



Marketing, Customer Service and Social Media

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Library of Michigan



Welcome to the World of Social Media





Definition

- **Social networking software** enables people to rendezvous, connect or collaborate through computer-mediated communication and to form online communities.

● Wikipedia 10-26-2006

RSS, Blogs and Twitter, Oh My!

iGoogle

MySpace

Ning

RSS

Flickr

LinkedIn

Wikis

YouTube

Facebook

Twitter

Blog



MeL.org: Michigan eLibrary

- Wall
- Info
- Photos
- Boxes
- Notes
- Video
- +

Edit Page

Send an Update to Fans

Promote Page with an Ad

More

The Michigan eLibrary, administered by the Library of Michigan, provide all Michigan residents with free access to online information including full-text articles, digital images and books and other library materials from libraries all over Michigan.

Information

Founded:
1992 by the Library of Michigan.
Check out our How Much Do YOU Love MeL Quiz at
<http://apps.facebook.com/michiganelibrary/>

What's on your mind?

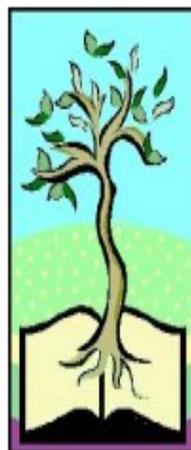
Share

MeL.org: Michigan eLibrary Just Fans

Settings



MeL.org: Michigan eLibrary Friend Andrea posted a invitation to the Bailey Library at WCC's Genealogy workshop. Great guest speakers are on tap, but in the meantime, anyone interested in getting started on their family history, do check out the Genealogy Gateway on MeL.org, <http://www.mel.org/SPT--BrowseResourcesGenealogy.php?ParentId=839> for excellent best Web sites and databases!



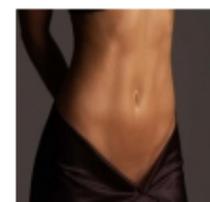
FREE Genealogy Seminar: Tracing Your Roots

Do you really know who you are?
Venue: WCC Morris Lawrence Building, Towsley Auditorium
Time: 9:00AM Friday, June 12th

Wed 3:24pm · Comment · Like · Share

Advertise

No More Waxing



You could win a \$3,000 laser hair removal treatment from American Laser Centers! Women over 18 can register today for a chance to win.



Tattoo Your Love



No profile is complete without fantastic tattoo images like this. Choose from thousands of images and symbols. It's easy and free.



What are you doing?

140

Latest: Building out a site with line breaks for spacing and feeling all old-fashioned on myself. 6 days ago

update



snakeladylib

14 following 16 followers 140 updates

Tweets on tees

n. awesome crowdsourced shirts by Threadless.

Home



levarburton There is no love like fan love...
<http://i39.tinypic.com/mjqz...>

about 2 hours ago from TweetDeck



cadl The Mason Library will be closed on Saturday, May 30, 2009. We apologize for the inconvenience.

about 2 hours ago from web



seafarerPDX Oh, what a beautiful friday! The coffee cake was a hit at the office. Might not be any left to take home to my peeps.

about 3 hours ago from txt

Home

@snakeladylib

Direct Messages 4

Favorites

Search



Trending Topics



Google Wave

#3wordsaftersex



Enter by May 29th for a chance to win >>

edys.neighborhoodsalute.com

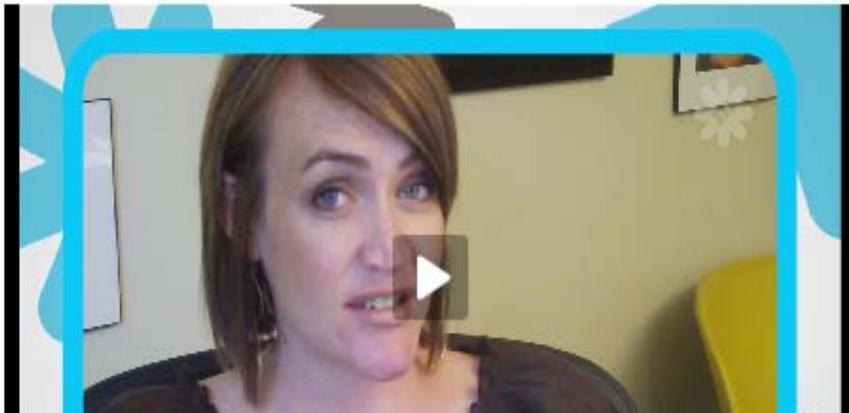
All trademarks are owned by Unilever and Products North America, Vanuatu, Switzerland

Create a world with more birthdays here.



You mean I'm not supposed to be eating raw chicken?

