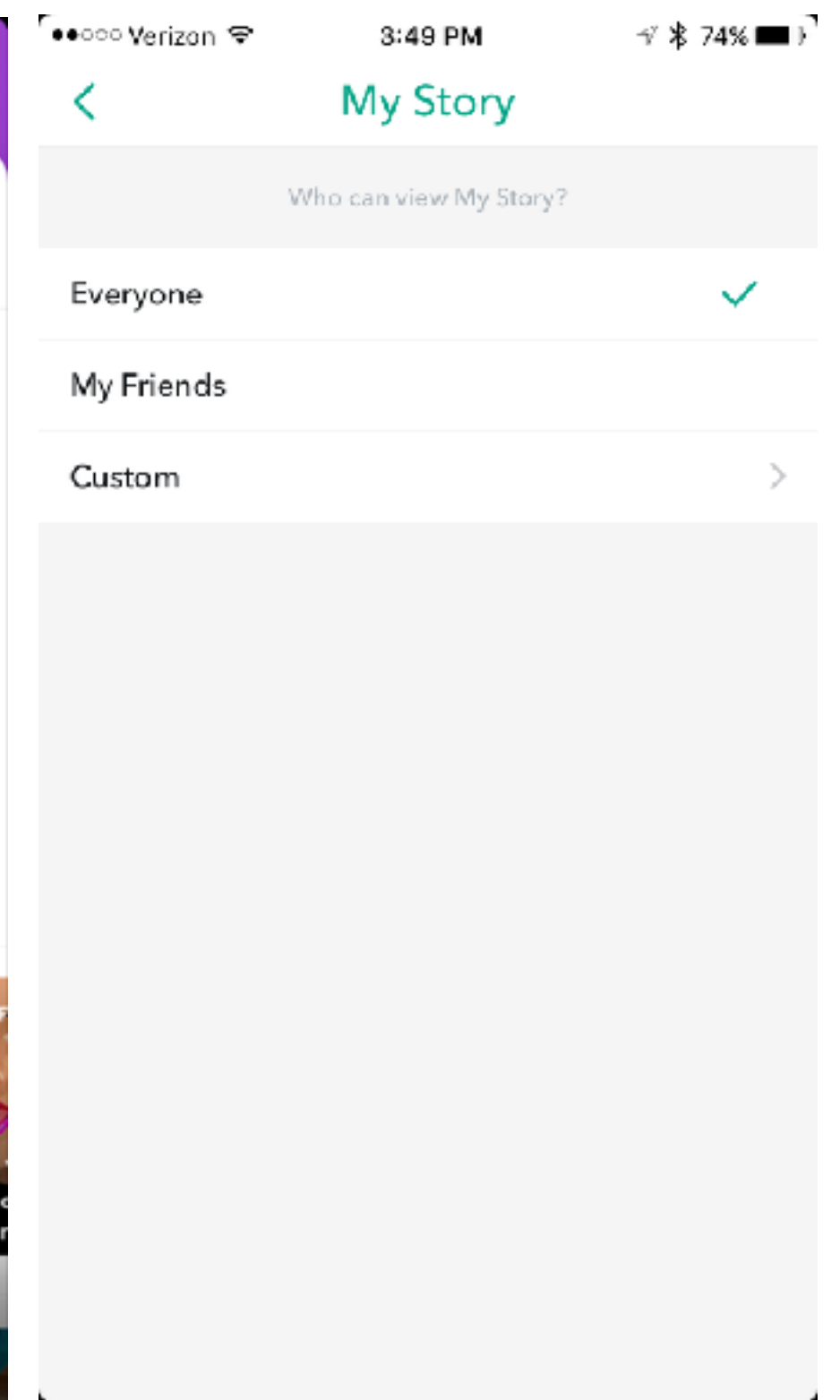
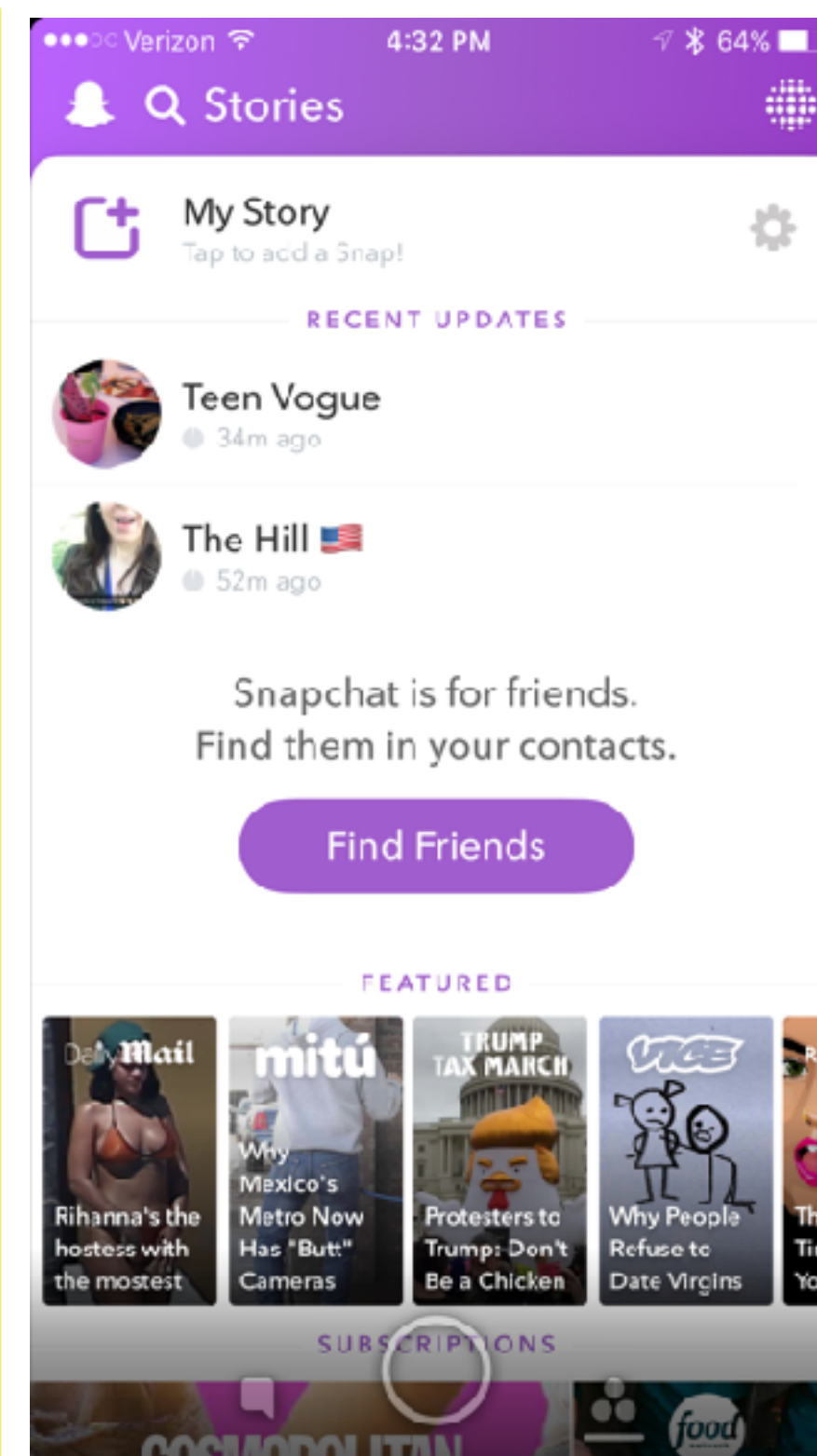
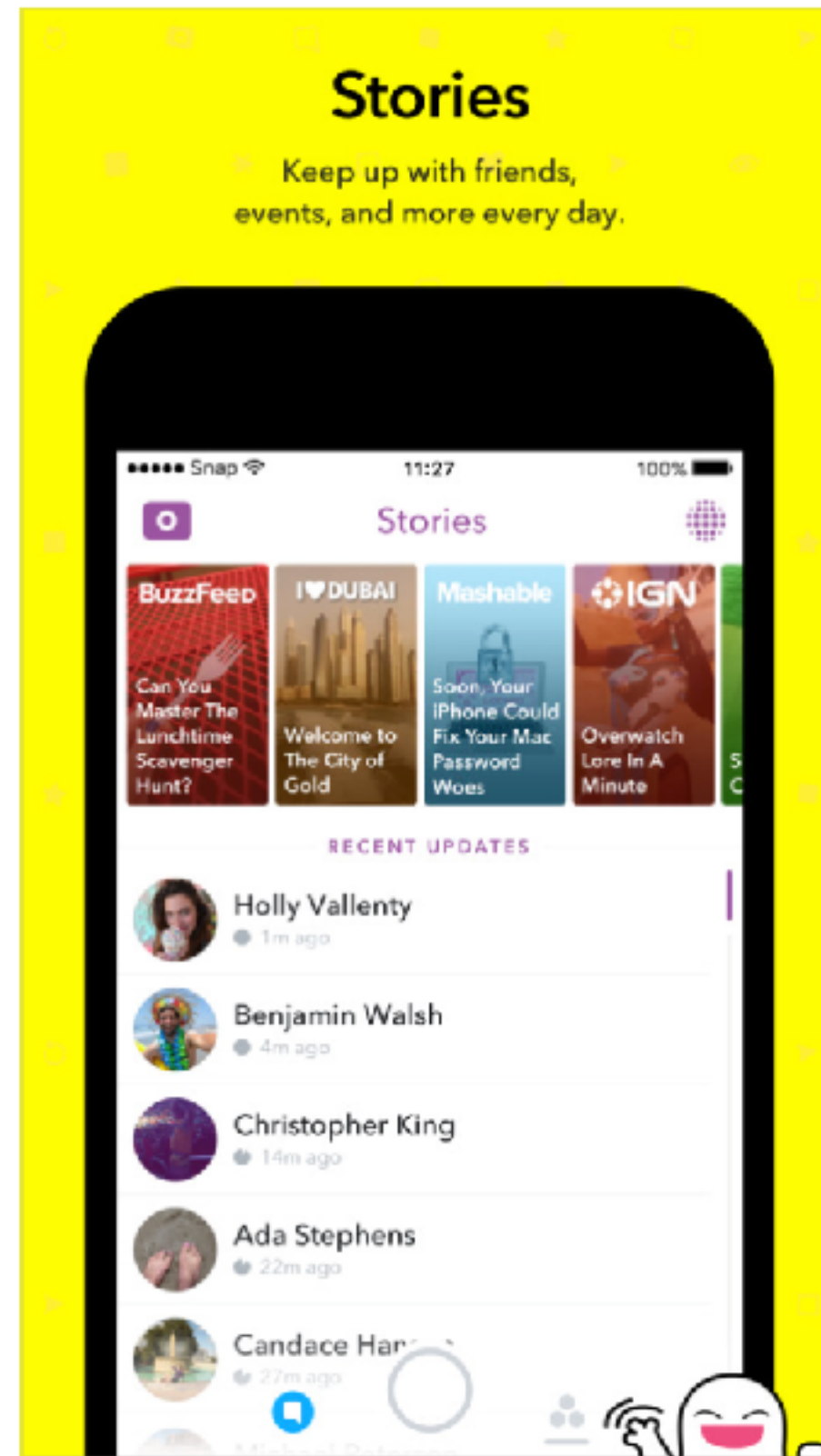
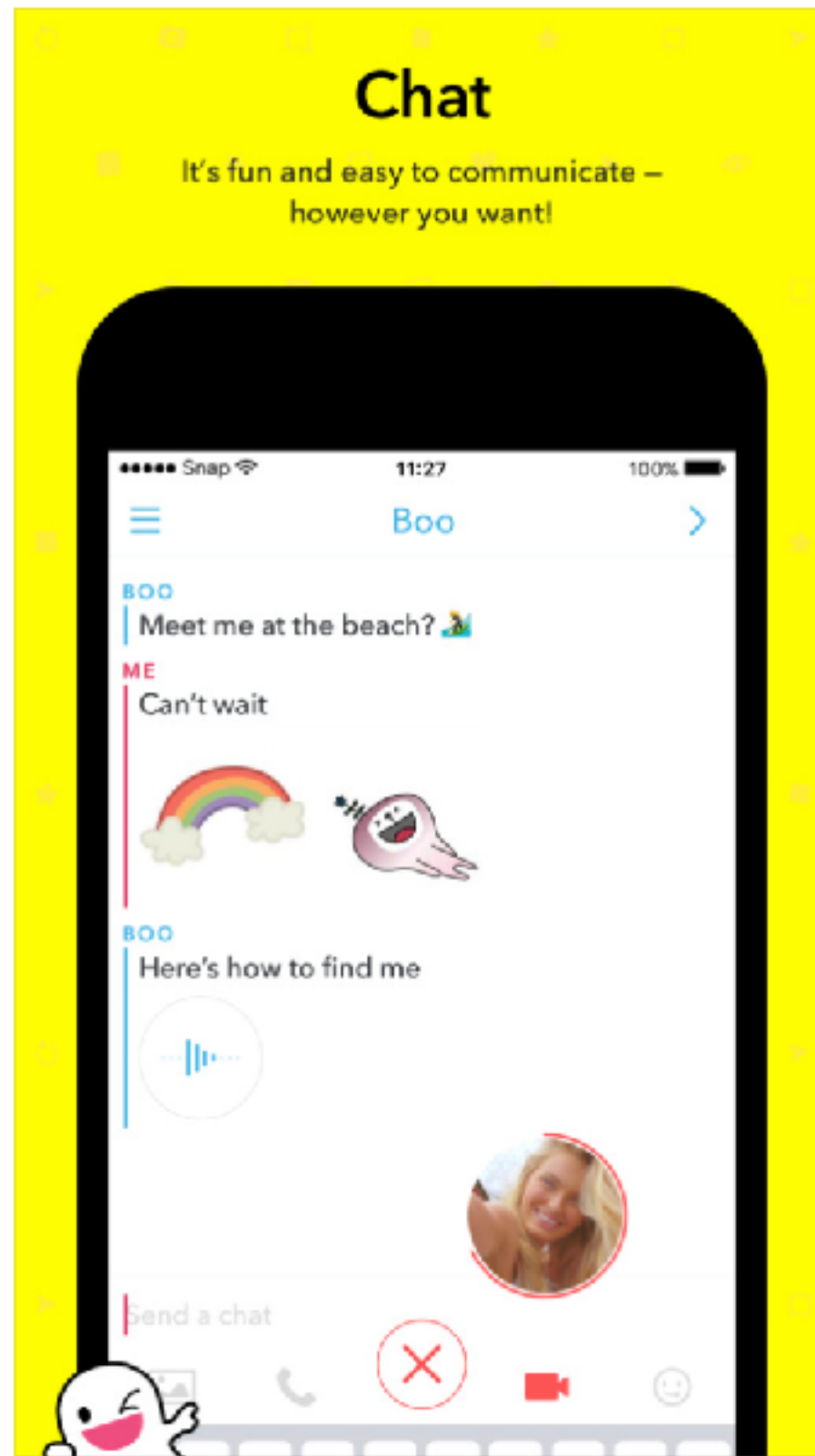
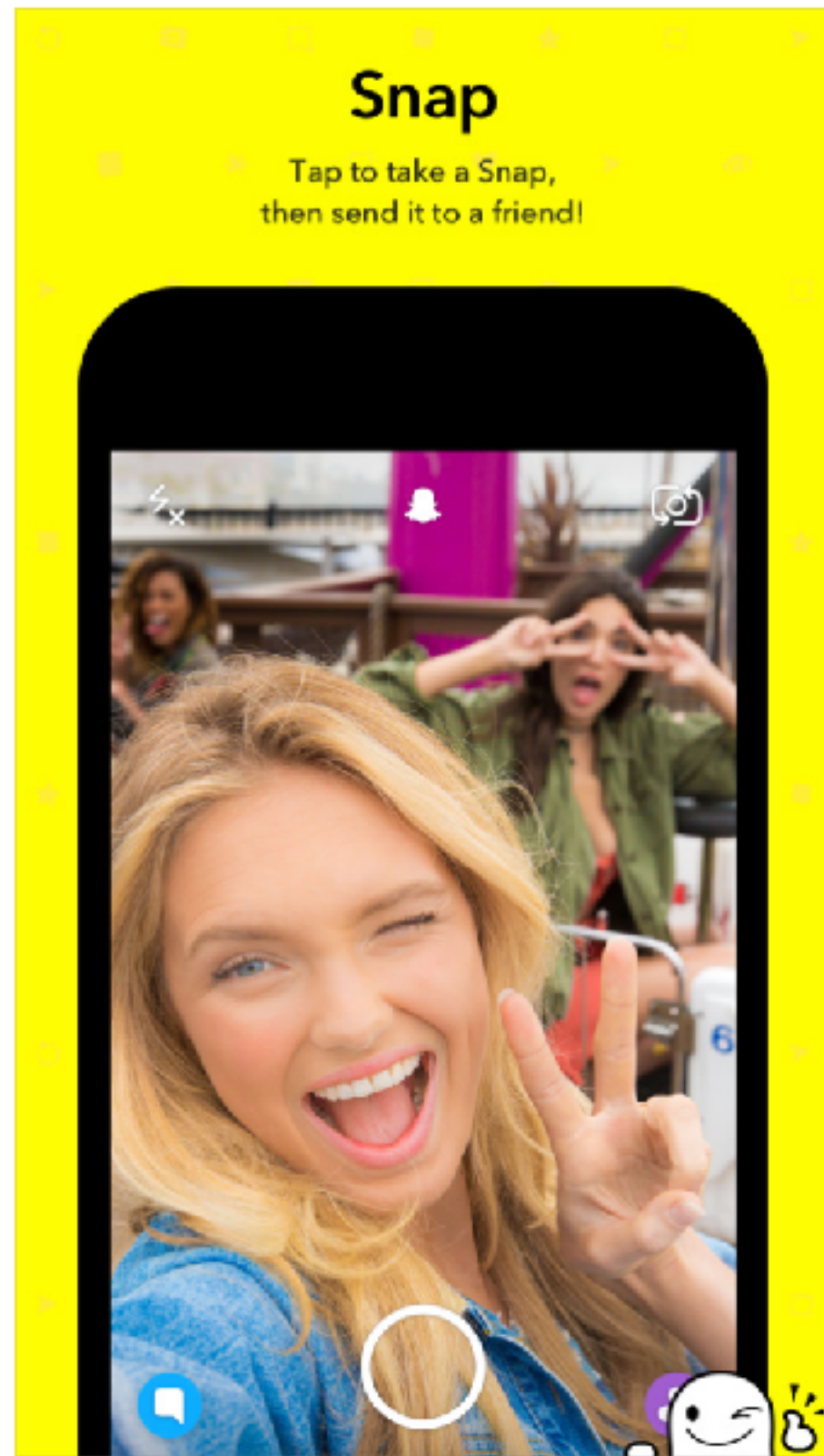


