

Livingston Public Library
10 Robert Harp Drive
Livingston, NJ 07039

www.livingstonlibrary.org
973-992-4600

Engaging Patrons Through Social Media

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Jessica Bielen, Adult Services Librarian
October 22, 2019



Livingston Social Media



- Website:** <https://www.livingstonlibrary.org/> (20,000 views last month)
- Blog:** <https://blog.livingstonlibrary.org/> (2,151 views last month)
- Instagram:** <https://www.instagram.com/livingstonlibrary/> (809 followers)
- Twitter:** <https://twitter.com/LivingstonLib> (256 followers)
- Facebook:** <https://www.facebook.com/LivingstonPL> (1,425 followers)
- Newsletter:** 30% opened last month

Why Use Social Media?



- Connect to patrons who frequent the library as well as community members who may not have visited the library recently
- Connect by using actual workers' or patrons' faces - with permission of course! Show a human side to the library, followers want to be able to see other people!
 - Jessica constantly gets people coming up who recognize her from the Instagram videos, and people already feel like they know her

Unified Brand and Voice



- Who is the voice of your library and what do you want that voice to sound like?
 - Instagram and Blog - a light and approachable voice
 - Be human!
- Have a unified color scheme and graphic presence
- When patrons see your post will they be able to recognize it as the library?
- Use hashtags! Designate a unique hashtag to use for every post for consistency (#ltownlibrary)

Unified Brand and Voice



- We use Canva for all of our graphics
 - Has ability to save logos and create a branding kit
- Free version available
 - Livingston has a paid version with extra graphics and resizing capabilities for \$120 a year
- Every flyer has a footer with information on how to find us online:

Follow Us and Join Our Newsletter!



@LivingstonPL



@livingstonlibrary



@LivingstonLib

Join newsletter by texting LIVILIBRARYNEWS to 22828 | #LtownLibrary

Unified Brand and Voice

Livingston Public Library Style Guide

Font:
Montserrat

Colors:
(saved under brand kit in Canva)

Traditional Livingston Green:
(427c4e)

Green ↗



Other Colors

Other Colors ↗



In order:

(87ab66, eba537, d9824d
c4c1b5, a5a436, 88abad
da4e4e, 76c3ed, 4bb3d2)

Welcome to
the Livingston
Public Library



Free Wi-Fi:
Livingston Public Library



Follow Us and Join Our Newsletter!