This week I participated in a Momversation about behaviors I've allowed in my second pregnancy that I didn't during my first:



AD



Enter by May 29th for a chance to win >>

edys.neighborhoodsalute.com

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Library of Michigan



★★★★★ 1 ratings

56 views



slmase

February 26, 2009

[\(more info\)](#)

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Describes examples of the array of services offered by the Library of Michigan

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remember me

Sign On

... or register now

One login to access all your accounts.
IM from any browser, anywhere.

email
full name

Register



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By clicking Sign On, you agree to our [terms](#) and [privacy policy](#)



facebook

gtalk

icq

jabber

myyearbook

sign on as invisible

Sign On

English [Dropdown Arrow]

[help translate!](#)



You Are Your Library's Ambassador in Everything You Do

- Zingerman's famous 10% off sign
- Customer service is not only about how you conduct yourself at the library.
- It's about your online presence, too.
 - Your online life is your own, but it reflects on your library.
 - Does your online presence reflect well on your library?
 - Would **you** hire **you** if you friended yourself on Facebook or read your blog?



The Library World Is a Small Place

- The people that you meet here, and the librarians that you meet and interact with online, are people you will run into again and again.
 - The person you need to work out a MeLCat concern with may be someone who loves your blog.
- Let your online presence build relationships that help you get your job done, with your community and with the library world.
- Allow social media to propel your library forward. Keep advocacy in mind in your own online presence.



The World Is a Small Place

- Facebook reminds me of the hitching post...
- As long as everyone is going to know your business anyway... help them to know about the services the library offers, improve community awareness of your programs and collections, and involve community members via social media.

The Twitter logo is displayed in its characteristic blue, lowercase font with a white outline.

[Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)

fyi my name is not "hey you!" And you wonder why I'm not coming over to see what you want.

2:22 PM Apr 21st from fb2twitter



or:

The Twitter logo is displayed in its characteristic blue, lowercase font with a white outline.

[Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)

Stupid coworkers all turned down my offer of \$1.17 to rip out a patron's tongue. Ah, well, he'd probably learn sign language....

3:44 PM Apr 21st from TwitBin





Sonya Schryer Norris Building out a site with line breaks for spacing and feeling all old-fashioned on myself. via Twitter - on Friday clear

Wall Info Photos Boxes Books Notes +

What's on your mind?

Share

Sonya + Friends Just Sonya Just Friends Settings



Sonya Schryer Norris Building out a site with line breaks for spacing and feeling all old-fashioned on myself.

May 22 at 4:14pm · via Twitter · Comment · Like



Pete Asztalos at 9:33pm May 22

Something like that. I forget.



Sonya Schryer Norris Finally summer in michigan

May 21 at 12:08pm · via Twitter · Comment · Like



Tammy Van Erp Turgeon and Heidi Watkins Williams like this.

View Photos of Me (10)

Edit My Profile

If I don't read I have no advantage over those who cannot - Mark Twain

Information

Networks: Lansing / East Lansing, MI

Relationship Status: Married

Birthday: April 12, 1972

Friends

126 friends See All



Karrie



Sue



Swirlie

Advertise

A CHURCH or a SHOW?



Want a church that feels like...well...church? You know, with pews and hymnals, and the Word of God preached? Your search is over.

Like Comment Share

Tshirts From \$10



DesignByHumans.com Choose from over 300 amazing designer tees!