<http://www.pocket-lint.com/news/131313-what-s-the-point-of-snapchat-and-how-does-it-work>





# VIDEO CREATION AND SHARING • SNAPCHAT



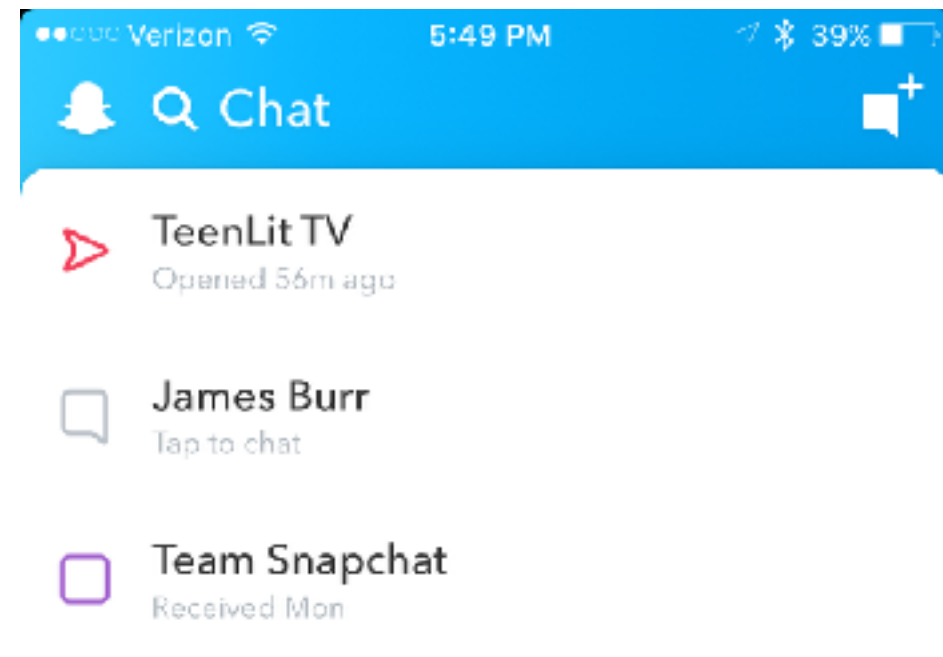
Screenshots





# VIDEO CREATION AND SHARING • SNAPCHAT

## Chat

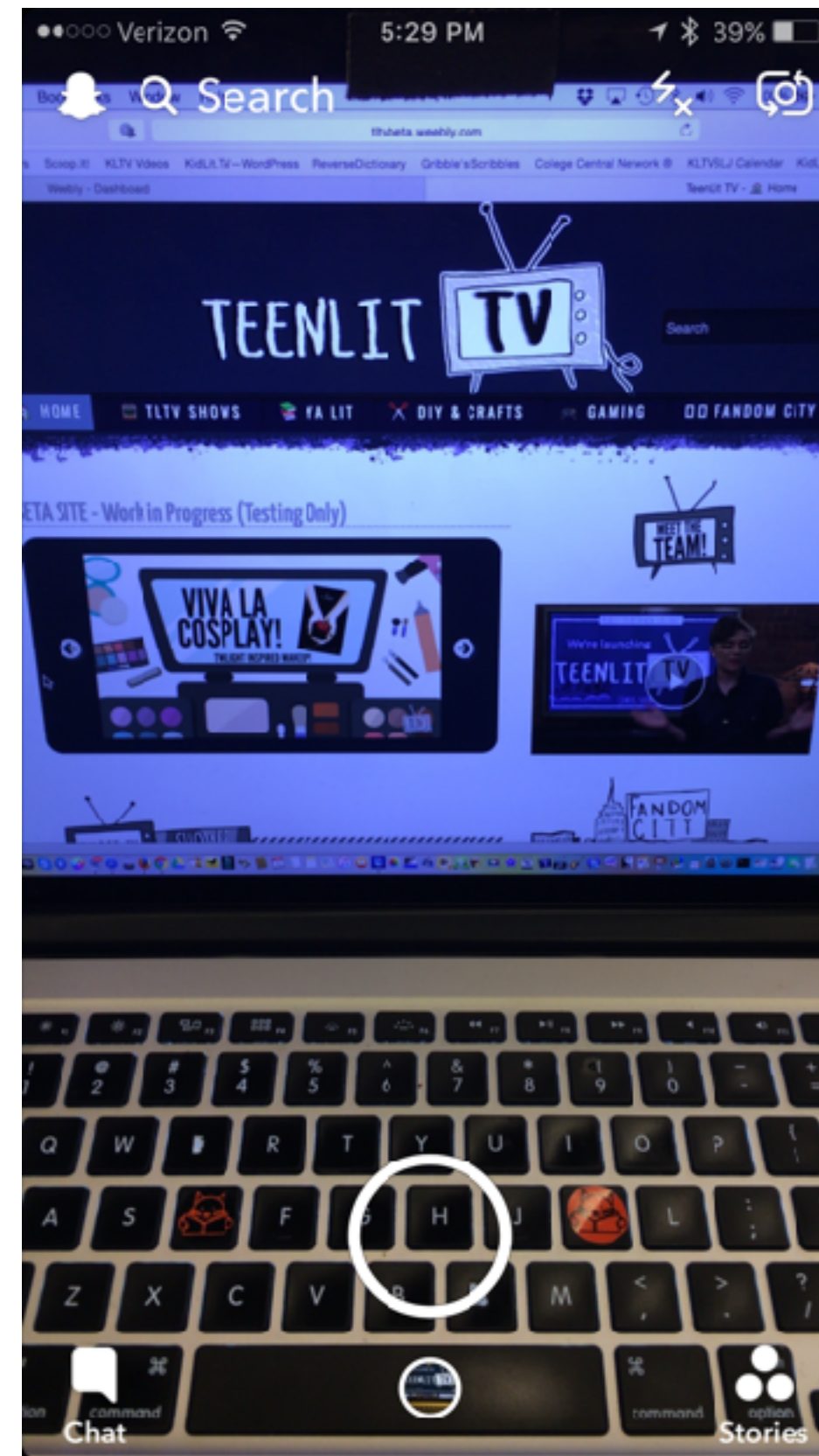


Snapchat is for friends.  
Find them in your contacts.