@LivingstonPL



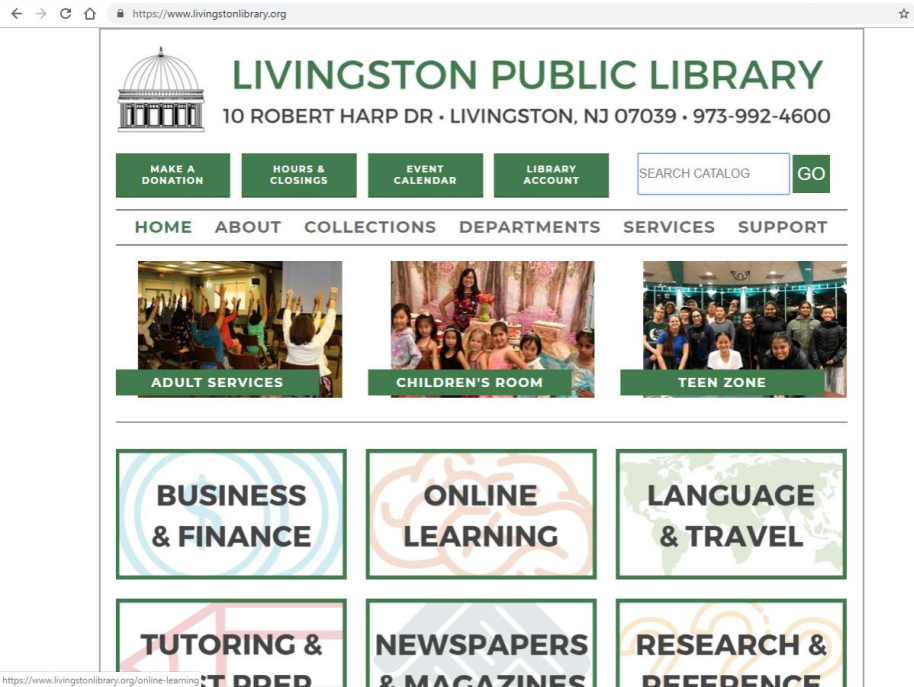
@livingstonlibrary



@LivingstonLib

Join newsletter by texting LIVILIBRARYNEWS to 22828 | #LtownLibrary

Unified Brand and Voice



STRATEGIC PLANNING SURVEY

Website



- Livingston uses Squarespace
- Social Media layout, can be used for many different purposes
 - Create one event graphic, use it everywhere
 - No need to reinvent the wheel, do something once and modify it to fit your needs elsewhere!

Website

Creative Arts



MORE INFO



MORE INFO



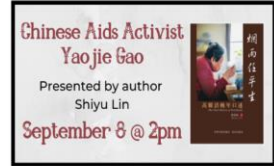
Lectures & Workshops



REGISTRATION



MORE INFO



MORE INFO



MORE INFO



REGISTRATION



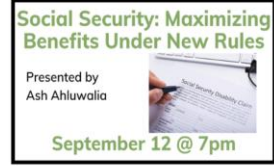
REGISTRATION



MORE INFO



REGISTRATION



MORE INFO

Entertainment



REGISTRATION



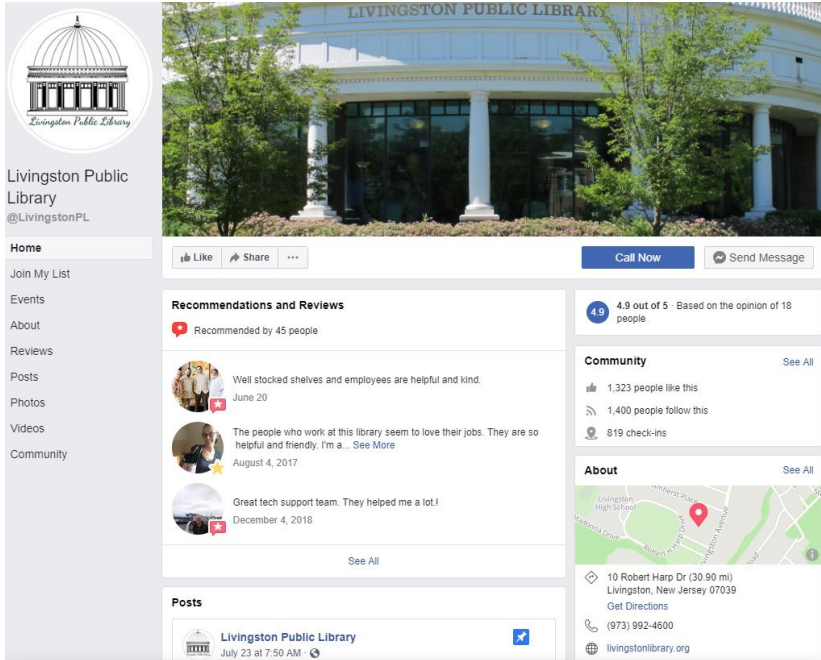
MORE INFO

Facebook




- Target audience: Mothers! Our events can be shared directly with Livingston Moms and other specific demographics
 - Can gauge interest ahead of programs and gain traction as people share within their own social circles
- Helps to connect to community groups
- Promote programs and resources
 - Event image same as website

Facebook



The image shows the Facebook profile page for Livingston Public Library. At the top left is the library's logo, a circular emblem with a dome and columns. Below it, the name "Livingston Public Library" and the handle "@LivingstonPL" are displayed. The main header features a large photograph of the library building with the text "LIVINGSTON PUBLIC LIBRARY" above it. Below the photo are "Like", "Share", and "Call Now" buttons. The page is divided into several sections: "Recommendations and Reviews" with three review snippets, "Community" showing 1,323 likes and 1,400 followers, and "About" with a map and address: "10 Robert Harp Dr (30.90 mi) Livingston, New Jersey 07039". A "Posts" section at the bottom shows a post from July 23 at 7:50 AM.



