Using Social Media to Promote NYC Reads 365 to Parents and Teachers

And to Promote Your Whole Library Program!
Why should you promote your work to parents and teachers on social media?
P.S. 18 School Library shared Charles Scardina's post.
March 22 · 📝

232 Views

Charles Scardina
March 22 · 📝

PreK 122 and I having a discussion about what they would do if they fell in the well.
Here’s a Few Reasons...

- It helps personalize you and your library
- It grows your audience and drives more traffic to your events and programs
- It builds stronger connections with the adults who have the most influence on your students: their parents and teachers
- It shows your colleagues and administration what a vital part of the school you are.
“A school library should be a hub that encourages students to read, research, explore, connect, and create.”

- Miriam Klein, Common Sense Education
... On social media, you can show exactly how you encourage students to read, research, explore, connect, and create.
But...

Maybe you have a few things on your To Do list already
• Checking books in and out
• Ordering and maintaining the book collection
• Administering tests
• Writing lesson plans
• Teaching
• Bus or pickup duty
• Coordinating family events
• Updating the website
• Collaborating with teachers
• Providing reader advisory to students
• Helping students with research
• Supervising assistants and volunteers
• Trouble-shooting computer equipment
• Providing professional development training
• Staying up-to-date on e-book apps and devices
• Creating displays, bulletin boards, posters, and other pieces to market books and programs
Do you really have time for social media?
Only if you make a Plan.
Step #1: Know your target audience
Teachers? Parents? Or Parents AND teachers?
What do they care about?

Parents:
- What their kids are learning about
- How to help their kids be more successful in school
- What books to give their kids to read
- Helping their kids be happy and enjoy learning

Teachers:
- Finding ways to keep their students motivated and engaged
- Lightening their workload
- Getting better test results
- Learning about new books that their students will enjoy
WHERE DO THEY HANG OUT?
Where do they hang out?
If you had to pick just one Platform to reach parents and teachers, which would it be?
Buzzsumo: “Facebook Dominates Social Media”
Step #2: Decide what you want to focus on
A Few Ideas....

- Individual Books from the NYC Reads 365 list
- Events and programs in your library
- Book-related events in your neighborhood or anywhere in NYC
- News from the children’s book world
- Your personal book reviews
- Your students’ work
- Online resources that help students, parents, and teachers
Step #3: CURATE CONTENT
Set up Google Alerts
Set up an RSS reader like Feedly.
Step #4: Set up your FB account
Facebook Pages are ideal for two-way communication: from you to your members and from your members to you (if you allow it), but not so much between members. They are good for companies and organizations who want to make announcements to large groups of people.

Facebook Groups allow equal communication between all members of the group: they are good for friends or enthusiasts who want to talk between themselves with no one person or organization dominating. They promote online community.

Having said this, neither is quite ideal and each has major disadvantages. In practice, I wish I could take the best of both, but we can't, so read on to see the details.
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<tr>
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<th>Strengths</th>
<th>Weaknesses</th>
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<tr>
<td><strong>Pages</strong></td>
<td>• Can use FB ads to get super cheap fans</td>
<td>• Fans don’t see other fans’ posts on page</td>
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<td></td>
<td>• Great page analytics</td>
<td>• Fans don’t return to page</td>
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<td></td>
<td>• Can target posts to location and language</td>
<td>• Edgerank can be a harsh mistress</td>
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<td></td>
<td>• Can add apps and tabs</td>
<td>• Page admin must constantly lead conversation</td>
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<td><strong>Groups</strong></td>
<td>• Incredible notifications</td>
<td>• Default email notification is a bit much</td>
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<td></td>
<td>• Every member is notified of every post and comment</td>
<td>• No analytics</td>
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<td></td>
<td>• Members create and move conversation</td>
<td>• Very little branding opportunities</td>
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<td></td>
<td></td>
<td>• Small group image</td>
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<td></td>
<td></td>
<td>• Ads to get members a bit more expensive than fans</td>
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The percentage of people who see the average Facebook page post: 6%. Or less.
The NYC Reads 365 Facebook Group!
Step #5: Use a Social Media Scheduler
Create Post
Create your creative content in the form of text or image to be shared to your multiple connected accounts.

Your content:
"Dude, I fixed your Red Riding Hood display." Hilarious:
http://10300copenotes.com/2017/05/16/dude-i-fixed-your-red-riding-hood-display/
Step #6: Get People to Sign Up!
Don’t forget to TELL people about it. Constantly.

● Announce your new FB Page/Group in your newsletter
● Make a bulletin board about it
● Tell your students in class about it
● Make a flyer to send home with parents
● Add the link on your school library website
● Add the link to the bottom of your email signature
● Invite your FB friends
● Tell your fellow teachers to join
1-PAGE SOCIAL MEDIA PLAN

Who is your audience?

What topics will you post about?

How will you promote your social media outreach?

What do you want to achieve?

What do they care about?

Where will you get your content?

What tools will you use to automate and simplify the job?

How will you measure your success?
**1-PAGE SOCIAL MEDIA PLAN**

Who is your audience?

*Primarily parents, but also teachers*

What topics will you post about?

*Book recommendations, school activities, local events*

How will you promote your social media outreach?

*Library website, newsletter, email signature, in-person in class and at parent events*

What do you want to achieve?

*More parents and teachers joining the FB Group, commenting and sharing*

What do they care about?

*Getting kids to read; what their kids are doing in school; supporting their kids’ education*

Where will you get your content?

*NYC Reads 365 Libguide and FB group; my library programs and lessons; neighborhood public library and bookstore events; favorite author & publisher blogs*

What tools will you use to automate and simplify the job?

*Feedly and SocialPilot*

How will you measure your success?

*Monthly # of new group members*
P.S. Have you joined the NYC Reads 365 Facebook group? Please join us!!!

https://www.facebook.com/groups/nycreads365/
Questions?
Thank you!

More questions? Contact Janna: janna.morishima@gmail.com