

SOCIAL NETWORKING IN CHURCH LIBRARIES

Chris Magnusson



facebook



twitter



YouTube



Instagram



LinkedIn

There are many different Social Media tools out there. The most common is Facebook.

Snapchat - images that are only available for a short period of time - unless someone else copies and saves them!

Flicker and Instagram also are photo based.

YouTube for video

Pinterest - is photo based, commonly used for crafts, recipes, decorating types of sharing

LinkedIn - professional social media networking tool



This will focus on Facebook. If your church already is using social media it is easier to work with the administrators of those account. If you have your own account, they could make you an administrator to post your own account or you could email them already prepared content to post on their schedule. Unless you belong to a very large church I would not consider starting a page/group specific to your church library. It would be better to have your library content included in the broader church social media account, reaching more people and making the church content more interesting.

Groups vs. Pages

Groups

- People with common interests and opinions
- Types of groups
 - *Publicly available for anyone*
 - *Require administrator approval to join*
 - *Private, by invitation only.*
- Posts by a group are included in member news feeds
- Members can interact and share within the group

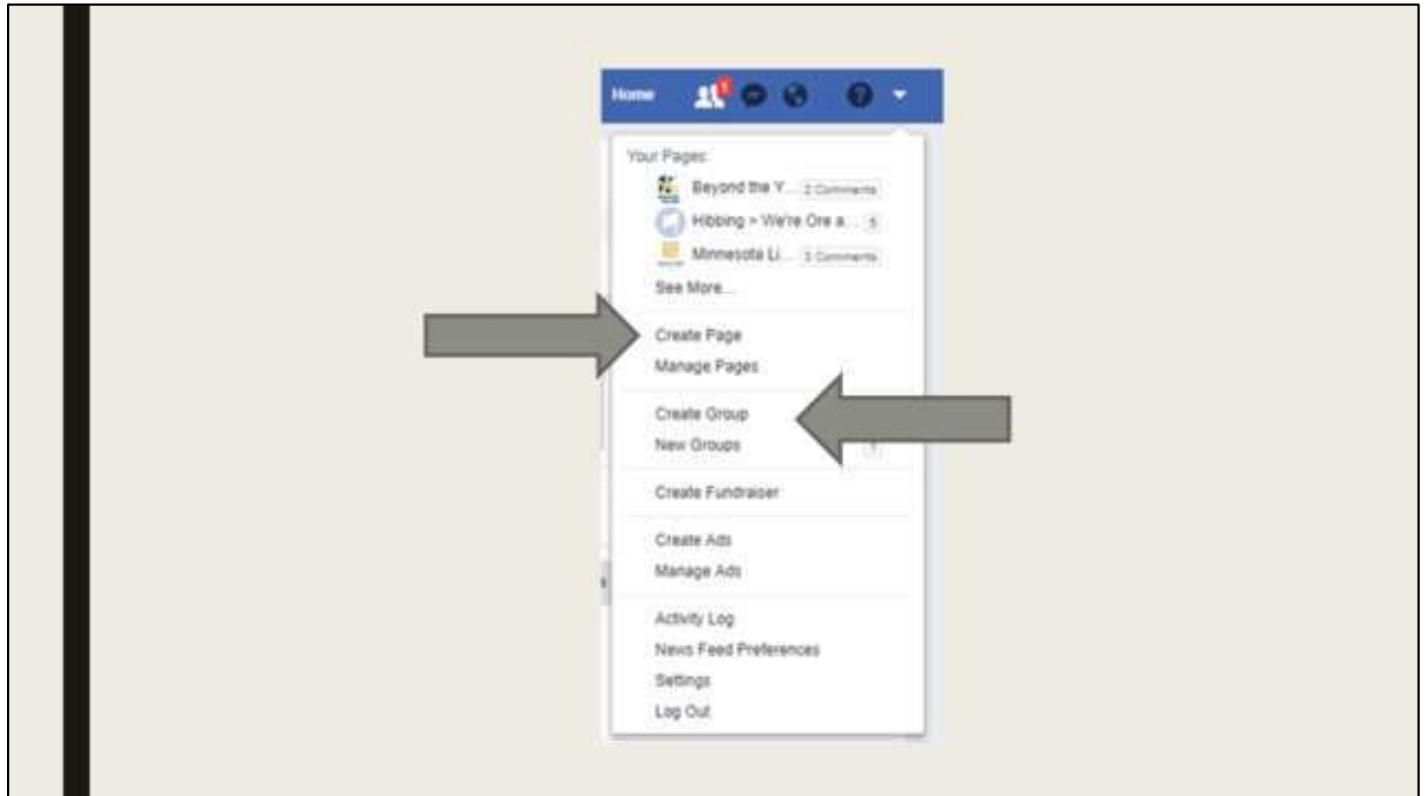
Pages

- Public figures, businesses, organizations and other entities
- Visible to everyone on the internet by default
- Every person on Facebook, can "like" Pages
- Only the official representatives of a public figure, business or organization should create a Facebook Page.

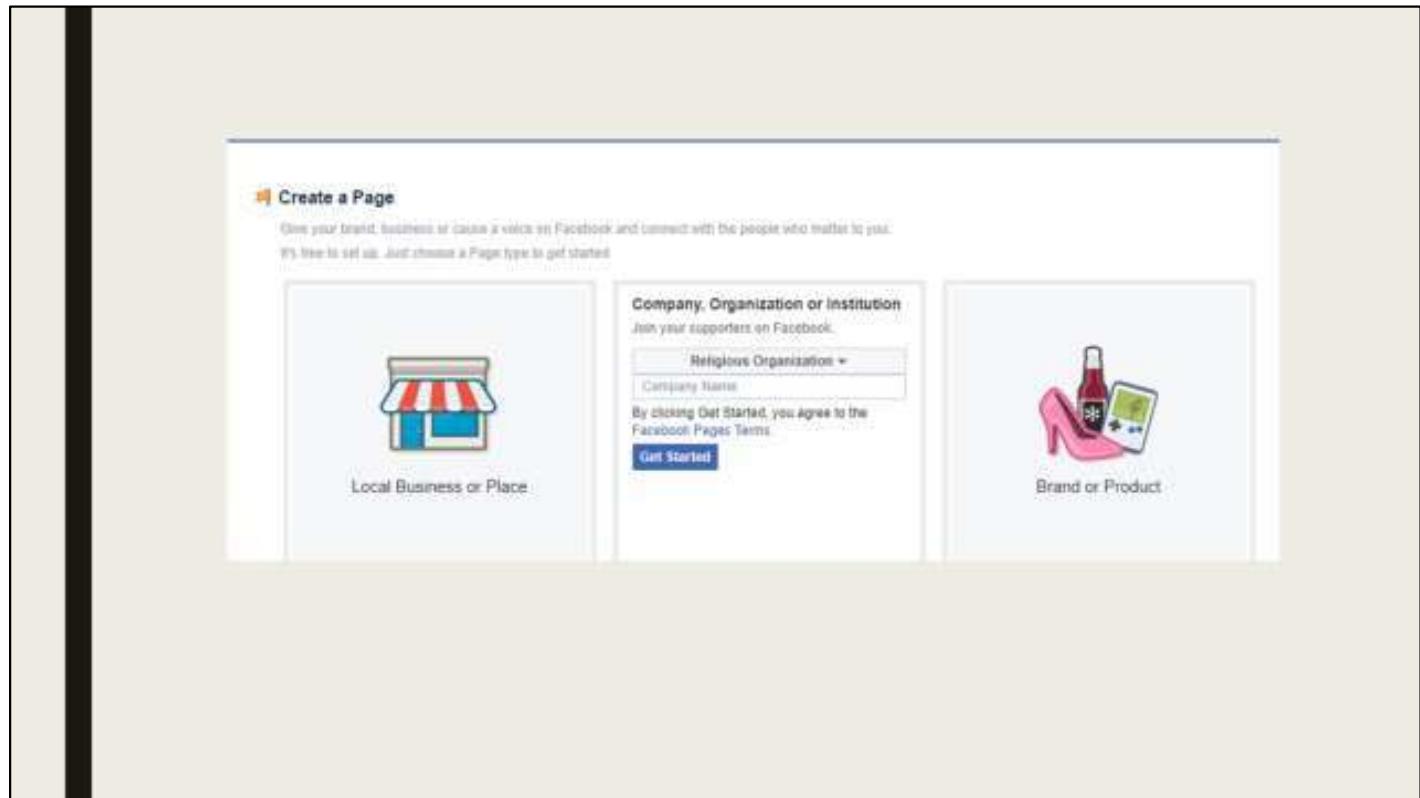
Individuals have their own account and then would create a group or page for an organization. The group (more discussion and sharing within the group) or pages (more announcement type but other people can still comment on the posts)