The image shows a Facebook event page for "Color Your Stress Away". The top navigation bar includes "facebook", "Sign Up", and "Join or Log Into Facebook". Below the navigation are tabs for "Events", "Watch", "Groups", and "Marketplace". The event title "Color Your Stress Away" is prominently displayed in large, bold, black letters, with the subtitle "Drop-In Coloring for Adults" below it. A banner image shows several colorful pencils. The event is scheduled for "AUG 12" and is "Public - Hosted by Livingston Public Library". It lists "4 Dates - Jul 8 - Aug 12 - EDT" and "Event ended about 1 week ago". The location is "Livingston Public Library, 10 Robert Harp Dr, Livingston, New Jersey 07039". The page shows "2 Interested" and a "Share this event with your friends" button. On the right side, there is a login/sign-up overlay with fields for "Email or Phone" and "Password", and buttons for "Log In" and "Sign Up".

Twitter



- Capitalize on trending topics
- Retweet other libraries
- Link to blog posts
- Link to Reader's Advisory webpages: book lists (Book Riot), BuzzFeed book quizzes
- Link to Bookish news sources and articles (Publishers Weekly, New York Times)
- Start a conversation! Don't be afraid to engage followers

Twitter

2:52 PM Mon Aug 19 99%

Tweet

 **Livingston Library**
@LivingstonLib

We love libraries! #LibraryLife #Bookish #LtownLibrary #LivingstonNJ

 **christine teigen** @chrissyteigen · 8/7/19

I just went to the public library for the first time in *23* years. I could not believe my eyes. Did group storytelling with Luna, ran around hiding in nooks and crannies, got inspired by 1 million cookbooks and spotted many a difference in a highlights magazine. was awesome.
[Show this thread](#)

5:14 PM · 8/7/19 · [Twitter Web App](#)

View Tweet activity


   

Add another Tweet





3:01 PM Mon Aug 19 98%


Tweet

 **Neslin Najeeb**
@nomadicbrainz




Guys, please do recommend one or two books. I am planning to buy a few soon. If you could recommend a book similar to "Eleanor Oliphant is completely fine", I would be glad.
[#bookrecommendation](#) [#bookbloggers](#) [#booklover](#)


12:28 PM · 7/30/19 · [Twitter Web App](#)





 **Livingston Library** @LivingstonLib · 7/30/19
Replying to @nomadicbrainz

How about "The Rosie Project" by Graeme Simsion, "How to Not Die Alone" by Richard Roper, and "The Lost For Words Bookshop" by Stephanie Butland? [#LtownLibrary](#)





1   

 **Neslin Najeeb** @nomadicbrainz · 7/30/19

Great! Thank you. Noted and added to my Amazon wishlist. 🙌👍

Tweet your reply

Instagram



- Business Account allows you to analyze your metrics
 - See what your popular content is and when people seem to connect best to it
- Boomerang!
- Show photos of what's going on inside the library -- DO NOT use Instagram as a space to duplicate library flyers

