



**IT'S NOT ABOUT PR –
IT'S ABOUT
CUSTOMER CARE:**

THE BÜCHERHALLEN HAMBURG IN THE SOCIAL WEB

TOPICS:

- BRIEF INFORMATION: BÜCHERHALLEN HAMBURG
- BRIEF INFORMATION: SINA SCHRÖDER
- SOCIAL MEDIA STRATEGY
- HANDLING OF CUSTOMER FEEDBACK & INPUT
- BLOGGER RELATIONS: #BOOKUP
- PROSPECTS



BÜCHERHALLEN HAMBURG

- BIGGEST PUBLIC LIBRARY SYSTEM IN GERMANY
- 36 LIBRARY LOCATIONS
- 1,6 MILLION UNITS OF MEDIA IN 30 LANGUAGES
- 4,8 MILLION VISITORS & 10.000 EVENTS A YEAR
- eBUECHERHALLE: DIGITAL MEDIA 24/7



BÜCHERHALLEN
HAMBURG

SINA SCHRÖDER

- LIBRARIAN
- STUDIED LITERATURE & MEDIA SCIENCE
- PR & SOCIAL MEDIA EXPERT (FREELANCER)
- SOCIAL MEDIA MANAGER AT BÜCHERHALLEN HAMBURG
SINCE AUGUST 2013 (PART TIME)



SOCIAL MEDIA STRATEGY:

- SOCIAL NETWORKS: FACEBOOK, TWITTER, G+, YOUTUBE
- YOUTH LIBRARY USES OWN ACCOUNTS
- NO GUIDELINES
- CONTENTS: FEWER EVENTS, MORE LOOKS BEHIND THE SCENES!
- INFORMATION – ENTERTAINMENT – SERVICE



HANDLING OF CUSTOMER FEEDBACK & INPUT:

- TAKING EVERYTHING SERIOUSLY AND ALWAYS ANSWERING
- EXPLAINING THE (COMPLEX) SYSTEM AND PROCESSES OF A PUBLIC LIBRARY → MUTUAL UNDERSTANDING
- STAYING ON TOPIC WITH THE CUSTOMER
- GIVING FURTHER INFORMATION



BLOGGER RELATIONS: #BOOKUP

- #BOOKUP IN THE CENTRAL LIBRARY
- EXCLUSIVE EVENT FOR 10 BOOK BLOGGERS /
LOOK BEHIND THE SCENES
- MANY TWEETS AND NEW FOLLOWERS
- BLOG ARTICLES / BLOGGER NETWORK



PROSPECTS:

- OPEN UP THE INNOVATION CIRCLE OF BÜCHERHALLEN HAMBURG TO CUSTOMERS
- INSTAGRAM AND SERVICE VIA WHATSAPP
- ENCOURAGE MORE EMPLOYEES TO USE SOCIAL MEDIA
- GUIDELINES WILL BE NECESSARY / ORIENTATION FOR SUBSTITUTE