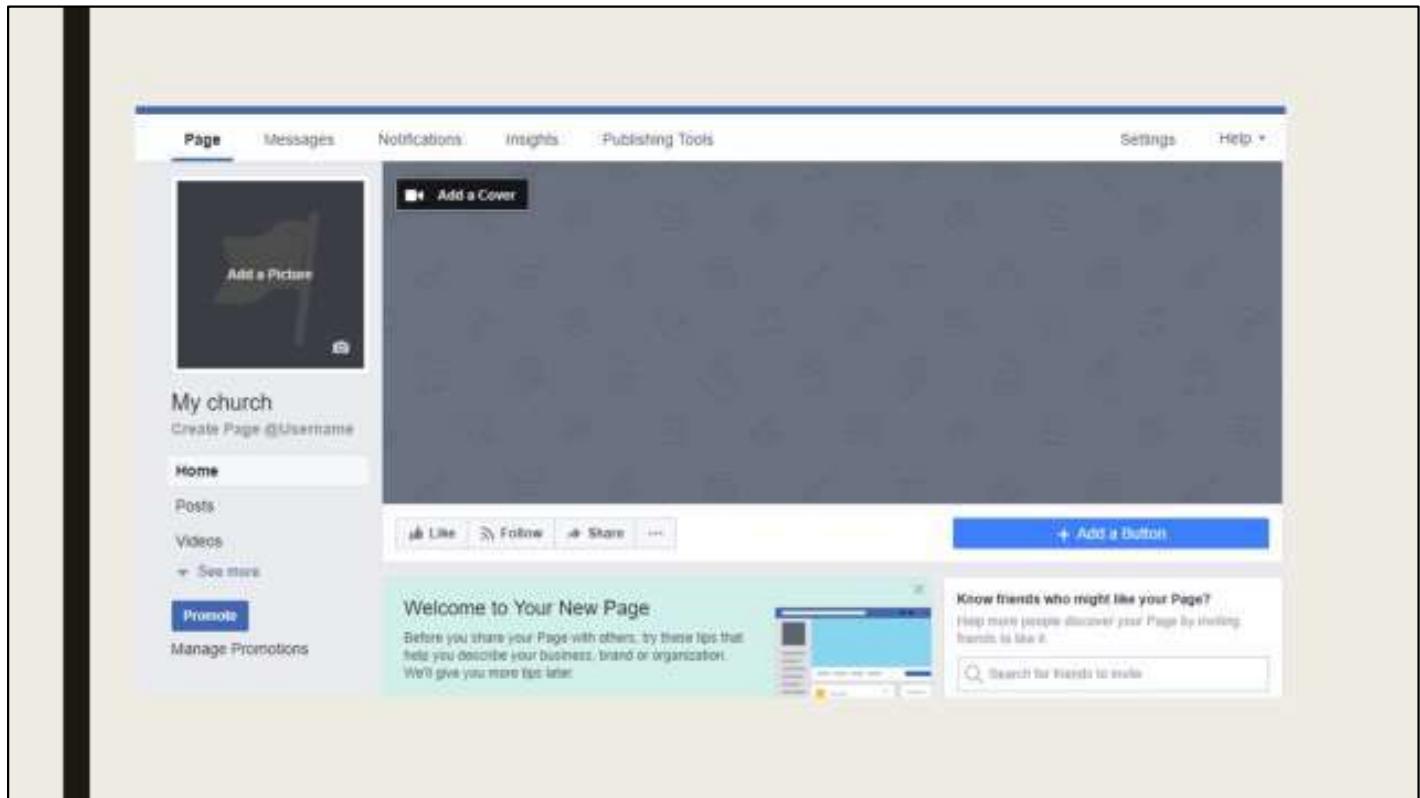
This is all the information needed to open an account on Facebook.



By clicking on the small down arrow in the upper right of the blue bar, you can then create either a page or group.



Facebook will walk you through the set up. First selecting what type of organization the page or group will represent.