Find Friends

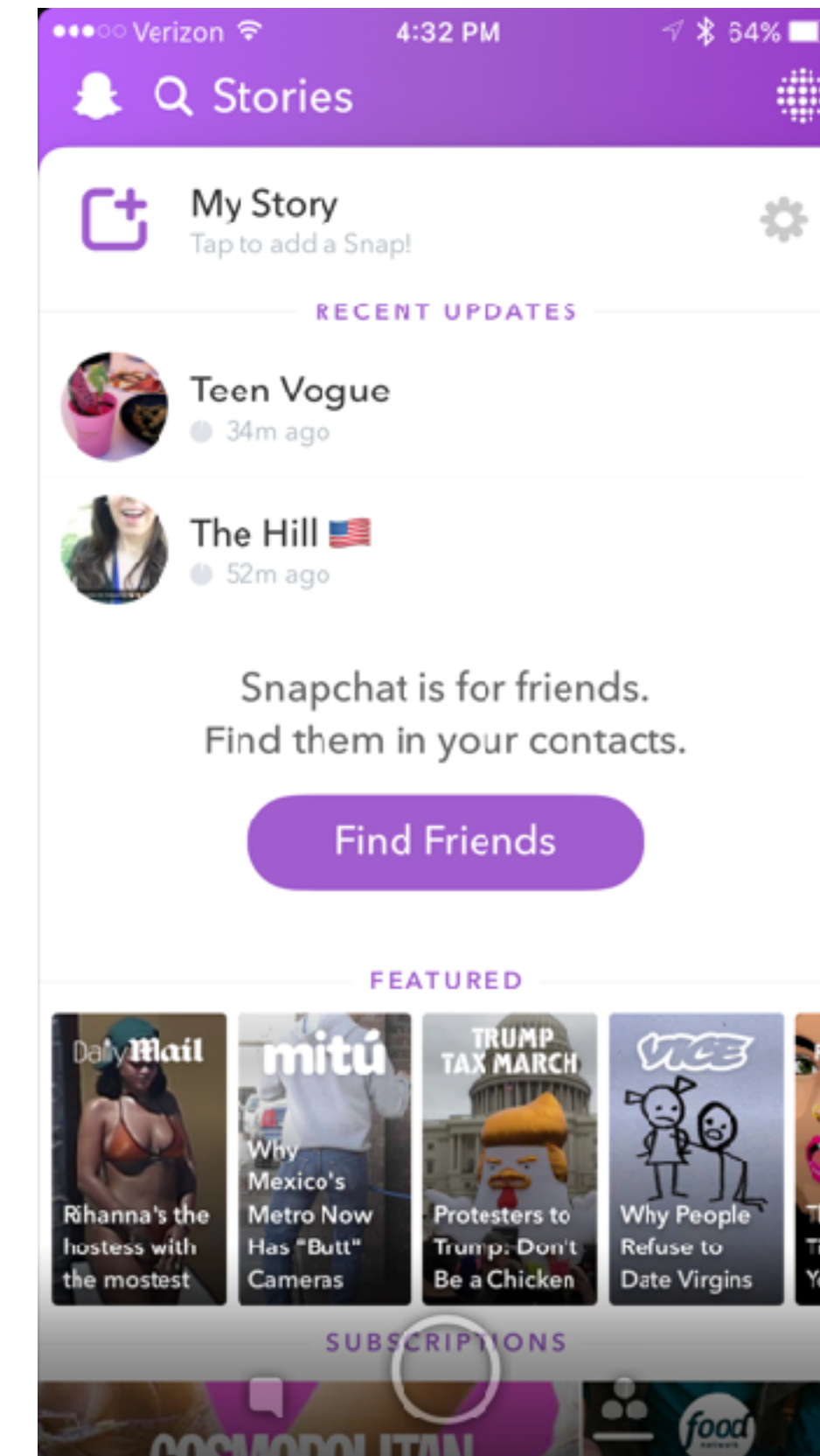


## Camera



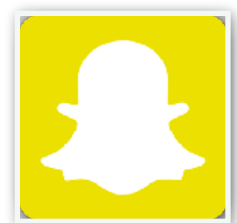
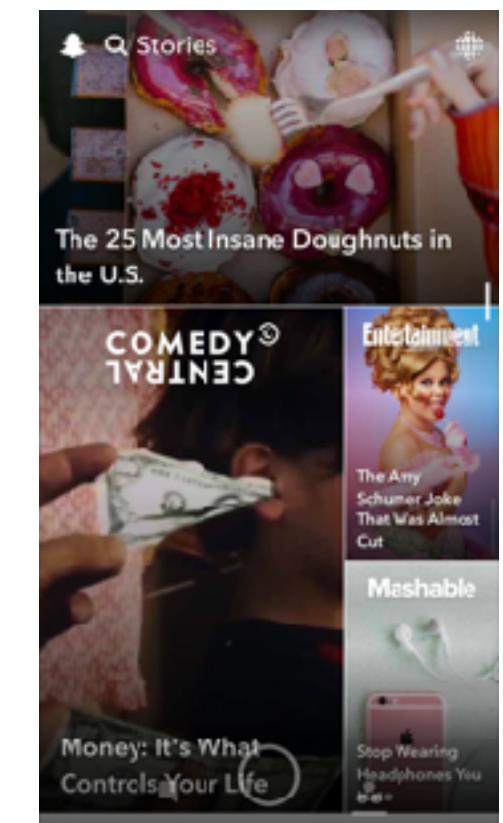
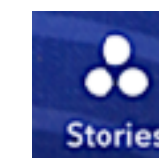
Scan snapcode with camera

## Stories



Find Friends

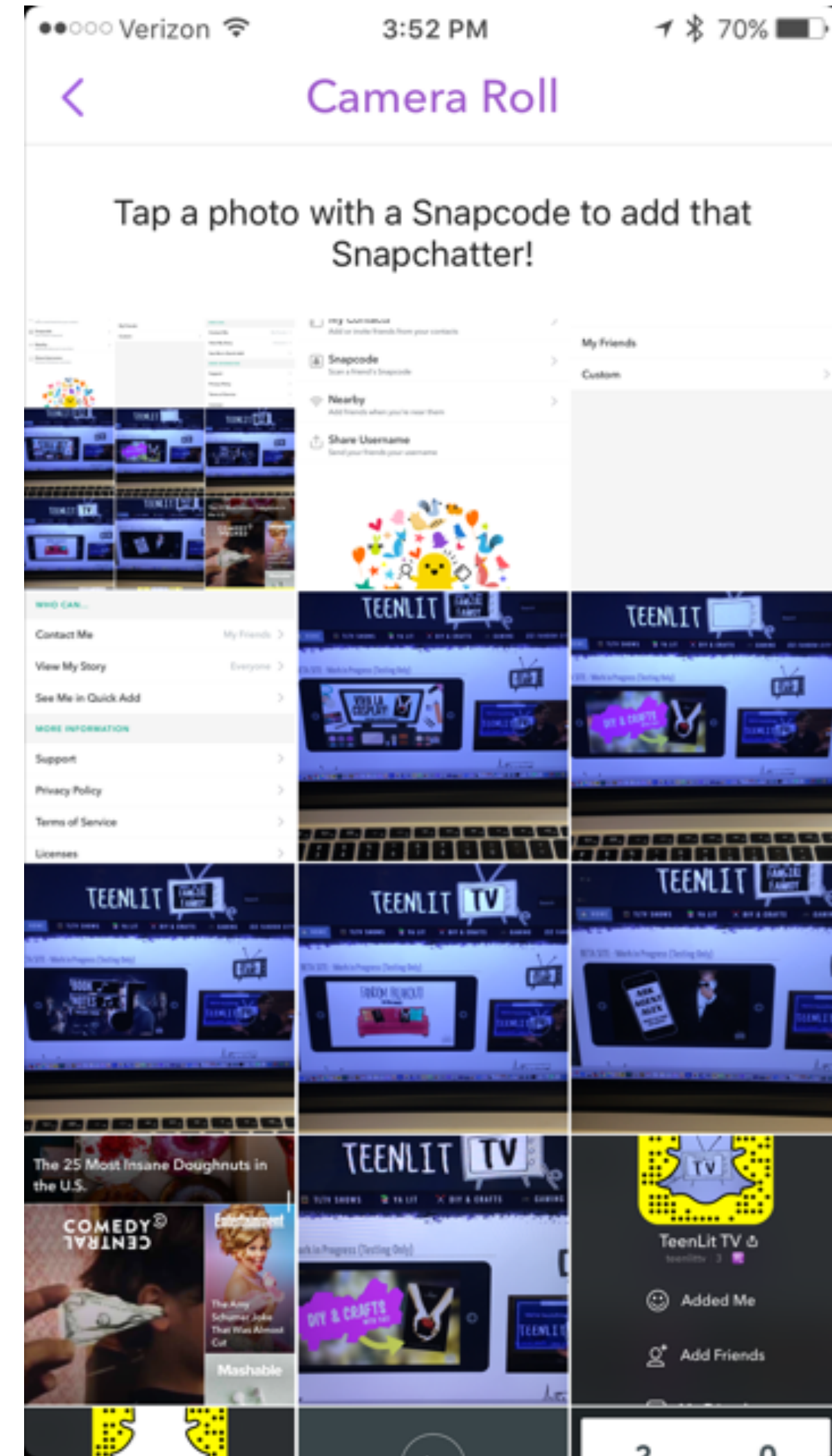
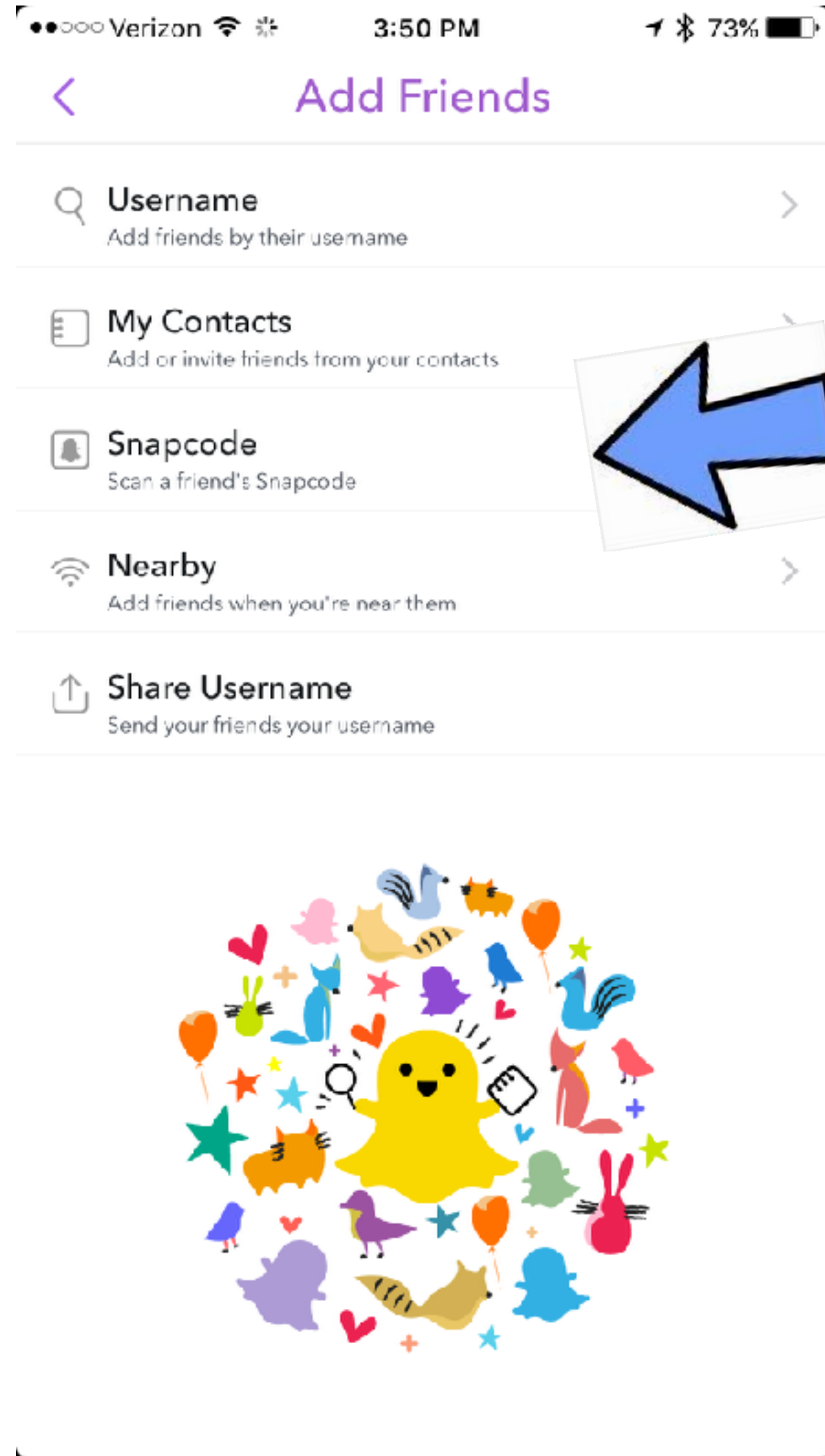
SUBSCRIPTIONS





