

1. Good morning!
2. First, a disclaimer! I don't want to pretend that I'm a great expert on the topic of social media. I mostly want to share strategies and techniques that have proven successful for us at the Yale Music Library. I would like to stress also that this kind of work is actually a lot of work if you want to do it in a consistent fashion. I'll talk about this a bit more later.
3. **SLIDE CHANGE.** → These are the various points I will try to cover today. Some in more details than others. For some of you this will seem like obvious stuff and I apologize if that is the case. So...first,
  - a. I'll talk about the importance of sharing and how essentially that is.
  - b. I will then try to explain how specific social platforms have their own strengths and how we can take advantage of that.
  - c. That will bring us to the topic of interacting and building relationships on social media platforms.
  - d. And whatever platform you decide to use the related and tough question of audience building needs to come up, I'll talk a bit about that.
  - e. Fortunately, there are ways to interconnect those different platforms, so I'll give a couple examples of such interconnections.
  - f. Finally I'll come back to the WHY and SO WHAT of all of this.
4. Sharing and linking.
  - a. Sharing is THE KEYWORD of social media. Social media is about making your content as sharable and findable as possible. How do we share?
    - i. We share our content by linking. Linking TO our Twitter account, TO our Facebook Page, TO our blog, etc.
    - ii. **SLIDE CHANGE.** → How so? By using the facebook "like" button or the "tweet" button on our content rich pages. I'm thinking about sharing content from the projects that mean a lot to us, for example, this is a page from a web exhibit that my colleague Richard Boursy and I worked on. By the way, these are old share buttons and FB now uses the "Like" button.
    - iii. Sharing contents on a daily basis is critical to the success of a social media presence. A daily-basis. Music-related or not, we share interesting content that doesn't necessarily relate to our institution. Let me say that again, **"Music-related or not, interesting content that doesn't necessarily relate to your institution."** Most things I post I get from websites like the NYTimes, or other papers and also on other facebook pages, notably the NPR Classical facebook page or the Carnegie Hall Facebook Page. The worst thing that can happen is your online presence becoming stale, static.

- iv. **SLIDE CHANGE →** So, Sharing lighter content is important as well. These kinds of posts are the ones that get the most reaction from people! Perhaps unfortunately you might say but I'll talk about the significance of this later.

5. **SLIDE CHANGE →** What does it mean to take advantage of a given social platform?

- i. Facebook, among other things, facilitates conversation a great deal unlike, I find, twitter.
- ii. So, if somebody engages us on facebook, we SHOULD reply and engage back.
  - a) In other words, if somebody shows an interest we should show interest in what they do as well, we should ask our users questions? What do they read, what's their research interests? etc.
  - b) I recently read: "I didn't see the value of social media until I started talking WITH people, instead of AT them."
    - a. What does it mean? Among other things, reciprocity, as in sharing what projects other people are working on our facebook wall, sharing interesting resources developed by others, thanking people for posting comments, asking people's opinion, etc.
- iii. **SLIDE CHANGE →** Now Facebook makes communication easier since it allows one to use Facebook AS an institution. Explain...
- iv. **SLIDE CHANGE →** Here's a simple example of what it means to talk TO people on Facebook and Twitter. This exchange started off with me paying a genuinely-felt compliment to the people at CT State Library. A month later I met a student assigned to me through the personal librarian program at Yale and he asked me a really tough reference question that I thought the CT State Library could help with. Rather than going through the usual channels and I asked the question on Facebook.
- v. **SLIDE CHANGE →** The conversation actually migrated to email and then to Twitter, this reads from bottom up.
- vi. This is the kind of relationship that I would like to build more and more but it really takes a proactive effort to do so.
- vii. **SLIDE CHANGE →** Unlike facebook where most of your connections are with people you know, twitter connects people through interest. AND Twitter makes connecting with people who share your interests very easy.

- a) The twitter account of the Yale Music Library follows a lot of people but most of them are either music librarians or accounts representing music libraries and more general libraries, accounts representing orchestras or various kinds of ensembles, accounts representing radio stations, accounts of composers, musicologists, music theorists, music technologists, etc.
- b) So, yes, often times you will get tweets like “I’m eating delicious strawberries right now” but you can also find out about projects, resources, and news items through such contacts. Likewise, you can share your projects and new items. Again, communicating with your contacts is important.
- c) What also makes twitter unique? Its use of #hashtags is one of the most salient features: EX: Musicology, music theory, conference hashtags, etc.

6. **SLIDE CHANGE** → Audience Development

- a) Searching these hashtags will often bring you to people you should probably follow. That brings me to audience development.
- b) In summary, Social media centers on who the message is getting out to, not how many. The issue is how to find and reach those people and communities who are the audience for the work that we do.
- c) Unfortunately, audience building is really tough and something that one needs to work with consistency on. Again, it’s not enough just to connect, it’s important to stay in touch and be interested by what your peers do. On Twitter that means retweeting other people’s content and mentioning them in your posts. It’s also important to let your audience comment on your content, whether on facebook, blogs, twitter, or elsewhere. In all those platforms, a moderator is often a key to good exchange and communication.
- d) **SLIDE CHANGE** → Like I said it’s important to seek out peer-institutions or people and so, one thing that I’ve done on Twitter is build a list of Music Librarians/Music Libraries with accounts on that platform. You see a few of the stellar members here!
- e) **SLIDE CHANGE** → From that Twitter list I created a dynamically-generated online newspaper on a platform called Paper.li. You see on the right side how the paper is generated. Everyday this paper is compiled automatically in the way described there and it sends out a tweet mentioning the top collaborators. That’s one way of staying active on Twitter with minimal effort!
- f) Very quickly, audience development is also important on FB. Using FB as an institution, you can seek out institutions that relate to you in

different ways, that screen shot shows a few of the 500-600 or FB pages that we like! This is a good cross-section of the Pages we like actually.

7. **SLIDE CHANGE →**

- a. And that brings me to my next topic. The dynamically-generated newspaper was a good example of interconnectivity. A presence on social media seems to become progressively important these days but finding the time to post news to all these platforms proves problematic. Fortunately, networks while ever expanding are also becoming more opened. Blogs of all types normally have an RSS feed attached to them. With those feeds it becomes pretty straightforward to push blog posts to Twitter and Facebook.
- b. **SLIDE CHANGE →** Online software like Ping, RSSGraffiti or **SLIDE CHANGE →** TwitterFeed allow you to connect platforms together.
- c. **SLIDE CHANGE →** Here's an example. This solution insures that every time one's feed gets updated the associated Twitter and Facebook Fan Page get updated automatically.
- d. Show outline of system in powerpoint and explain.
- e. This is just one of many possibilities in terms of interconnection. The principles would remain the same whichever social media one uses. As a matter of fact, one should probably choose to use a particular social media platform only if that platform will allow for easy communication with other platforms.

8. **SLIDE CHANGE →**

- a. I often tell people that if you're hoping to use Facebook and Twitter to boost your reference statistics you should close your account and focus on something else!
- b. Like I said before, this picture created a significant amount of buzz for us on Facebook.
- c. Involve as many people as possible on the project (staff and student workers can become admin who contribute.)