Select images that represent your organization. Think carefully, this is the first thing people will see. The shape is also important with the smaller square photo being posted at the beginning of every post you make and the large rectangle at the top of your page.

Like Follow Share ...

help you describe your business, brand or organization. We'll give you more tips later.

Add a Cover Photo
Cover photos help you express your Page's identity. Try changing your cover photo when new things are happening with your business or organization.

Add a Profile Picture
Profile pictures help you build an identity for your Page. They also help people find your Page and recognize it in posts, comments and more.

Add a Short Description
Your Page's short description helps people know what you're about, and it appears in search results when people look for you online.

Create a Username for Your Page
When you create a username, it appears in custom URLs that help people find, remember and message your Page.

See All Page Tips

Status Photo/Video Live Video Event, Products +

Write something...

+ Add a Button

Search for friends to invite

Crystal Cole Invite

Sue Jackson Stanisich Invite

John Keefover Invite

James Iammatteo Invite

Terri Lee Holcomb Invite

Ginny Richmond Invite

See All Friends

Religious Organization

Facebook continues to walk you through adding information and why that information is important. People have to learn about your page somehow so it helps if you are already established on Facebook. Then it will ask if you want to invite your friends to like your page. Think carefully about who you invite and only invite people that are likely to be interested in the page, otherwise it could be considered spam.

Members 192 Admins 3 Blocked 2

Default + Add Find a Member

ADMINS

 **Chris Magnusson**
Automation Librarian at Arrowhead Library System
Joined about 6 years ago

 **Nancy Hukka**
University of North Dakota
Joined about 6 years ago

 **Paula Abramson Jackson**
Human Resources/Office Leadership at Barr Engineering
Joined about 6 years ago

Once you create a page you can invite others that like your page to become admins so multiple people can post content. In Groups, the admins approve people to join and block people that share inappropriate or unrelated content to your group. Our church group lets just about anyone join but occasionally we end up with someone spamming us and those are immediately blocked.

Groups vs. Pages



The image shows a side-by-side comparison of two Facebook posts. On the left is a group post from 'Friends of the Hibbing Public Library'. The post by Linda Saratampi includes a message, like, comment, and share buttons, and a list of participants. On the right is a page post from the same group, featuring a quote graphic and a link to an e-book.

Group Post (Left):

Friends of the Hibbing Public Library
Published by Chris Magliassan (P) · October 9 at 3:33pm

50 thought-provoking quotes about libraries and librarians

Hi everyone! I have taken over setting up the Lector schedule. If you have been a lector in the past, I will be calling you soon to get you on the schedule for sometime in the next three months. I thank you in advance for your considerations!

Like Comment Share

You, Sue Jackson Stansich and 1 other · Seen by 38

Write a comment...

Page Post (Right):

Friends of the Hibbing Public Library
Published by Chris Magliassan (P) · October 9 at 3:33pm