Like Comment Share

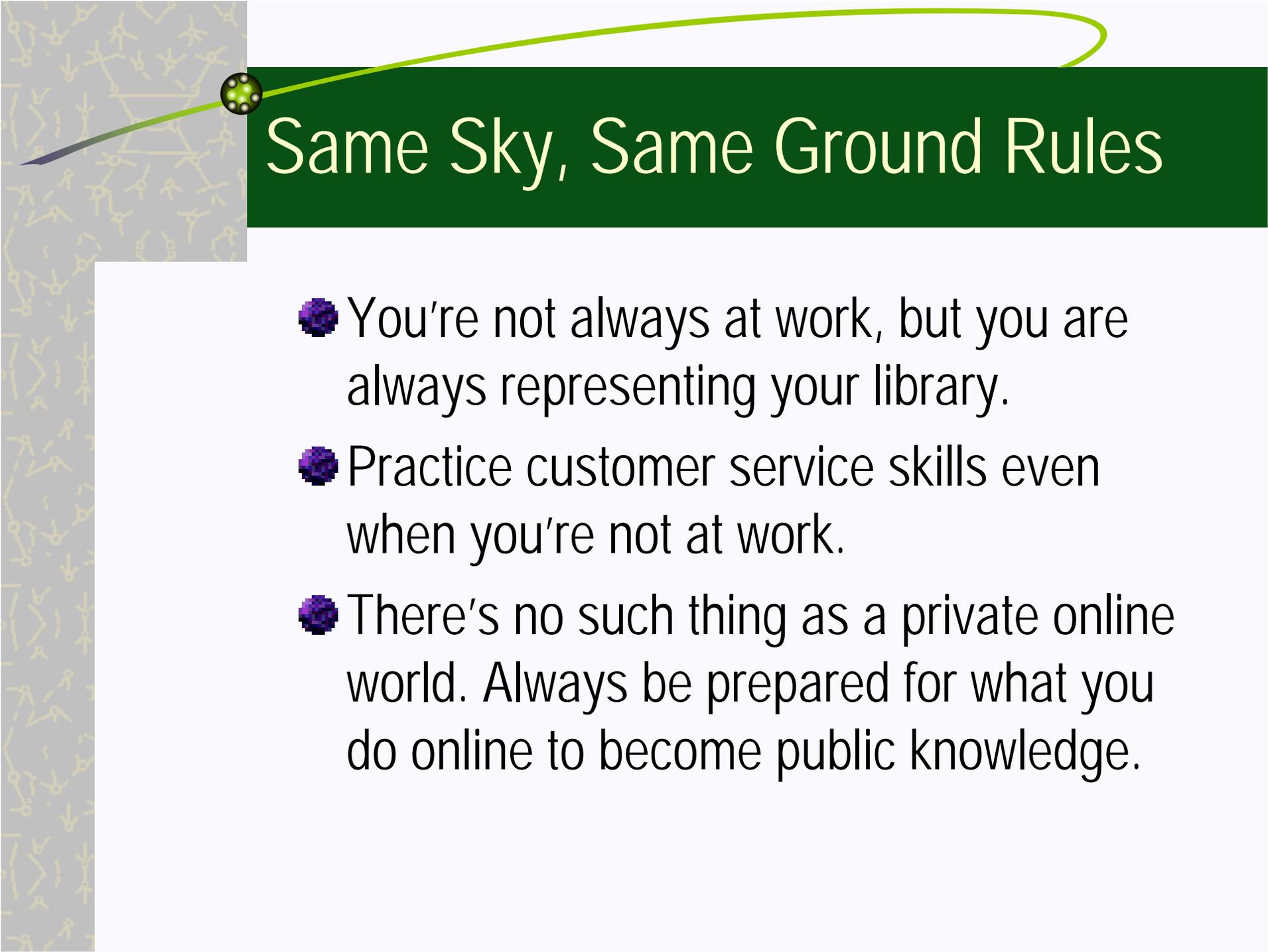
Advertise on Facebook

Facebook Ads



Which Begs the Question...

- Do you allow employees to access social media at work?
- The Library of Michigan allows access to some applications such as Twitter, Facebook, YouTube and others.
 - Ways that works
 - Ways it doesn't?



Same Sky, Same Ground Rules

- You're not always at work, but you are always representing your library.
- Practice customer service skills even when you're not at work.
- There's no such thing as a private online world. Always be prepared for what you do online to become public knowledge.



Customer Service via Social Media

- Customer service can be delivered via social media as well as in person
 - Reference service via IM
 - Twitter your blog
 - Programming information pushed out via your library's Facebook profile

Something Very Upsetting Happened on the Way to Work





Why Use Social Media?

- Meet patrons where they are
- Be present for patrons at multiple access points
- Social media is no longer new or unique - it's a standard communication tool for kids, teens and adults
- Library service must stay current to stay relevant to people's lives



Social Media Campaigns

- Part of your over-all marketing efforts
- Evaluate staff time and expertise
- Monitor the online world
- Join the online conversation
- Absorb your social media work as part of your every-day workflow
- Re-evaluate regularly



Marketing Plan

- A social media plan is a marketing and advocacy plan. It should involve the same players as a traditional plan.
- A social media plan can be as simple as policies, as advanced as a Twitter feed, Facebook page, YouTube channel...



Evaluate Staff Expertise

- Who's already "plugged in?" – can they assist staff for whom social media may be new?
- Who has a traditional marketing background? – this includes the library players who work on the millage



Monitor the Online World

- Search for blogs at: <http://blogsearch.google.com/> or <http://technorati.com>. Search for the name of your community.
- Search for Twitter feeds about your community at <http://search.twitter.com/>
- Follow a few technology blogs by librarians to help you orient yourself such as:
 - <http://librarian.net>
 - <http://davidleeking.com>



Join the Online Conversation

- Social networks are built on trust, individual relationships, community and on-going conversation.
- Social media is not “push” communication.
- Comment on local community blogs, friend your mayor and other municipal officials on Facebook.



Online Conversation cont.

- Win over your audience so they carry your message - you want to be in people's blog posts, not just writing your own.
- Little ideas work better online than big ideas – pick a message and pick the most appropriate social networking tool for it.



Online Conversation cont.

- Advertise your tweet hash.
- Use the same name for yourself everywhere online. Associate your logo to it.
- Find an audience that's already plugged in – the fastest growing segment of Twitter users are 35-44 year olds. Fastest growing demographic on Facebook are women over the age of 55



Normal Workflow

- Make your products work together! For instance – send your blog posts out via <http://twitterfeed.com>
- Combine social media campaigns with traditional marketing – coordinate priorities



Re-evaluate

- Evaluate your technologies at least every 6 months. Consider:
 - What are we keeping up well?
 - What social media tools are still in use by our patrons (put a poll on that social media tool and ask)?
 - What's coming down the line?
 - Again – how can we integrate the technologies we're using?
 - Is there a social media outlet we aren't keeping up and should remove ourselves from?



Library vs. Individual

- Do you have staff who have a following
– for instance does your story time reader have a following of parents?
- Directors