

Media Resources for Libraries

Resources written for Nonprofits but GREAT for Libraries too

- Measuring the Networked Nonprofit by Beth Kanter and Katie Paine
- Beth's Blog <http://www.bethkanter.org/>
- A Strategic Guide to Social Media for Nonprofits www.sproutsocial.com

Resources mentioned in the Reaching Stakeholders webinar:

- Facebook Group Libraries and Social Media
<https://www.facebook.com/groups/LibrarySocial/>
- Start With Why video: <https://www.youtube.com/watch?v=sioZd3AxmnE>
- Start With Why Book:
https://books.google.com/books/about/Start_with_Why.html?id=iyw6ul1x_n8C&printsec=frontcover&source=kp_read_button&hl=en#v=onepage&q&f=false
- John Palfrey's book BiblioTech: Why Libraries Matter More Than Ever in the Age of Google:
<http://www.amazon.com/BiblioTech-Libraries-Matter-More-Google/dp/0465042996>
- The source of the age demographic diagram: <http://socialmediaweek.org/blog/2015/04/9-major-social-networks-age/>

Recent market share statistics: which communities are gaining popularity?

- [Pinterest, Instagram Growing Faster Than Twitter, Facebook](#): Media Bistro's title is odd because the real news is that Tumblr grew the fastest of all.
- [Tumblr Overtakes Instagram As Fastest-Growing Social Platform, Snapchat Is The Fastest-Growing App](#): TechCrunch analyzes the same Global Web Index statistics for the 3rd quarter of 2014

Analysis of Facebook alternatives

- [It's Time to Ditch Facebook and Start Over](#): Gizmodo posted this easily digestible list of alternatives organized by type of use.
- [New Data: Why Your Fans Aren't Following You on Social Media](#): Hubspot provides data here that may help you pick your next new platform.
- [A Teenager's View on Social Media, Written by an actual teen](#): Bad news if you're trying to reach teens via social media.
- [Social Media Comparison Infographic](#): from Leverage New Age Media, they say they will try to update this every 6 months.

Quick Resources

- 10 Social Media Marketing Tips for Libraries by Ellyssa Kroski
<http://oedb.org/ilibrarian/10-social-media-marketing-tips-for-libraries/>
- How Libraries Are Using Social Media: Expanding Online Toolkits to Promote Advocacy by Terra Dankowski (<http://americanlibrariesmagazine.org/authors/terra-dankowski/>)

- The Librarian's Nitty Gritty Guide to Social Media by Laura Solomon
- Bite-Sized Marketing: Realistic Solutions for Overworked Librarians by Nancy Dowd

Best practices

- [The Recipe for Perfect Social Media Posts \[Infographic\]](#): This one from Hubspot has a very well done infographic explaining the different audiences and strategies.
- [6 Reasons Social Media Isn't Working for Your Small Business](#): Rebeccah Radice distills the reasons social media accounts fail to build a following into 6 points.
- [26 Creative Ways to Publish Social Media Updates](#): *Social Media Examiner* has some really, really good advice applicable to most platforms. Good stuff.

Press Releases

- Press Releases: The Press and Media by the Ohio Library Council
<http://www.olc.org/marketing/4press.htm>
- 10 Essential Tips for Writing Press Releases by the NJ State Library
<http://www.ala.org/alcts/confevents/preswk/events/10tips>
- National Library Week 2014 – Sample Press Release
<http://www.ala.org/conferencesevents/national-library-week-sample-press-release>
- Sample of a Good News Release by the Montana State Library
http://msl.mt.gov/WhatsYourStory/How-Tos/tl_gn_goodrelease.asp