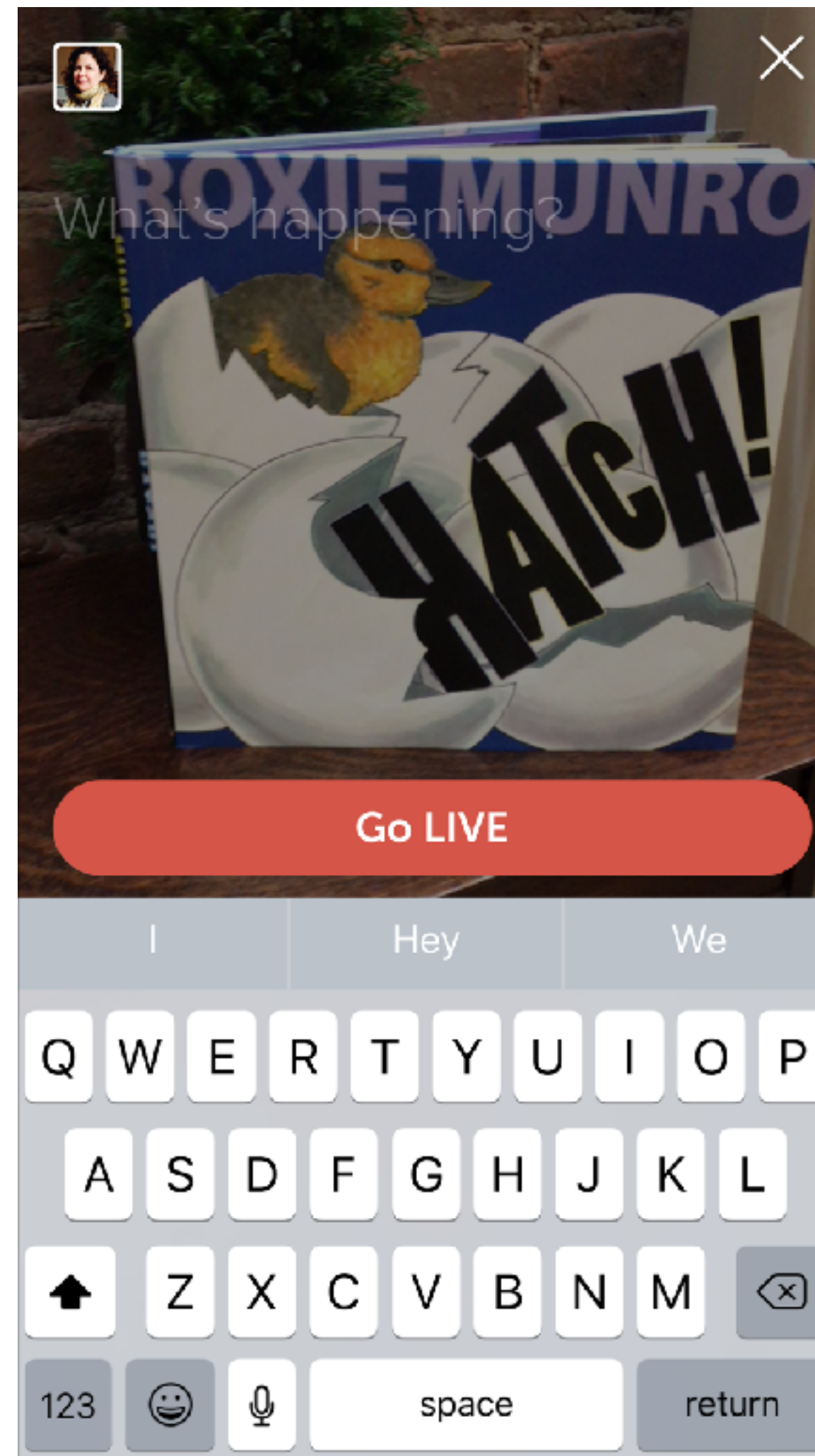
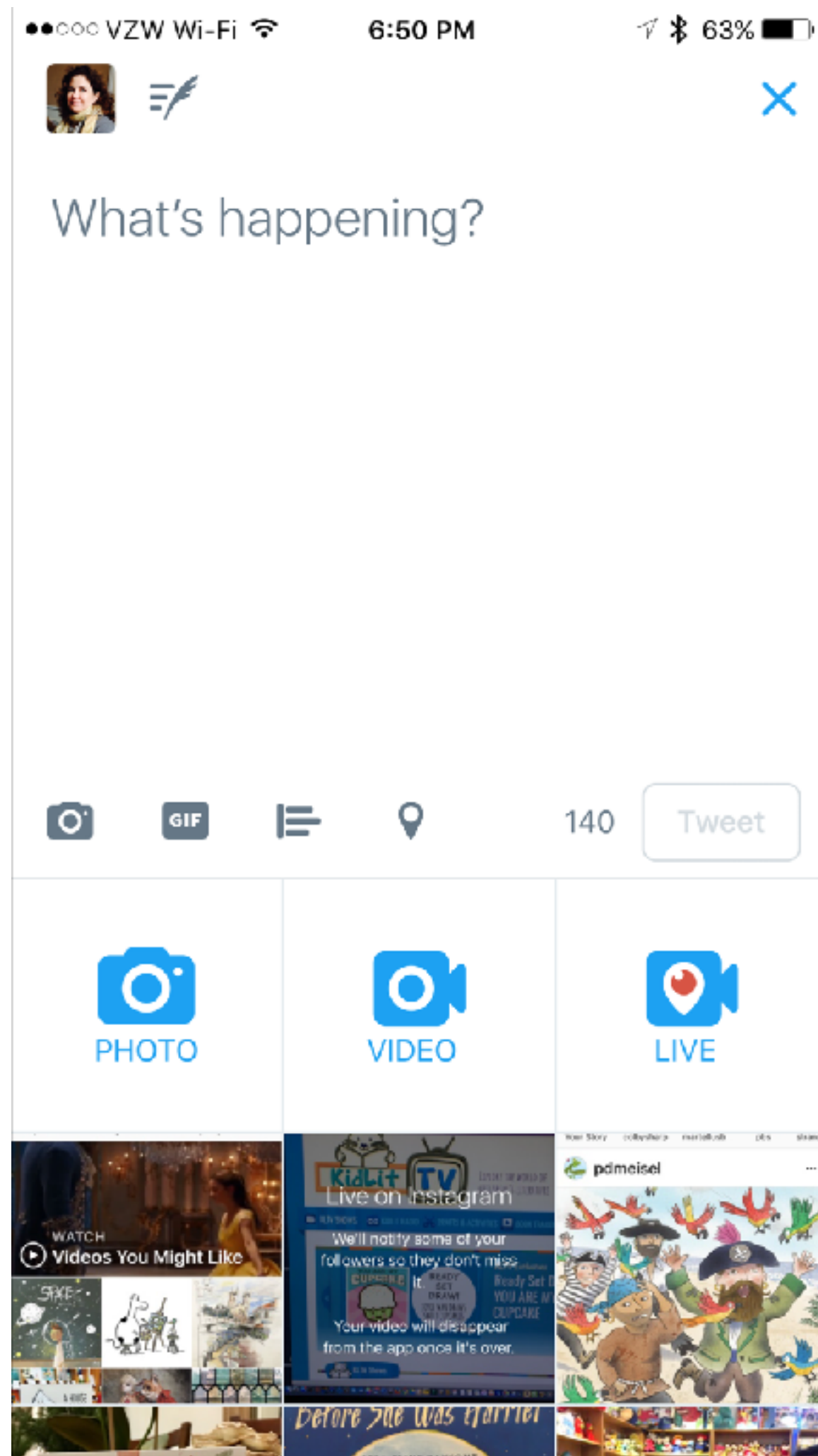
# VIDEO CREATION AND SHARING • SNAPCHAT

## Profile Screen





# VIDEO CREATION AND SHARING • TWITTER LIVE POWERED BY PERISCOPE



## Creating live videos on Twitter

Twitter is the place to see what's happening in the world—from breaking news to major live events. You can easily create live videos, powered by Periscope, to share what's happening live.

### Creating a live video using Twitter for iOS and Twitter for Android

#### How to start a live video:

1. Tap the **compose** icon (  on iOS,  on Android).
2. Tap the **live video** icon 

#### How to end a live video:

You can end a live video at any time by swiping down and tapping **End video**.

#### When I go live on Twitter, where does it go?

Your live video can go anywhere that a Tweet can go. This means that it'll be searchable in the Twitter app, on the Twitter website, and it can be embedded on other websites just like any other Tweet. It will also exist and be searchable on Periscope, which powers live videos on Twitter. If you add a location to your live video Tweet, your video will be discoverable on the [Global Map on Periscope](#).

#### Does this mean that I have a Periscope account now?

We use your Twitter account to log in to Periscope. To take full advantage of Periscope's features, [download the Periscope app](#) to discover popular and featured live videos and to find new accounts to follow. You can also update any of your account settings on Periscope.



