

KEEPING CONNECTED

HOW SOCIAL MEDIA WORKS FOR LIBRARIES

Speakers, biographies and abstracts of presentations



Phil Bradley, from the United Kingdom

BIOGRAPHY

Phil Bradley is a librarian and internet consultant, who has worked with the Internet since 1991. He is well known for his training courses, blogs and the books that he has written in the field. Phil has a particular interest in Internet search and social media.

He works with public librarians, school librarians, with the government and academic sector and also with corporate librarians, as well as museum and archivist professionals.

He is an accredited trainer for the European Parliament and is a former two-time President of the Chartered Institute of Library and Information Professionals (CILIP).

ABSTRACT

Social Media And Libraries - A Perfect Fit.

Social media is not about Twitter and Facebook - it's about communicating, marketing, promoting, providing advice and assistance and general interaction with your library members. This presentation will look at the way in which libraries can (and do!) use social media to expand their existing role and to pave the way to having a more effective and efficient future within their communities.



Romain Gaillard from France

BIOGRAPHY

Romain has graduated in Politics and started to work for the City of Paris as a librarian in 2006. Since 2012, he is the manager of the *Canopée* library project in the centre of Paris, les Halles (opening early 2016). This project seeks to develop participative links between customers and librarians, and introduce digital services such as 3D printing courses.

Romain is interested in marketing, digital issues and cultural practices.

He has produced research about social media marketing for libraries and he teaches social media and digital strategies for librarians in Paris and in Normandie.

ABSTRACT

Building Team Culture And Strategy In Social media Activities Based On Inbound Marketing

The construction of the *Canopée* library began at the beginning of 2013. This public library will open its gates in March 2016. It seemed evident to develop an activity about social networks in order to express the project goals. However, it is necessary to express the desire of the librarians to use social networks and the potential of a new kind of library, in the centre of Paris, with an editorial policy and social strategy.

The design passed through the development of a common culture in social media, with the benchmark of fifty networks by the team. The editorial policy was then established by a project-team. The library accounts that were opened on a dozen networks were launched in June 2015. They aim to develop a strategy based on inbound marketing with story-telling. The principle is to invite the patrons and feed their curiosity and desire to visit the library when officially opened.



Sina Schröder from Germany

BIOGRAPHY

Sina Schröder studied Literature and Media Studies at the University of Paderborn and then worked as a freelance Online and Social Media Editor for a variety of companies, institutions and PR agencies. Since August 2013 in her role as Social Media Manager for the Bücherhallen Hamburg she has been responsible for the social media activities of Hamburg's public library system.

ABSTRACT

It's Not About PR – It's About Customer Care: The *Bücherhallen* Hamburg In The Social Web

- + The Bücherhallen Hamburg's social media strategy (channels, implementation of the strategy, requirements on time and personnel resources)
- + Dealing with customer feedback / user input
- + Insights into and effects on the day-to-day running of the library
- + Outlook: opening up the Bücherhallen Hamburg's circle of innovation to customers.



Rui Zink from Portugal

BIOGRAPHY

Rui Zink (Lisbon, 1961) is a fiction writer and professor of Editing and Writing at Universidade Nova de Lisboa (New University of Lisbon). He also has been a visiting professor in the United States (Univ. Massachusetts), and is the introducer of Creative Writing courses in Portuguese universities. He is the author of several books, including the first Portuguese graphic novel, *A Arte Suprema* (1997), and *Os Surfistas* (2001), the first e-book in Portuguese language. He has seen his work recognised with the novel *Dádiva Divina*, awarded with Portugal's prestigious Pen Club Award in 2005.

He published his first book in 1986, *Hotel Lusitano*, hailed 25 years later as one of the best novels of his generation with a celebratory edition. The short-story *O bicho da escrita* was shortlisted for the Pushcart Prize. Aside from being a novelist, he is a playwright, writes comic strips, and frequently creates librettos for operas. As a translator he has brought into Portuguese, among others, Saul Bellow and Richard Zenith. His own work is translated into dozen languages, including French, German, Hebrew, Italian, Romanian, Serbo-Croatian and Japanese.

ABSTRACT

Feed me, Feed me

I am not a librarian. I am, in a way, the enemy: a living writer. I want my books not so much to be read as to be bought – i.e., in bookstores, not libraries. Having said this, I'm a library's partner too. I am often invited by wonderful librarians to talk to readers, and I know libraries and librarians share with me the same love for books. However, there is a difference: librarians tend to read more. One of the paradoxes of writing is that you have less time to read. I somehow feel I still haven't attained full throttle as a serious writer, since I still find time to read other books. Librarians are hopefully more open-minded and usually, more generous. So, here are a couple of questions out of, I hope, a larger spectrum:

- + We still live in a sort of jungle, as long as the internet goes. Young people are born into the net. Don't we risk having a generation gap here?
- + For people like me, the printed book is the book. For two thirds of my life, the main social media was the newspaper and the TV. Now it's changing. The role of libraries is changing too. How to cope with that?
- + I shall bring you a small survey—unscientific, I'm afraid, crisis won't allow us the tools to make a proper survey—among Portuguese librarians and their Angst/Offnung about the subject. I'm looking forward to hear from them.
- + Is the virtual library another library or part of the material one?
- + Why does a library want readers when, not so long ago, it (maybe wisely) did its best to avoid them?
- + Reading groups: online or offline? And what about Facebook?



Christina Bambini & Tatiana Wakefield from Italy

BIOGRAPHY

Cristina Bambini and Tatiana Wakefield are public librarians at San Giorgio Public Library in Pistoia (Tuscany). They are responsible for the social profiles of their library. Together they wrote *“La biblioteca diventa social (The Library Becomes Social)”* on the use of social media in libraries.

ABSTRACT

Changing Needs, Changing Roles: Social Media, Libraries And Communities In A High-Tech Age

Many libraries do not understand that using social media, takes much more than just having an account. Social media is a long-term process of building up relationships with individuals, rather than any kind of marketing of the masses. This is the essence of what makes social media different from traditional media. When the library is Tweeting, posting Facebook status updates, uploading YouTube videos, or doing whatever comes next in social media, it is really all about building up those relationships. It is not really about how many followers or fans or views. Nor even so much about branding. It is about creating personalised connections that actually allow dialogue between the library as an institution and its users. Social media is the new, faster, and more widespread word of mouth, and it behoves a library to have a place in these communities and participate in the dialogue.

Social media is all about people and relationships with them. To believe otherwise is a waste of time and effort. Be human. Spend time listening and talking to others rather than merely pushing out various forms of advertising. The goal is not to share facts. It is rather to keep the library in the minds of the people of our community.