50 thought-provoking quotes about libraries and librarians

LIBRARIES
librarians

Laura Bush
Virginia Wolf

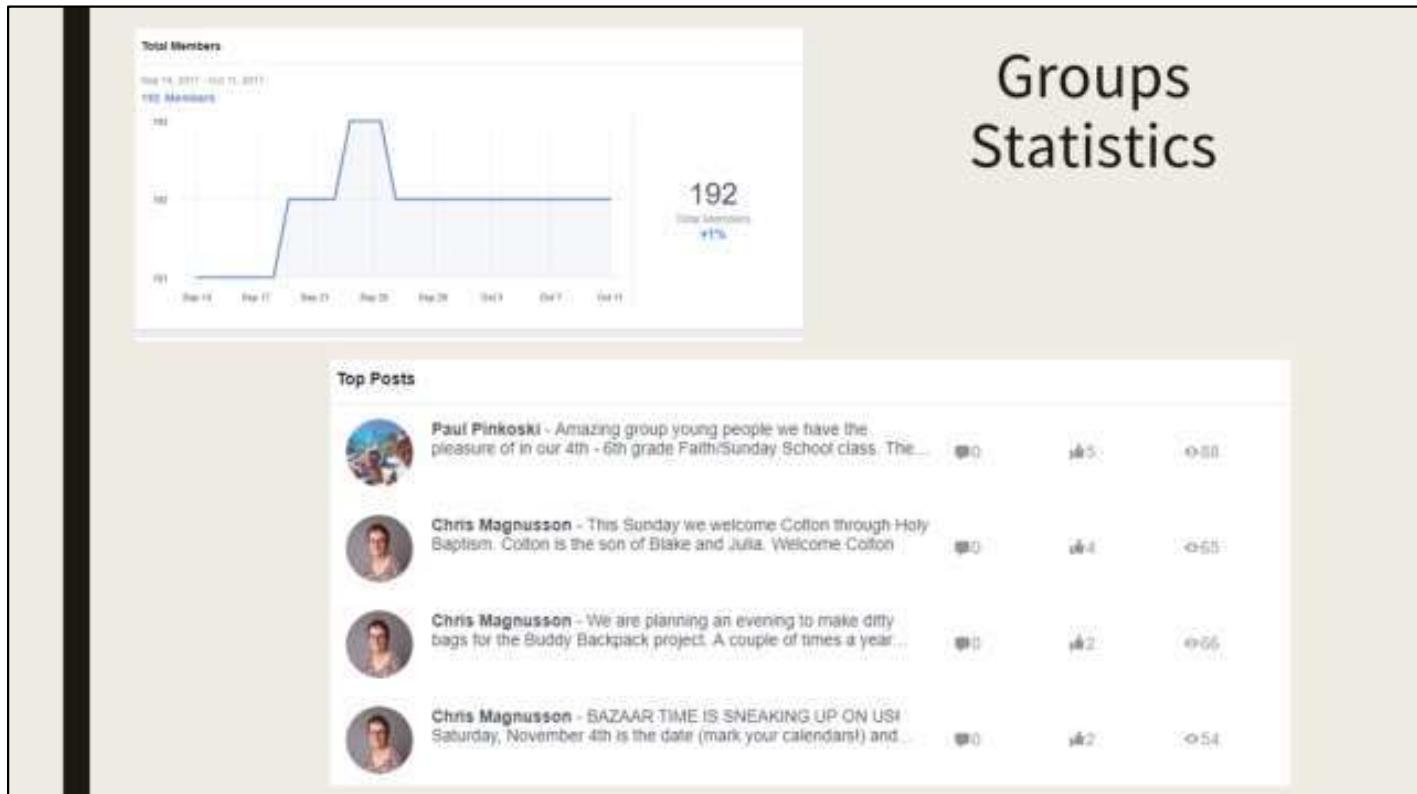
50 thought-provoking quotes about libraries and librarians

A list of the best quotes about libraries and librarians, together with quotes that you can share as images.

EBBOOKFRIENDLY.COM

This is a group on the left - the pictures represent the multiple individuals that have posted and a blank beside my name "in case" I want to comment. Everyone in the group can post and all members would see the post on their wall/feed. On the right is a page and will always have the organization's picture next to the post. Below what we see here would be a similar box allowing people to comment about this post but other people cannot post original information that would go out to the people that like your page.

Groups Statistics



Group statistics are more basic than what you can see for pages. The top image shows how many people were members of your group on a particular day. The lower image shows the most popular recent posts. The first column shows how many people commented on the post (in these cases 0), then how many people liked the post and then finally how many people “saw” it or at least scrolled past it on their wall/feed.

Page Statistics



Published	Post	Type	Targeting	Reach	Engagement	Promote
10/11/2017 9:24 am	Friends of the Hibbing Public Library shared Goodwill Librarian's post	Image	Everyone	20	0	Boost Post
10/09/2017 3:33 pm	50 thought-provoking quotes about libraries and librarians	Link	Everyone	85	73	Boost Post
10/06/2017 9:37 am	Stop by the Library table at the Iron Moon Festival at the Irongate	Text	Everyone	35	15	Boost Post
09/26/2017 12:44 pm	Friends of the Hibbing Public Library shared Hibbing Fire Department's post	Image	Everyone	24	0	Boost Post
09/25/2017 7:54 pm	Are you a bookworm?	Link	Everyone	40	20	Boost Post

Page statistics are more detailed.

The top image shows the times people that like your page are on Facebook. Since most people are active between 6 and 9p so I would post or schedule my posts to be displayed between 5 and 8p to be seen by as many people as possible.

