Training for Online Content

War!

- Competition for teens' attention.
- Target audience is teens.

Staff goals:

- Market and get young people in the library participating at the library.
- Help teens with any customer service.
- Get them reading!

Work Together for an overall goal of getting teens involved at the library.
Part One: What are the Social Media Networks?
- Understanding what a social media network is and what will be good for the library.
- Examples of Libraries and their social Media Networks
- Good and Bad
  - Not every social media site will turn out great.

Part Two: Online content creations from teens themselves and Teen Advisory Board
- Collaborating the two to get a better use of TAB
Today’s generations are greatly impacted by online social media

Social Media Networks:

- According to Boyd and Ellison (2008), a social networking site is “web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.”
PART ONE
Examples

Here are few popular examples of some of the many social media networks out there:

- Facebook
- MySpace
- Twitter
- YouTube
- Pinterest
- LinkedIn
- Flickr
- Reddit
- Instagram
When obtaining a social media network:

- Ask for permission
- Do your research
  - Will teenagers use it?
  - Is it relevant to the library
  - Do you have enough time to dedicate to the site
  - How many social networking sites do you think should be with the library?
- Test one out-See if teens will actually like the content
  - Get the Teen Advisory Board Involved
NEW YORK PUBLIC LIBRARY
SOMERS PINTEREST BOARD
LIBRARY OF CONGRESS TWITTER

Library of Congress (@librarycongress)

4,290 TWEETS
6 FOLLOWING
497,288 FOLLOWERS

Library of Congress (@librarycongress)

The Bird is the Word. "Bird" has been the word around my house lately. And, today, we celebrate Bird Day - a fun fact from @usa.gov! http://t.co/YbG9JXjU

Library of Congress (@librarycongress)

Library's Packard Campus Presents Quebec Sisters Band Concert: The Library of Congress Packard Campus for Audio... http://t.co/1aKmXM

Library of Congress (@librarycongress)

NYPL YOUTUBE

The New York Public Library

THE YEAR IN REVIEW
FISCAL YEAR 2012

Looking at the previous slides, there are great examples of what libraries can do with social media sites.

May have noticed that the sites are for libraries as a whole.

- Not True. Within the social site are dedicated sections for the teens, tweens, and young children.
According to insidefacebook.com, as of January 1, 2010, 40 percent of Facebook users were between the ages of thirteen and twenty-five, which amounts to roughly 38,676,560 persons between the ages of thirteen and twenty-five in the United States. (Horn, 2011)

Facebook should be utilized as a great resource to reach out to teens, since it can be easily maintained by those who understand the site.
FACEBOOK CONTENT

- Cover Photo:
- Information
- Wall Settings
- Page vs. Profile
- Timeline
- Like
- Photos
- Apps
As a librarian, what would you do to promote your library’s new online social media?

- Word of Mouth
- Flyer
- Online Promotion via the library website
- Event socials

Currently on the Sunrise Public Library Facebook Page, there is minimal information about events pertaining to teens.

- TAB
- Teen Events
The Teens:
- Having the Facebook page is supposed to generate interest from all generations.
- However, it should also aim to inform the masses about ALL events.

Inquiring Minds want to Know
- Parents of teens will want to know about other events that pertain to teens if they can not easily navigate the Las Vegas Clark County Library District.
PART TWO
At Sunrise Public Library, we are located in the vicinity of an elementary school, a middle school, and a high school.

These are our primary focus in the Young People’s Library.

Teen Advisory board isn’t being used with Online Social Media.

- Can create a project that will help teens build skills online or hone the skills they already have.
Currently there is minimal information for teens to get online.

- The teen section on the LVCCLD only provides events that are happening district wide
- Create a blog specifically for Sunrise
  - Place on the Facebook Page
  - Utilize Apps: Wordpress, BlogPost, and other online blog sites can be linked to the main library page.
- District Wide Library: Since we are a district wide library, we are a part of a centralized system where all of the libraries have to maintain some of the same programs. You can still abide by that.
TAB has been used for many of the fun events brought to Sunrise, as well as, helping in getting word out on what teens look forward to at the library.

Utilize them for online creation.

- Participate in a monthly blog submission of past experiences.
- Have them post what book is popular for the month or for the quarter.
- Example: Create blog postings via another site such as Wordpress and link it to Facebook.
Have TAB help in posting content on social media networks.

- Supervise the content being placed on the site. Do not leave any of the login information for the sites you will be using for privacy reasons.

Blogs, Wikis, MySpace, Facebook

- MySpace: Is making a come back and before Facebook was huge, it was a wonderful content user for blog information, music, and calendar events. Facebook is mainly for placing information walls. With MySpace gaining more followers, this is another avenue to build a social site.
When building an online content with your TAB:

- **Make sure to do your research**
  - What is it that they want to do?
  - Target audience. TAB is for teens ages 12 to 18 years old.
- **Have Fun! This is something for everyone to be apart of.**
- **Understand the repercussions that with dealing with online content.**
- **Understand that not all TAB members will be fully dedicated to the project.**
  - Pace yourself and your group.
Here are some selected materials for future reference about the subject matter technology.

- Delatte, M. (2009). Find It! Shoot It! Shop It!: Connecting Teens to Technology at La Puente Library. *Young Adult Library Services*, 7(2), 4-9.
QUESTIONS?