Screenshots





# VIDEO CREATION AND SHARING • TWITTER LIVE POWERED BY PERISCOPE

---



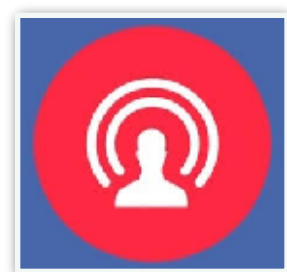
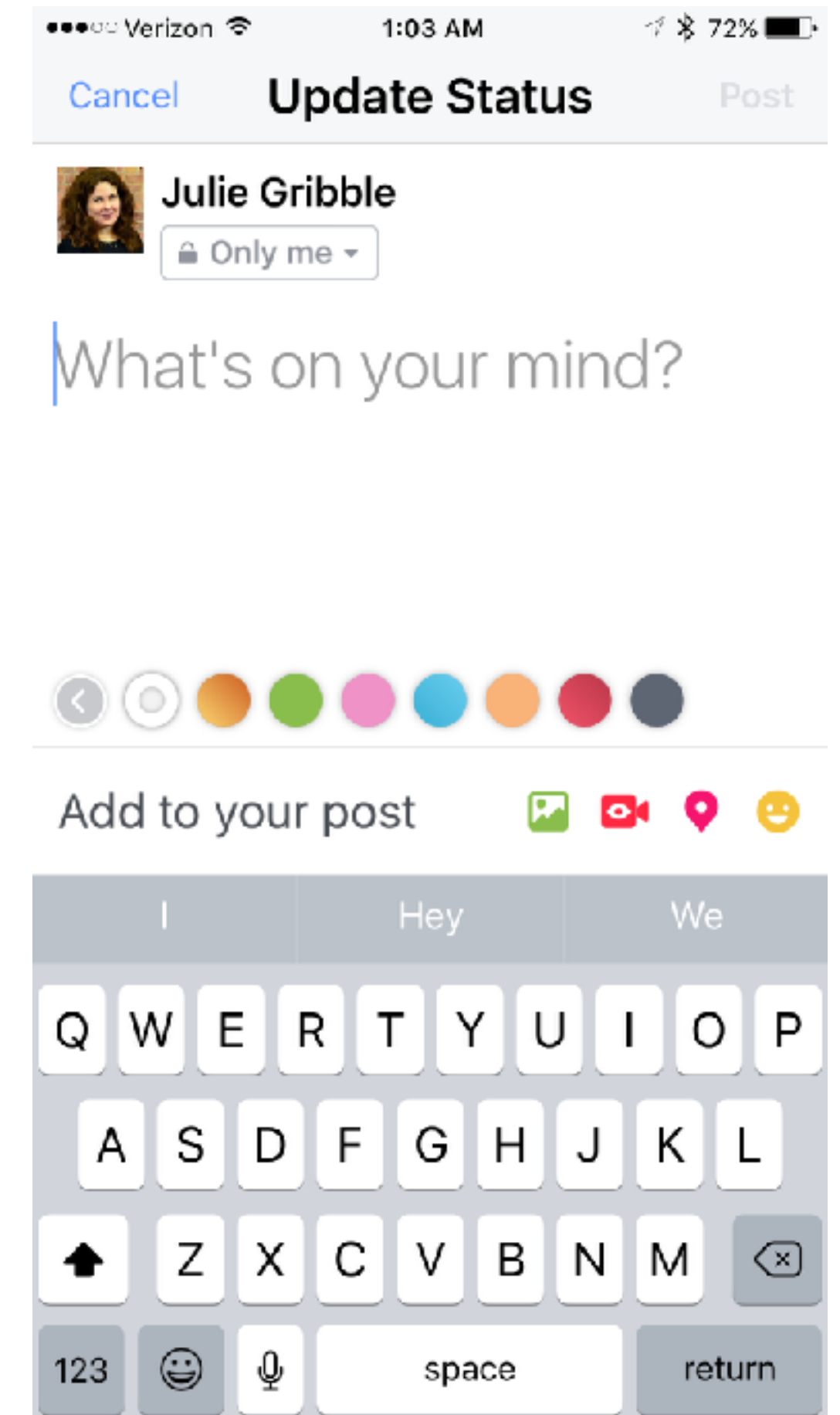
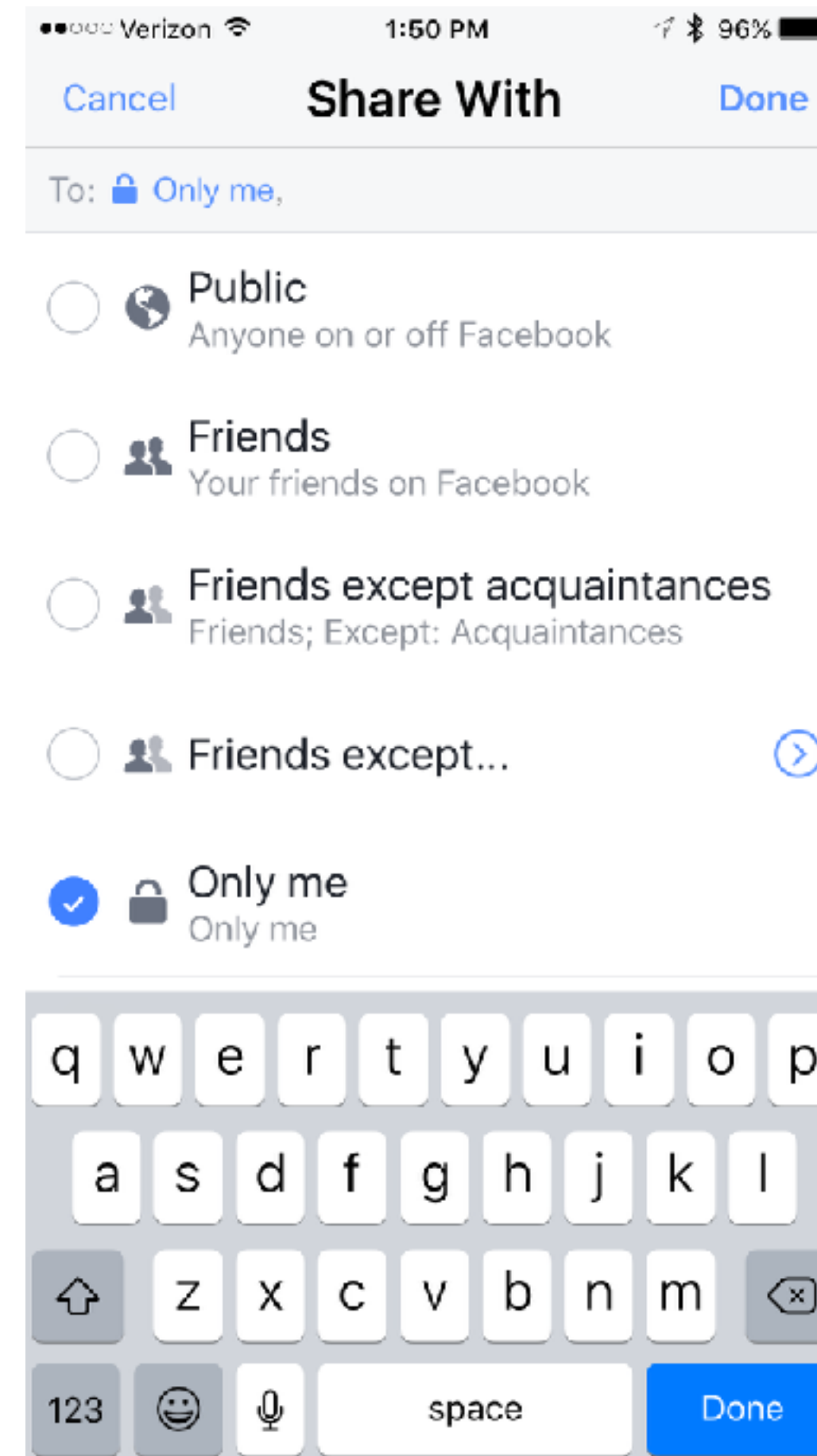
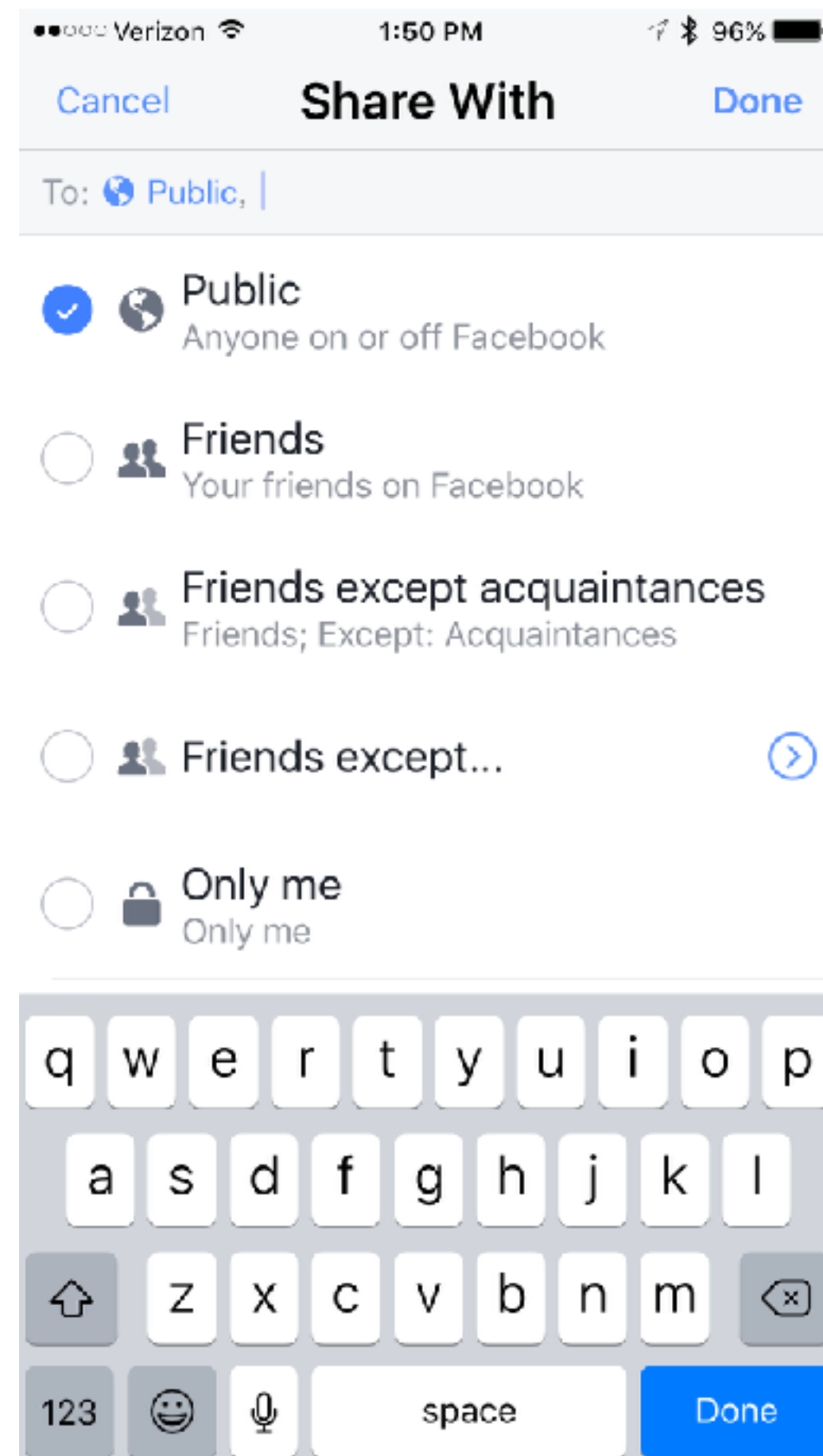
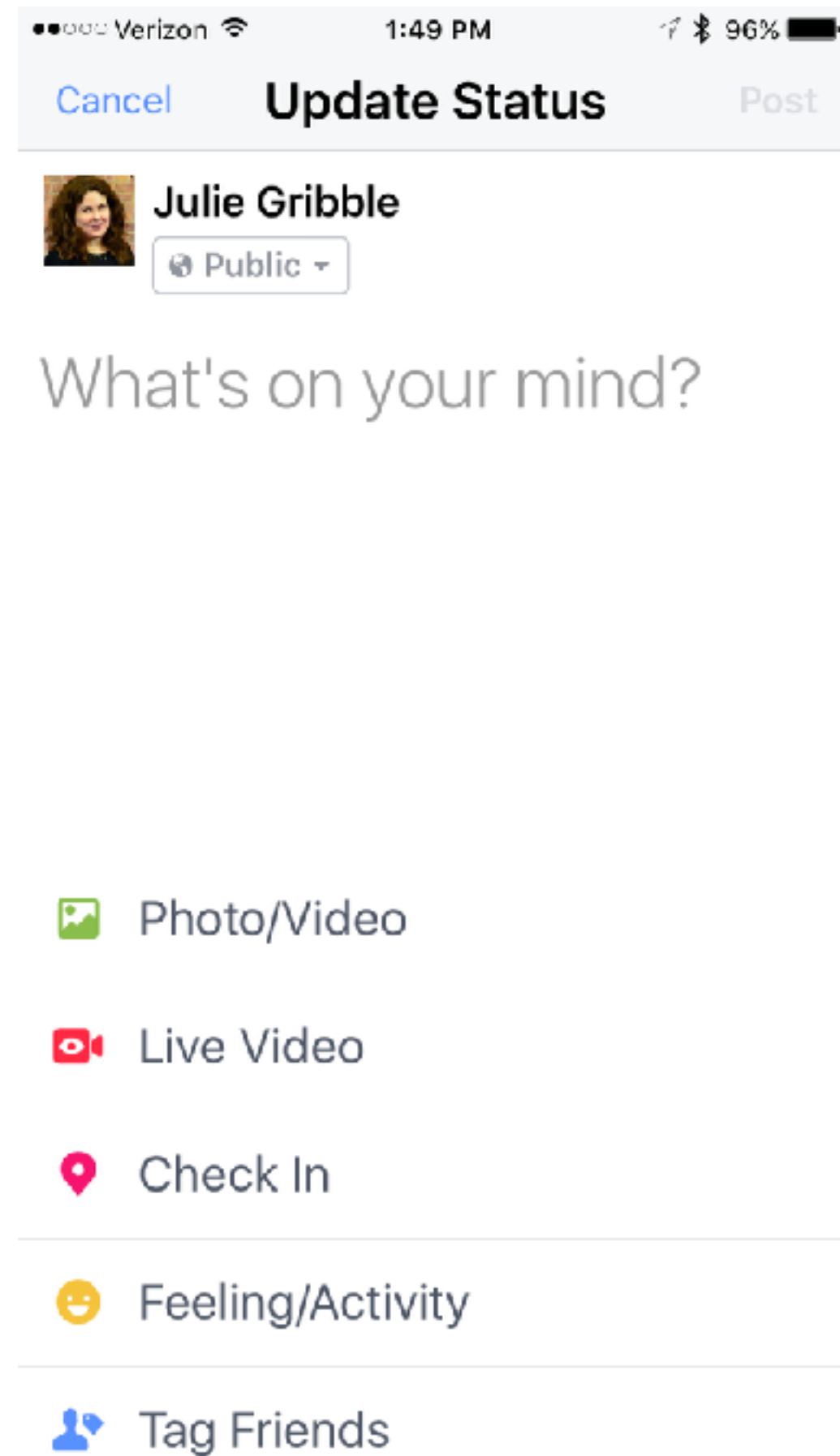
*Live screenshot*