The lower image shows information about the posts. The type indicates if it was an image, a link or just text, targeting indicates if we were paying to “boost” a post - Facebook lets you pay so your post shows up on an add on people with certain characteristics or interests, Reach tells you how many people saw a post, engagement tells you how many people like or commented on a post.

It is very inexpensive to “boost post” and you could target your audience to people that like a specific religion, like books, male/female, certain age or live in a certain part of the country.

Our Savior's Lutheran - Hibbing

Chris Home

Our Savior's Lutheran - Hibbing

Public Group

Discussion

Members

Events

Videos

Photos

Files

Group Insights

Manage Group

Joined Notifications Share

Write Post Add Photo/Video Live Video More

Search this group

Shortcuts

Arrowhead Library

Our Savior's Lutheran

Minnesota Library A...

Beyond the Yellow

Write something...

Photo/Video Poll Feeling/Activ...

RECENT ACTIVITY

Chris Magnusson October 8 at 10:01pm

ADD MEMBERS

Enter name or email address...

MEMBERS 192 Members

Jerry Jarvis

Terri Lee Holcomb

SUGGESTED MEMBERS

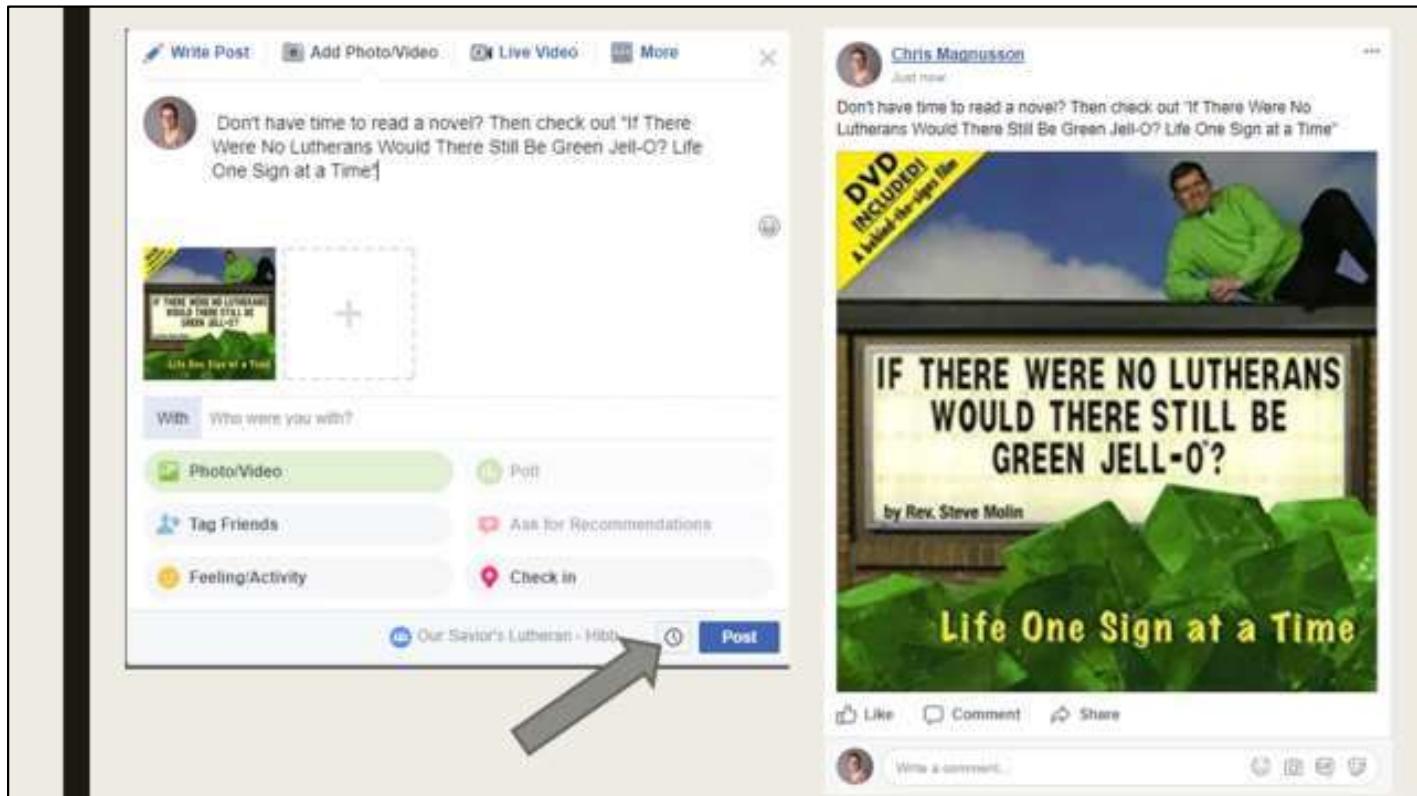
Add Member

Add Member

This is the group our church has. It shows my picture in the box in the middle of the screen because I am logged in. Right below that my name and picture is part of a post I made. The lower right corner shows how Facebook continually encourages you to suggest your page to your other friends on Facebook. The left hand column indicates the different types of information that can be posted within the group. The lower left "shortcuts" are other pages that I manage and are not related to this group.

The screenshot shows a Facebook page for 'Friends of the Hibbing Public Library'. The page header includes the Facebook logo, the page name 'Friends of the Hibbing Public Library', a search bar, and a user profile for 'Chris' with a 'Home' button. A message box at the top right says, 'This is what your Page looks like to a visitor. Switch back to your view to manage this Page.' The main content area features a large, stylized title 'FRIENDS of the HIBBING PUBLIC LIBRARY' in blue and white. Below the title are standard Facebook controls: 'Like', 'Following', 'Create Fundraiser', 'Send Message', and a 'Status' button. A text input field says 'Write something on this Page...'. A 'Photos' section shows a thumbnail of a library building. On the right, a 'Community' box displays statistics: 73 likes, 82 follows, and 25 people who have seen the page. The overall layout is clean and professional, designed to look good for visitors.