Instagram

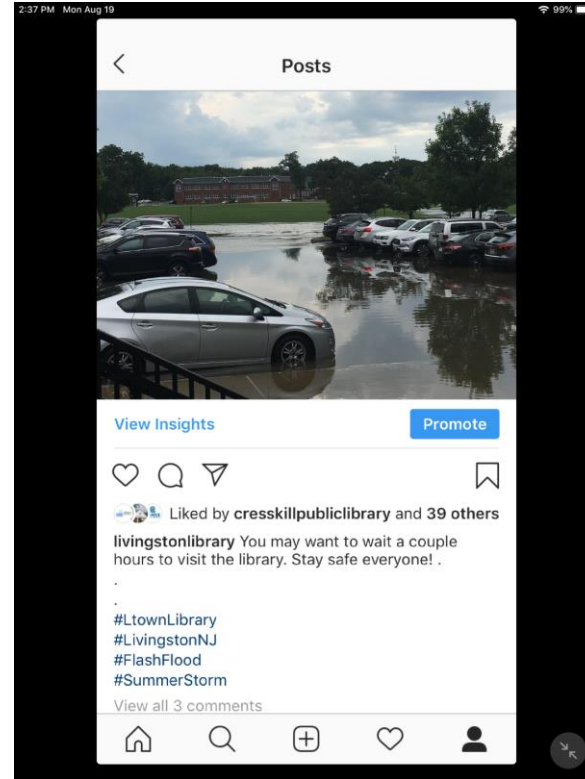
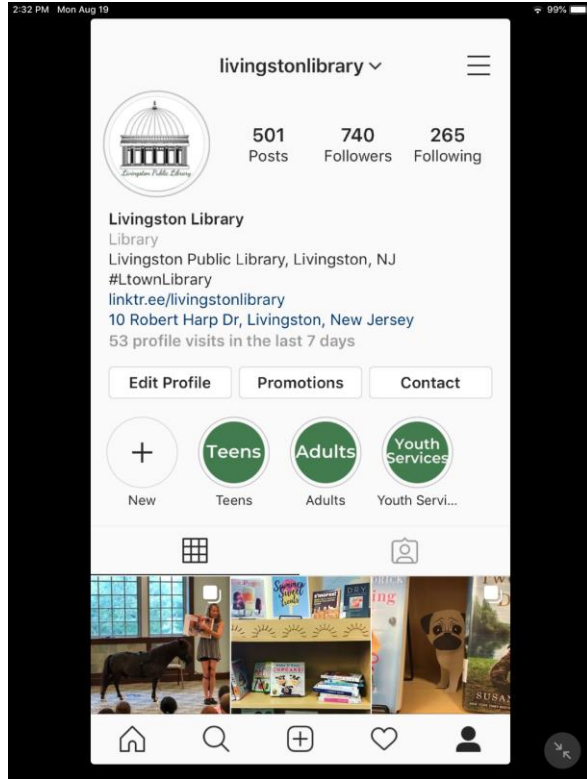


- Make interactive and fun one minute videos to engage patrons
- Usage of Instagram Stories
 - Reader's Advisory
 - Bookish / Library Themed surveys
 - Archived Stories and branded buttons
- Try to post one time a day (take photos in advance!)

Instagram



Instagram




Instagram



Instagram



Blogging

- 
- Livingston uses WordPress
 - Gives a personal voice to the library and lets patrons get “insider info”
 - Can be used for:
 - Event promotion
 - Book lists
 - Bookish thought posts (Do you judge by covers? Where do you read?)
 - Bookish News Posts (J.D. Salinger is going digital, author deaths, e-book publishing & libraries)
 - Keep patrons informed on changes, etc...
 - Try to post a few times a week minimum (schedule in advance!)

Blogging



- Make your blog have YOUR voice. Share the same information you would on Twitter or Instagram, but blogging is a way to inject your voice into the narrative
- Sign off each post with staff member's name and department
- Home to our weekly Message from the Director
 - Hosted on the blog, links from the Constant Contact Newsletter
 - Consistently our most clicked link for both the blog AND newsletter
 - Patrons feel directly connected to administration