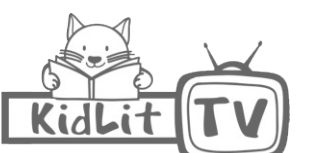
*Swipe down to end broadcast*



# FACEBOOK LIVE TUTORIAL

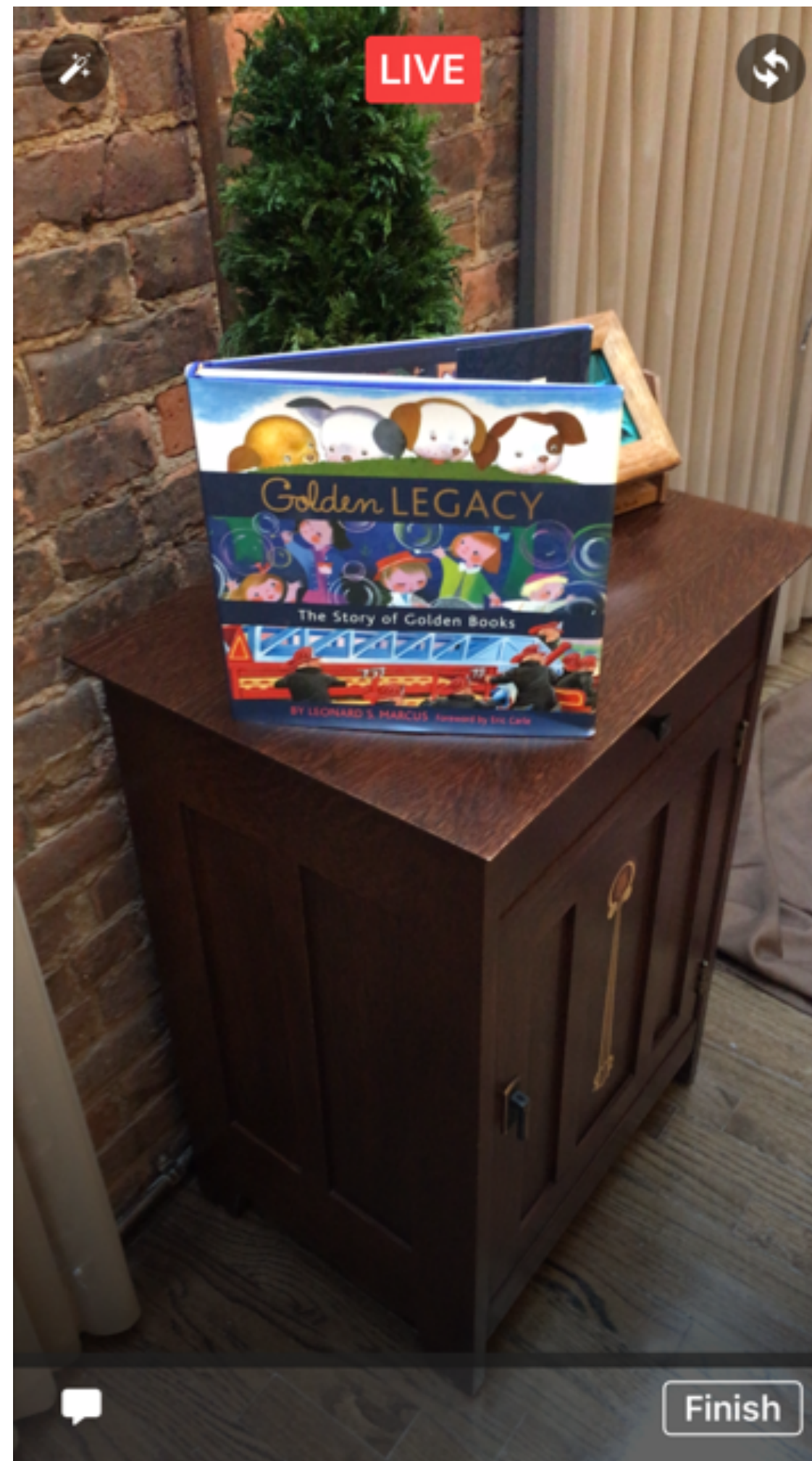


*Screenshots*

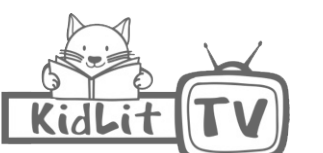
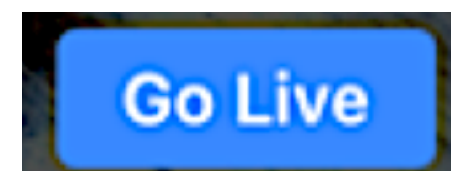
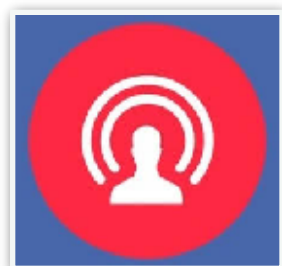




# FACEBOOK LIVE TUTORIAL

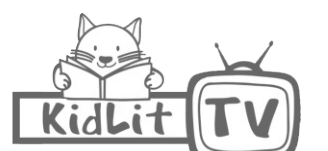
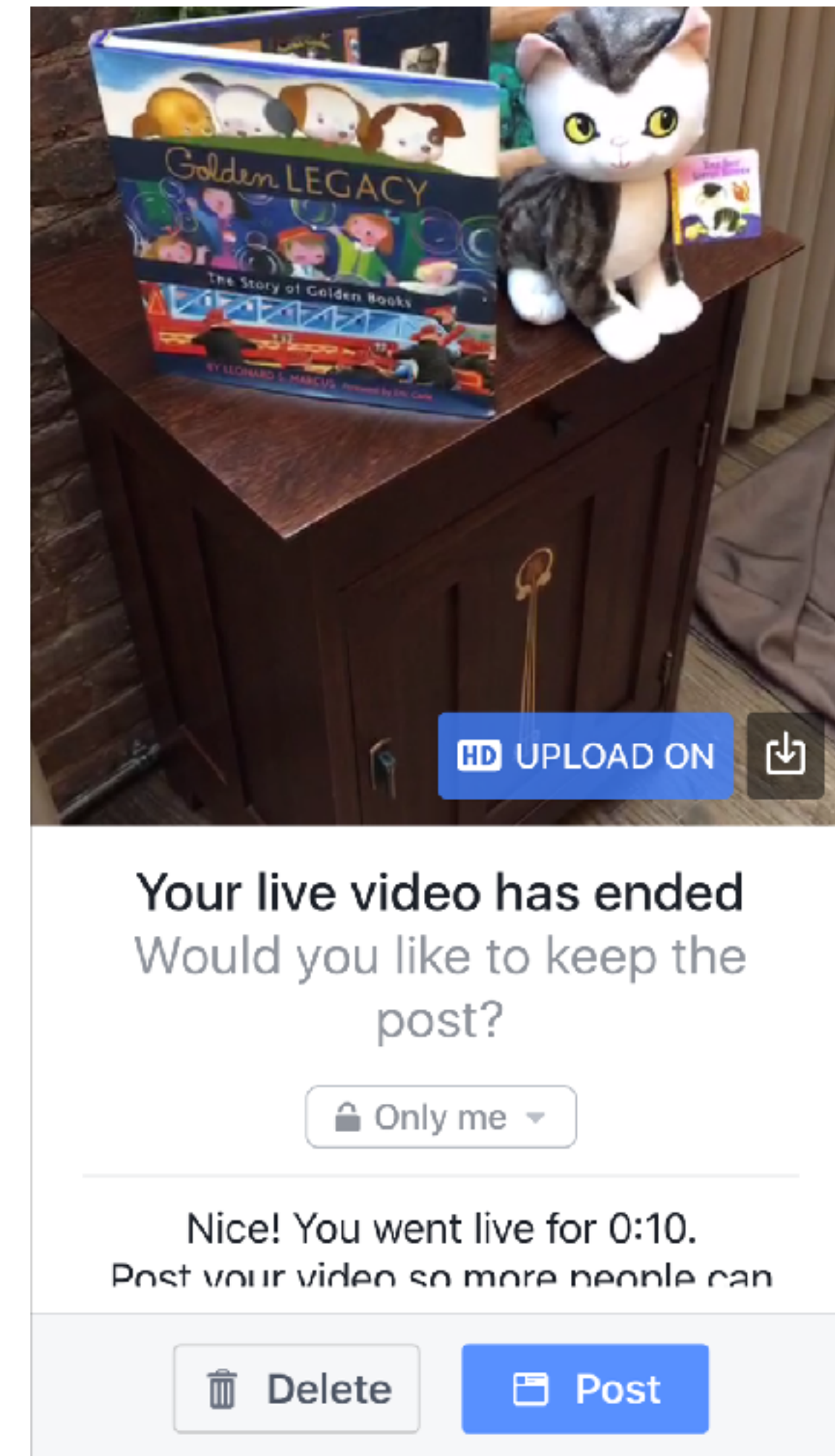
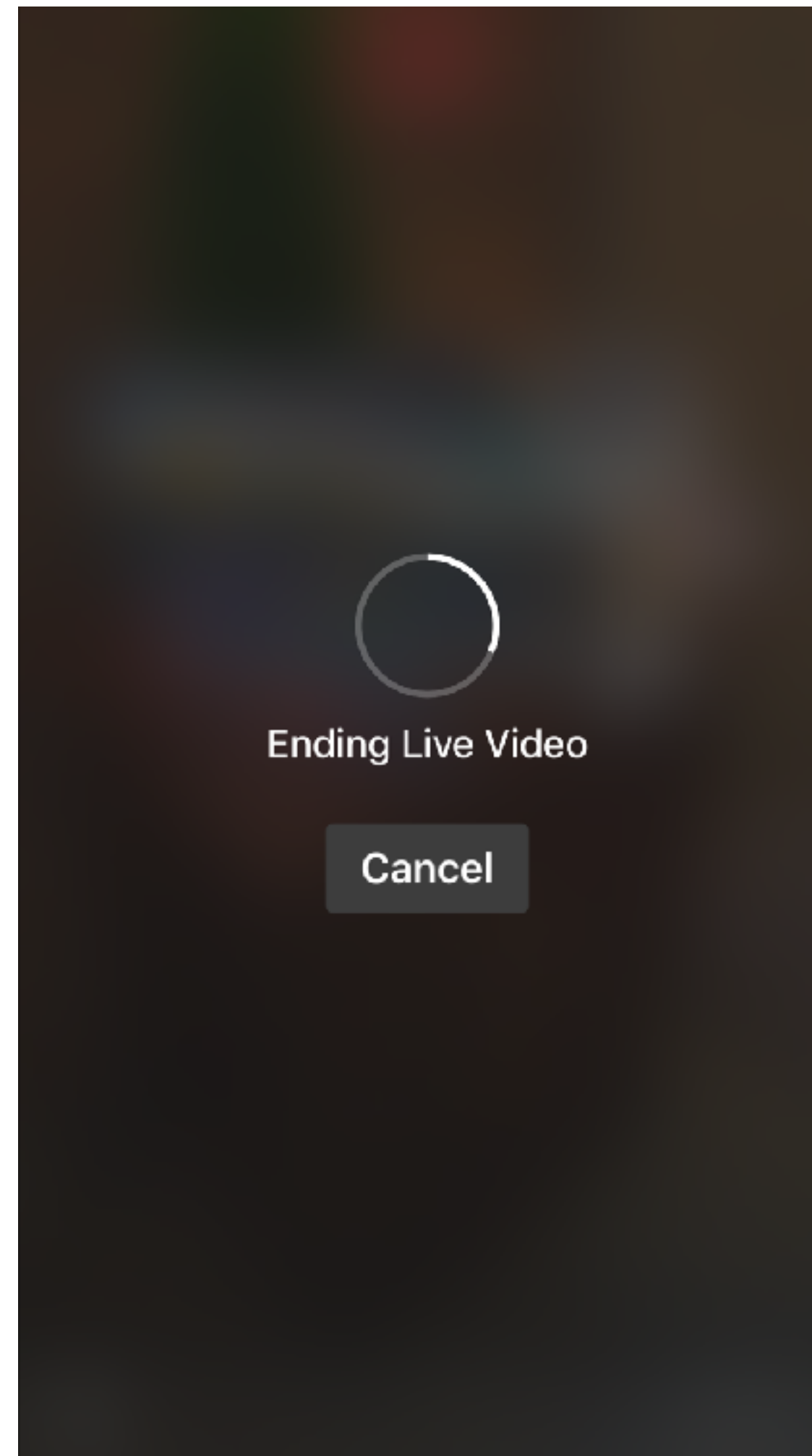


Facebook LIVE Screenshot





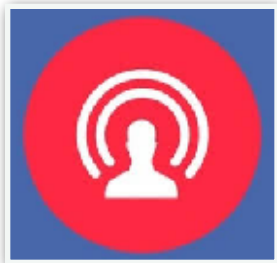
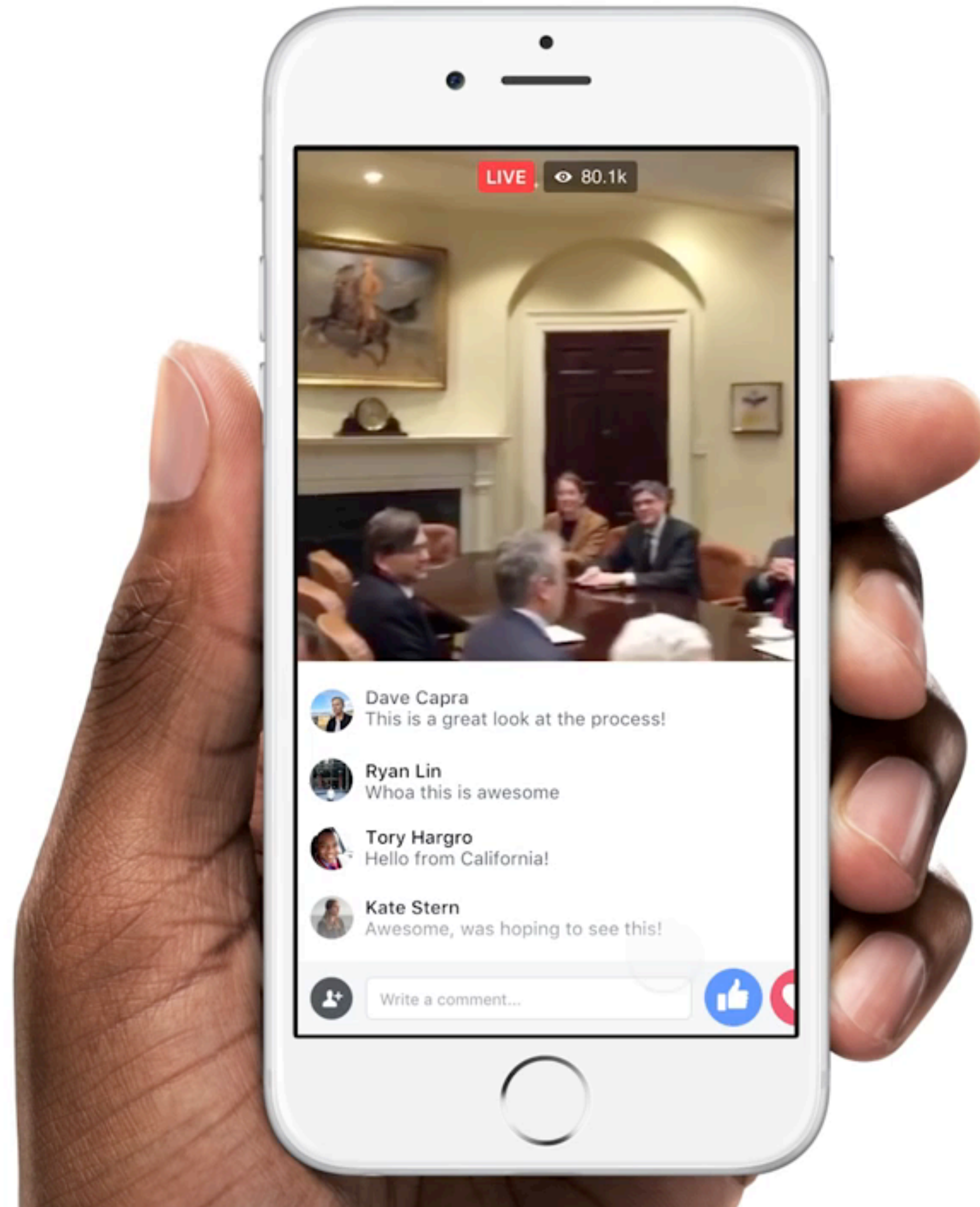
# FACEBOOK LIVE TUTORIAL





# FACEBOOK LIVE TUTORIAL

---







# LET'S GO "LIVE" ON FACEBOOK

---

*TLA April 19-22, 2017*





# VIDEO CONTENT

# VIDEO CREATION TOOLS

# VIDEO SHARING

---

*Roxie Munro & Julie Gribble | TLA April 19-22, 2017*



# VIDEOS YOU CAN CREATE: INTERVIEWS, TUTORIALS, & MORE



STORYMAKERS


ARAM KIM



READY SET DRAW!  
ROXIE MUNRO'S OWL FROM HATCH!




