

Michigan PR Group

December 15, 2020 Virtual Meeting

AGENDA

1. Introductions
2. Answer the Poll
3. Guided Conversation: What's on your mind?
4. Future meetings
 - Tuesday, January 19 at 10am - Library Aware by Kelly Rembert
 - Tuesday, February 16 at 10am - TOPIC???? - learning session
 - Tuesday, March 16 at 10am - Roundtable discussion

1. Guided Conversation: What are you most proud of?

See chat for responses

2. Guided Conversation: What is your main priority right now?

- Trying to convince community that even though doors are closed, we are still a valuable asset (especially because we have millage renewal next year)
- Keeping everyone informed about what we are doing
- Reaching people about our virtual programs
- Keeping up with civic engagement
- Getting patrons to put holds on books and DVDs

3. Submitted Question: Best source for free graphic images for social media, flyers, etc...

- Canva
- Pixabay
- Unsplash
- Pexels

4. Submitted Question: Best practices for keeping stats on our programs?

- Some track once a month
- We keep a spreadsheet
- Do social posts have a call to action? Helps with tracking engagement.
- Try to start posts with a question to get some engagement... i.e. What is your fav book of 2020?

Stats for videos...

- Example... 30 min long concert, cum view of 580 min, divide by full 30 min and get a mean of 19 people (that sat all the way through it)
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- When you really dig into the numbers, esp for FB videos... you get # of people viewing for so many seconds, then you get the total number of viewing minutes. It's disheartening when you see 75-80% of views were only for 3 seconds.

What stats are people tracking each month?

- Mary S from GPPL has a spreadsheet to share.
- We look at the 'reach' numbers

How often to track?

- Quarterly to show more of a trend

LM Doc with instructions for how to count stats for virtual programs:

https://www.michigan.gov/documents/libraryofmichigan/LM_2020_Annual_Report_Changes_685687_7.pdf

5. Submitted Question: What are the most useful questions to put on a community survey about programming?

- What types of programs are you interested in
- What would you like to see more of in the future
- What time of day is good for you
- What day of the week is good for you
- Do you prefer to watch live or recorded (helps determine which platform you should use)
- Where do you see this program advertised?
- What are the barriers to participating in programs?

6. Submitted Question: What programs are working for you or is your community having zoom fatigue?

- Winding down programming now because of holidays; although storytimes are popular still. We do them live but record so people can watch them later.
- Crafts and book club are popular now
- On-demand videos are doing really well for us; our writing group has been enjoying virtual aspect. Becoming more popular now as virtual.
- We've heard from people that they really like virtual programming and would like us to continue after things go back to in-person
- Give people something to do while they're watching has really worked well for us

What software are people using...

- Zoom mostly
- Facebook live - don't need a FB account to access
- Vimeo
- [Jitsi Meet](#)
- Google Meet - service is getting better
- GoTo Meeting
- Ringcentral
- Instagram Live
- IGTV - videos have to be at least 1 minute (book reviews and storytime)
- StreamYard for live programs
- Not much YouTube because it's not a high traffic site for folks; serves as more of an archive

7. Guided Conversation: What is your biggest challenge right now?

- Communication
- Competing for attention on social - hard to get 'eyeballs'
- Building circulation
- Working out of two places
- Keeping patrons interested in what we are still offering
- Trying to stay positive and upbeat - self-care
- Ideas for programs that people will want to attend online
- Getting the right people the right info

- Programming changes on the fly and has become a moving target for promotion.
- Trying to be flexible
- We've worked out a full quarter in the past and now we're only working 6 weeks out
- Wait and see mode

8. Submitted Question: What products do people use to create flyers, email templates, etc...

- Library Aware - stay tuned for January learning session on how this works!
- Savannah (Orange Boy)
- Constant Contact
- Canva
- Mailchimp
- For print newsletters, we use a freelance/contracted designer

9. Guided Conversation: What's the most efficient method or software to keep up with what you post on different social media sites?

- Hootsuite
- Facebook because you can now plan Instagram posts too.
- Sprout Social (much better than Hootsuite)
- Facebook Business Suite - many DON'T like this because FB is always changing the interface
- Mailchimp does FB, Twitter and Insta all at once too
- Canva is getting into scheduling

10. Guided Conversation: What do you wish you could tell your community?

- We miss them as much as they miss us.
- Being closed isn't our first choice.
- We have tons of digital resources.
- We're doing this to keep people safe
- "Bring the library home with you"
- We are still here
- We hear you and we are doing the best we can to offer the most with the restrictions.
- Call us!

11. Submitted Question: What are some ideas for promoting library events & resources outside of social media?

- Partner with local organizations
- Radio announcements
- Local newspaper and other local pubs
- Sending out postcards regularly - has been pretty effective especially for those not active on social
- Put flyers out at curbside
- Email everyone with emails recorded in our ILS - only a few unsubscribes, no complaints; can see direct correlation with what we're promoting and then patron activity...ie: Book Bundles (we also make it very easy to unsubscribe)
- Peachjar.com - posts to schools; limited free accounts
- Using patron emails... some ask for patron permission on library card apps - 'opt-in'; other libs work on the 'opt-out' path.

12. Submitted Question: Instagram - who do you follow? How do you get followers?

Who do you follow on Instagram?

- Who should I follow
- Does anyone have guidelines
- Follow community partners
- We don't follow patrons
- Follow business and orgs that do collaborative projects with us
- Follow a lot of other libraries to get good ideas

How do you get followers on Insta?

- More hashtags
- Tag your community orgs
- Don't overwhelm insta - only put out the minimum and something that is different from what you put out on your other social platforms.
- Contests
- Work with a local influencer - local people who love the lib and have strong followings. We ask them to share and do some posts promoting us. That has worked pretty well.
- Like/follow competition at larger district library... for smaller libs, try this with your local library neighbors; "cross town" rivalry

13. Twitter - Who uses Twitter? What types of posts do you make? Do you create different content for Twitter than for your other social platforms?

- Some use Twitter; we try to tag the local schools
- I don't always differ the posts - it can be a lot of work
- Don't use the full character amount in Twitter because when people retweet it they can't add their full comments.
- We use Twitter but it's not a priority for us
- We use Twitter, but it's our least used platform

Suggest Future Meeting Topics:

Would love to learn more about content marketing - how to write copy

Resources