Blogging



← → ↻ 🏠 🔒 https://blog.livingstonlibrary.org ☆ 🌐 ⋮

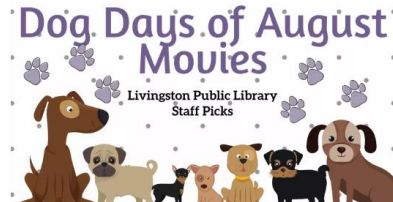
Beyond the Books

LIVINGSTON PUBLIC LIBRARY BLOG

POSTS

AUGUST 19, 2019

Dog Days of August: Movies



FIND US ON THE WEB

 **LIVINGSTON PUBLIC LIBRARY**
10 ROBERT HARRIS DR • LIVINGSTON, NJ 07039 • 973.992.4600

FOLLOW THE BLOG

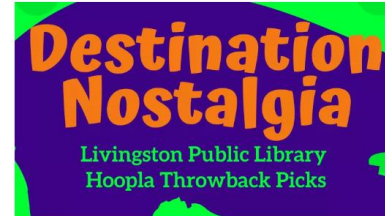
Email Address

Follow

TAGS

AUGUST 6, 2019

Destination Nostalgia



Growing up as a 90s kid, like many other millennials, I adore nostalgia. Popping an orange VHS into the VCR player to watch the Rugrats movie with a box of dunkaroos in hand set the tone for an era that sadly no longer exists in the same capacity today.

But what if there was a way to step back in time, if only for a little while, to relive those glorious Nickelodeon days? The Livingston Public Library provides access to Hoopla, a digital library of e-books, e-audio-books, music, and TV. On Hoopla you can watch episodes of:

- [The Wild Thornberrys](#)
- [Hey, Arnold!](#)
- [Rugrats](#)
- [Kenan & Kel](#)
- [All That](#) (Who remembers the "Loud Librarian" skit?!)



FOLLOW OUR TWITTER

 Livingston Library
@LivingstonLib

Have you checked this out? confa.cc/31G9OU9



 2h

[Embed](#)

[View on Twitter](#)

LIKE US ON FACEBOOK



UPCOMING EVENTS

Adult Paint Night: Taste of Summer
August 19, 2019 at 7:00 pm - 8:30 pm

Constant Contact Newsletter



- Lets patrons know what's going on in the library for the upcoming week (serves as a good reminder in many cases!)
- Includes event registration and weekly programs, plus links directly to the event calendar
- Good way to mass communicate with your email list

Constant Contact Newsletter



Message From the Director

All the Content You Love Digitally

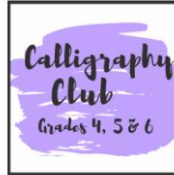
June 23, 2019



Sitting poolside with a magazine can be a love hate relationship. It's extremely relaxing until your sunscreen causes the ink to rub off onto your skin, leaving you marked by your title of choice. But what if there was an app to help?

The Livingston Public Library offers library users access to **RBDigital** ...

[Read More >>](#)



Calligraphy Club
Mon | 7/8-7/29 | 4:30 PM
Grades 4-6

Registration
opens 6/24



Lego Camp
Tues | 7/9-7/30 | 4:30 PM
Grades 3-4

Registration
opens 6/25



Little Scientists
Wed | 7/10-7/31 | 4:30 PM
Grades K-2

Registration
opens 6/26



Book Buddies
Thurs | 7/11-8/1 | 4:30 PM
Grades K-2



Planetarium With Pearl Observatory
Thursday, July 11

 Little Listeners Story Time Ages 2-5 Years	 Open Play Chess Grades 3-5 PROGRAM FULL	 TEEN KICK OFF Grades 6 & up	 Baby Open Play Ages 0-23 months
Little Listeners 6/25 10:15 AM Ages 2-5	Open Play Chess 6/26 4:00 PM Grades 3-5 PROGRAM FULL	Teen Summer Kickoff Party 6/26 7:00 PM Grades 6 & up	Baby Open Play 6/27 10:15 AM Ages 0-23 months
Register			

[Full calendar of events >>>](#)

Follow Our Blog
Beyond the Books!



Are You Ready to Use Social Media?



Katie Neylan

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Jessica Bielen

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