Read Out Loud  
The True Story of the Three Little Pigs




STORYMAKERS

CHRIS HAUGHTON



READY SET DRAW!  
JOYCE WAN DRAWS PEEP AND EGG



Read Out Loud  
Maria Had a Little Llama



STORYMAKERS

ANDREA DAVIS PINKNEY



READY SET DRAW!  
DAN YACCARINO'S ALFRED FROM UNLOVABLE



Read Out Loud  
"Wolfie the Bunny"





# VIDEO CONTENT • INTERVIEWS

---



<https://kidlit.tv/2016/09/brooklyn-book-festival-2016>

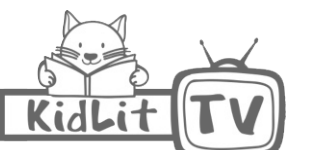


# VIDEO CONTENT • TUTORIALS

---



<https://kidlit.tv/2016/02/ready-set-draw-zachariah-ohora>





# VIDEO CONTENT • STORYTIME

---



<https://kidlit.tv/2016/01/herve-tullet-reads-press-here>



# VIDEO CONTENT • REVIEWS

---





# VIDEO CREATION TOOLS • VIDEO EDITING

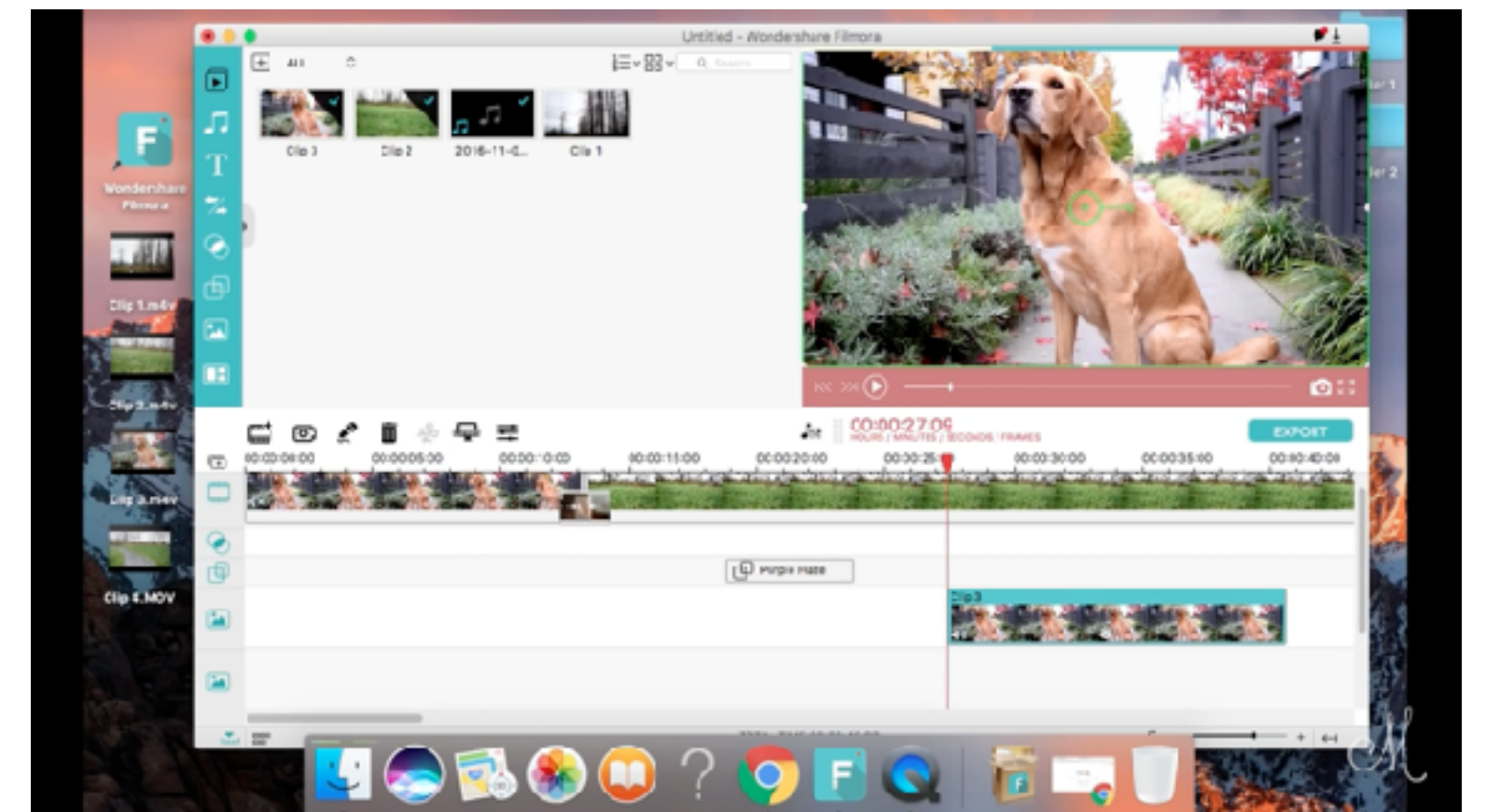
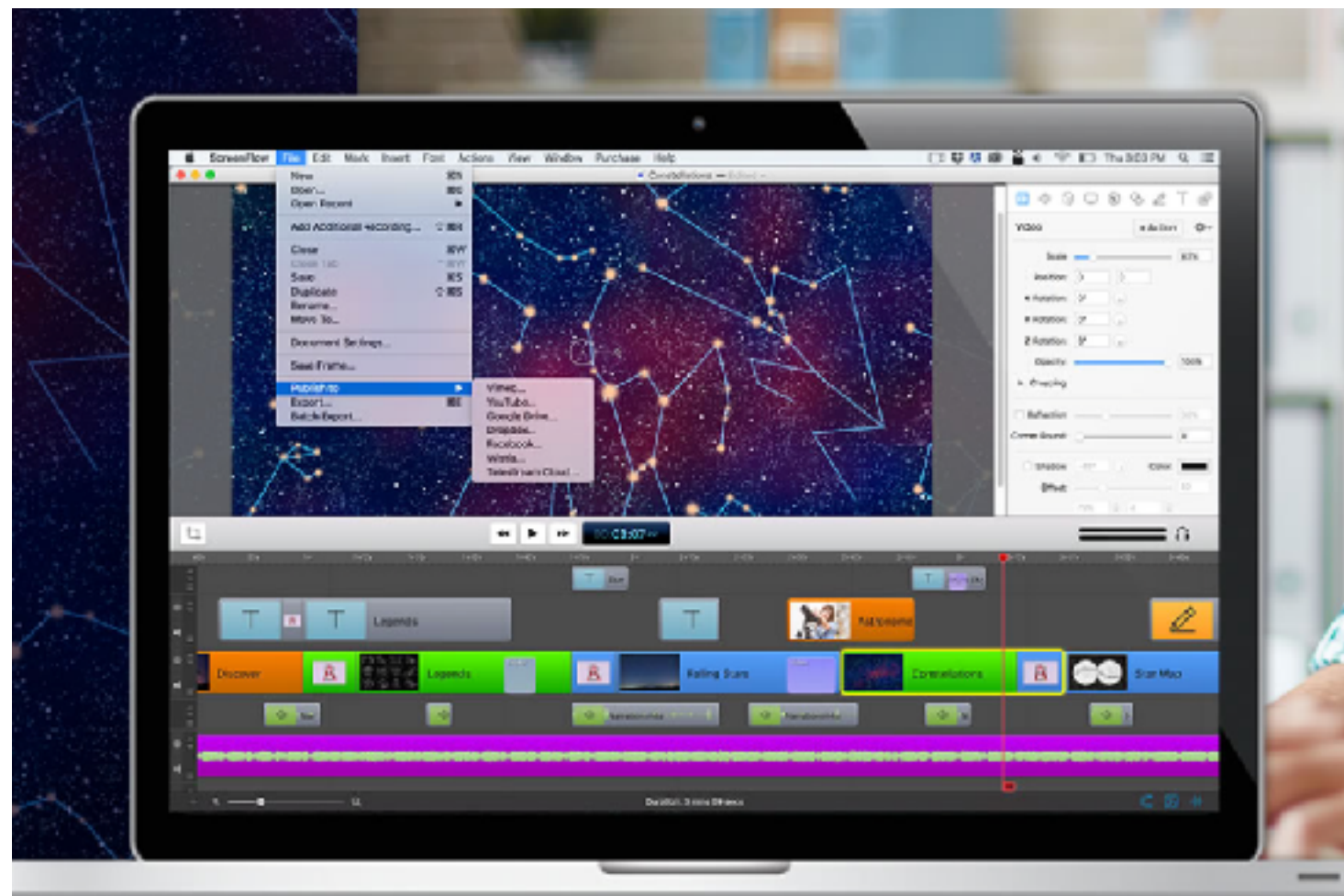