This is a page and looks very similar. They look very similar but in the lower right "community" box you can see the number of people that like the page, are actively following the page and how many of your friends like the page. It shows my picture but it will change to the page image (upper left square) once I post something.



The image on the left is what the post looks like before I clicked on post, on the right is what people will see. you can see how much more interesting the post is with the large image compared to how it would look with only the text.

Getting cover art is easy and one of the few times copyright permissions are really not needed, authors like the publicity! An easy way to get it is to search for the title in Amazon, right click on the title and click on copy. Then go back to Facebook, right click in the text box and paste the image.

The small clock image to the right of the “Post” box allows you to schedule posts to appear at a later time/date.

The image shows two sample Facebook posts from the page 'Our Savior's Lutheran - Hillside'. The first post, on the left, contains the text: 'You know you are Lutheran if... you secretly wonder just who goes downtown to the local hard liquor store to buy the Communion wine... Check out "You Know you are a Lutheran if..." from the church library!' Below the text are several interaction options: Photo/Video, Poll, Tag Friends, Ask for Recommendations, Feeling/Activity, and Check in. A blue 'Post' button is at the bottom. The second post, on the right, contains the text: 'Do you know what the 5 biggest misconceptions about the Bible are?' followed by a numbered list: 1- The Bible was written in a short period of time, 2 - One person wrote the Bible, 3 - The entire Bible should be taken literally, 4 - People in Bible times were unenlightened, 5 - The Bible is a single book. Below the list is the text: 'Want to know more? Check out "The Lutheran Handbook"'. At the bottom are the same interaction options: Photo/Video, Poll, Tag Friends, Ask for Recommendations, Feeling/Activity, and Check in, with a blue 'Post' button.

Here are a couple of other sample posts. Think about what you want to promote. New books, volunteer activities, items that support the church calendar or the Bible verses/sermon, book sale, donation requests, etc...

Who is your favorite Christian Fiction author?

- Jan Karon
- Beverly Lewis
- Lori Copeland
- Brock and Bodie Thoene
- Add an option...

Post Options: Our Savior's Lutheran - Hib...

Post

Volunteers are needed to inventory the library the weekend of October 14th. Can you help? Post a comment or call the church office at 263-7422 if you are available!

at Our Savior's Lutheran Church Elca

Photo/Video Poll

Tag Friends Ask for Recommendations

Feeling/Activity Check in

Our Savior's Lutheran - Hib...

Post

You can also create a poll allowing patrons to vote for a specific answer or add their own.



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