# VIDEO CREATION TOOLS • VIDEO EDITING



iMovie  
By Apple





# VIDEO CREATION TOOLS • VIDEO TEMPLATES



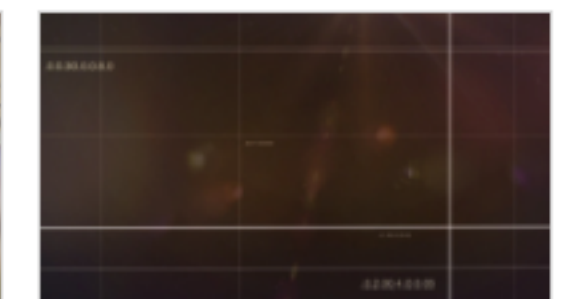
Light Panes



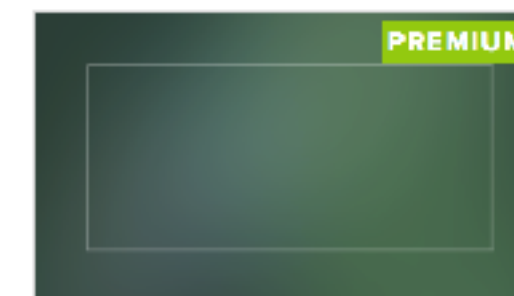
Lullaby



Memory Box



Memory Cloud



Modern Minimalist



Monochrome



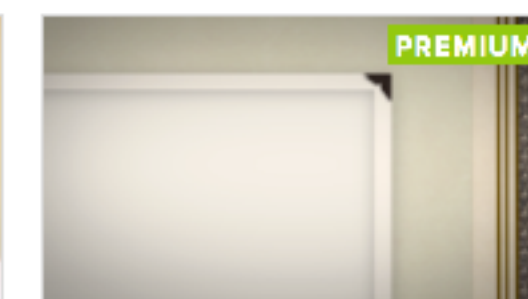
Noel



Old Glory



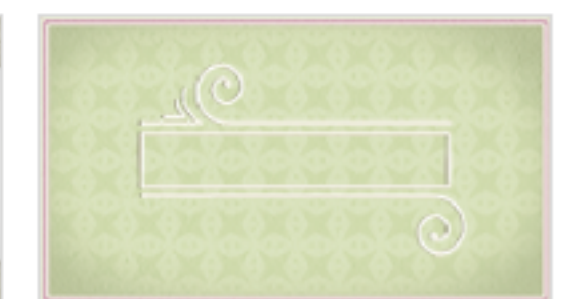
One Year Wiser



The Page Turner



Paper Array



Pastel Motifs

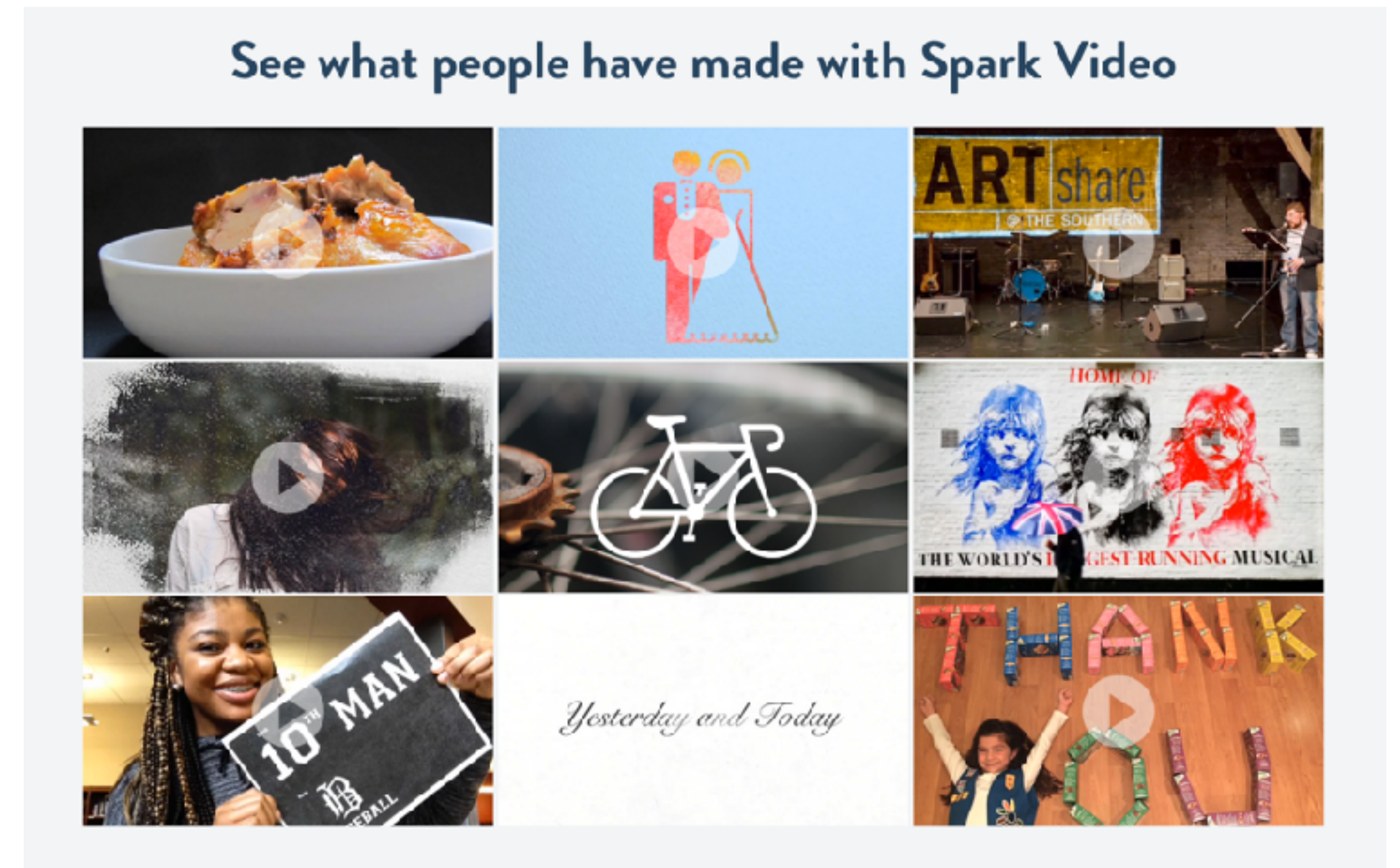


# VIDEO CREATION TOOLS • ANIMATION

**PowToon** | Brings Awesomeness to Your Presentations



**Sp** Adobe Spark



Post



Social posts and graphics - great for memes, inspirational quotes, announcements, invitations, and more!

Page



Web stories - great for photo journals, event recaps, portfolios, catalogs and more!

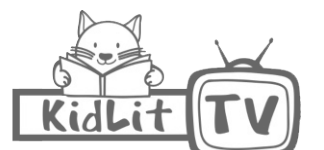
Video



Animated videos - great for lessons, pitches, presentations, greetings and more!

PowToon

Adobe Spark



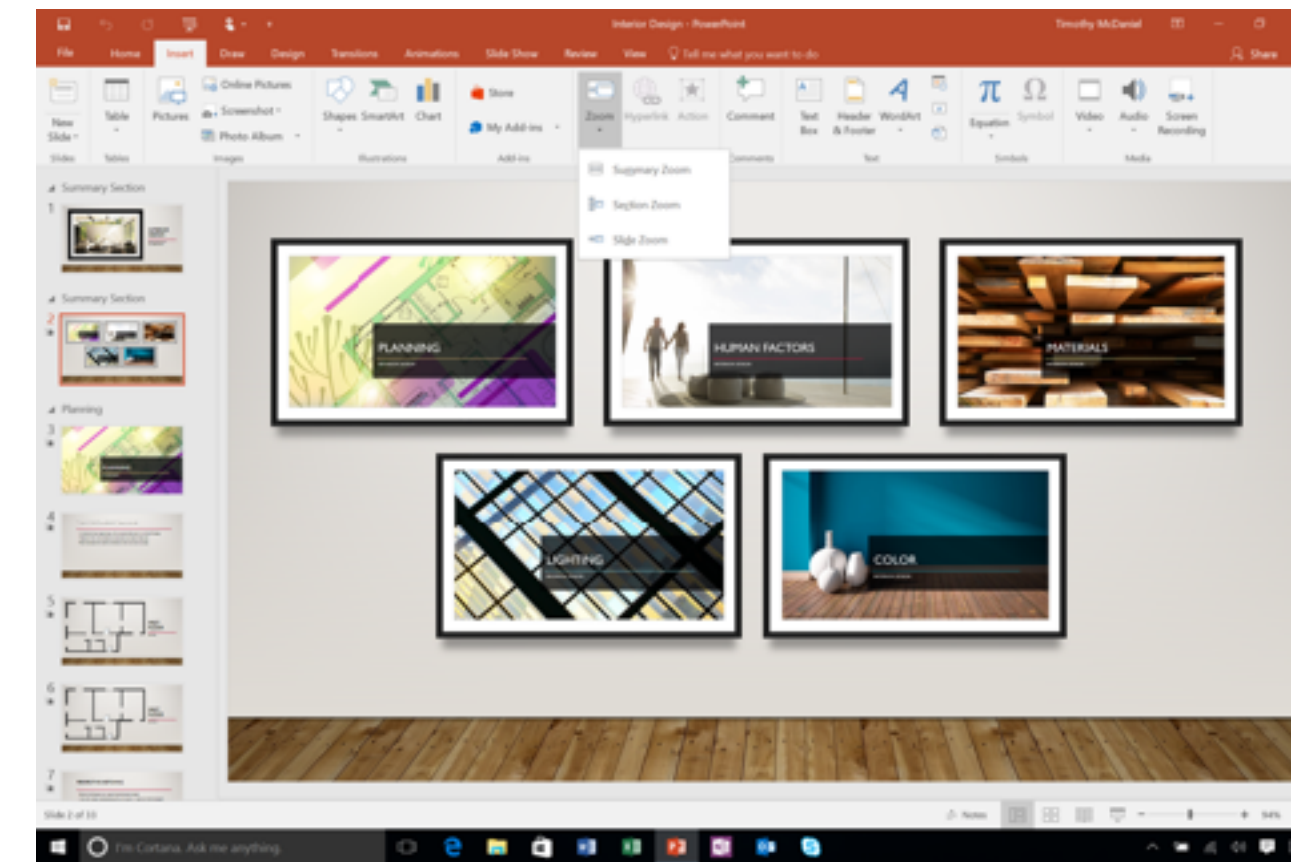


# VIDEO CREATION TOOLS • PRESENTATION TEMPLATES

---



Keynote

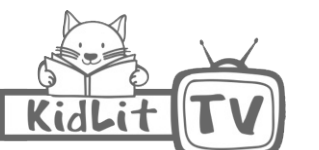


PowerPoint



# VIDEO SHARING • TOP VIDEO HOSTING SITES

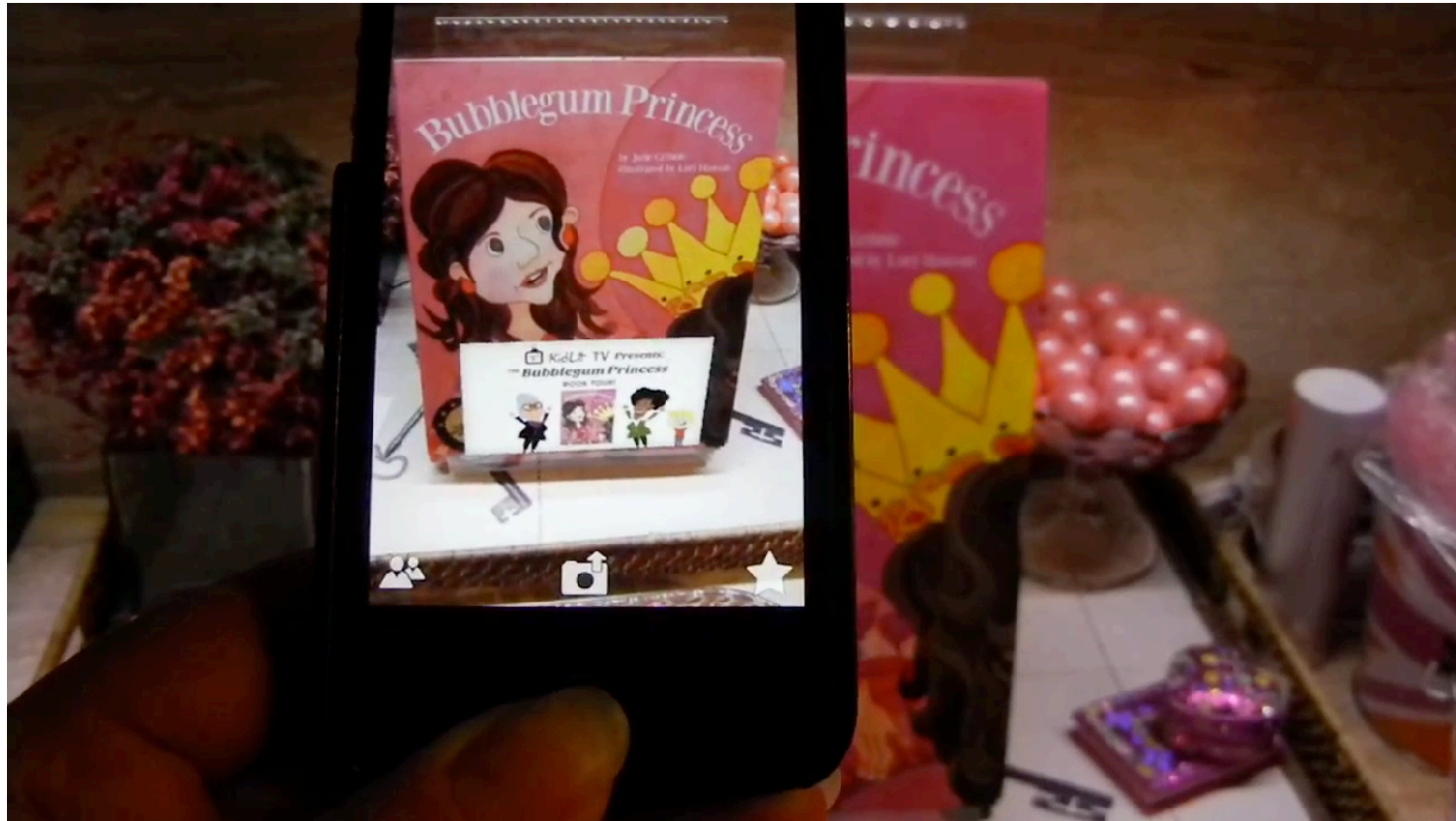
---





# AURASMA • POKEMON GO FOR BOOKS!

---



<https://youtu.be/s7-TCAXtOsM>



# CONNECT WITH US!

---

➤ **Julie Gribble**

Twitter: @JulieGribbleNYC

Facebook: JulieGribbleNYC

➤ **Roxie Munro** <http://www.roxiemunro.com>

Facebook: RoxieMunroStudio

Twitter: @roxiemunro

Pinterest: roxiemunro

➤ **KidLit TV** [www.kidlit.tv](http://www.kidlit.tv)

Twitter: @KidLitTV\_NYC

Facebook: KidLitTV

Instagram & Pinterest: KidLitTV

**Post your live video using #TXLA17 and tag @roxiemunro  
@JulieGribbleNYC**

Watch KidLit TV #TXLA17 livestreams on Facebook:

<https://www.facebook.com/KidLitTV>

**Visit**



**Booth 2400**

