An Introduction to Queens Library's Presence on Today's Most Popular Online Communities

Social Media for Business and Professional Use

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Why Should My Company Care About Social Media?

It’s a global phenomenon:

• Social networking is the most popular online activity worldwide, surpassing emailing and web searching.

• By the end of 2011, across the world, social networking accounted for 19 percent of all time spent online, or nearly 1 in every 5 minutes was spent on social networking sites.

Nearly everyone in the U.S. is participating:

• 98 percent of Internet users spend time on social networks.

• 95 percent of adults 55+ have engaged with social media.

It may be the best or only way to keep in touch with some people!

In 2011, as 15-24-year-olds’ use of IM services and email fell, their average time spent on social networks jumped.

*Source: “It’s a Social World: Top 10 Need-to-Knows About Social Networking and Where It’s Headed,” comScore
Social Media Use in the United States

United States

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Audience (Age 15+)</td>
<td>188.5 Million</td>
</tr>
<tr>
<td>Total Social Networking Audience</td>
<td>185.2 Million</td>
</tr>
<tr>
<td>Online Population Visiting Social Networks</td>
<td>98.3%</td>
</tr>
<tr>
<td>Share of Time Spent on Social Networking</td>
<td>16.8%</td>
</tr>
<tr>
<td>Average Time Spent on Social Networks</td>
<td>6.9 Hours</td>
</tr>
</tbody>
</table>

**Top 5 Social Networks**

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Total Unique Visitors (000)</th>
<th>% Reach</th>
<th>Average Minutes per Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>156,020</td>
<td>82.8%</td>
<td>441.2</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>35,302</td>
<td>18.7%</td>
<td>15.9</td>
</tr>
<tr>
<td>Twitter</td>
<td>33,256</td>
<td>17.6%</td>
<td>23.3</td>
</tr>
<tr>
<td>Myspace</td>
<td>27,254</td>
<td>14.5%</td>
<td>10.4</td>
</tr>
<tr>
<td>Tumblr</td>
<td>14,617</td>
<td>7.8%</td>
<td>146.2</td>
</tr>
</tbody>
</table>

**Average Engagement with Social Networking**

- 15-24: 10.3
- 25-34: 7.3
- 35-44: 6.3
- 45-54: 6.1
- 55+: 3.7

**Top 5 Social Networks by Unique Visitors**

*Source: “It’s a Social World: Top 10 Need-to-Knows About Social Networking and Where It’s Headed,” comScore*
How Are Customers and Companies Engaging on Social Media?

Customers are using social media to...

- Search for information, such as hours of operation, transit information, prices, reviews, and more
- Ask questions
- Leave reviews (positive and negative), videos, or photos of your company
- “Check in” to your company’s physical location on mobile devices on Facebook, Foursquare, and other social networks that allow for “geotagging” — or mapping one’s physical location online*
  *If a page created by you or someone in your company does not already exist, users may create pages for your company – whether you want them to or not – by taking these actions
- Find and earn coupons, loyalty rewards, and other discounts for “checking in” often enough on social media

Smart companies and entrepreneurs will:

- Provide basic information, such as hours of operation, transit information, prices, reviews, and more – as well as provide regular updates, news, and behind-the-scenes information
- Answer questions
- Reply to reviews, complaints, videos, and photos
- Acknowledge check-ins by offering loyalty rewards through platforms like Facebook, Foursquare, Yelp, and more
What Are Your Company’s Goals and How Can Social Media Help?

Keep up with industry trends?
Create more visibility for your goods and services?
Engage existing customers?
Reach new customers?
Assess customers’ needs?
Network with peer organizations?
Hire top talent?
Publish and share content, like blogs, videos, and more?

Social media – if used strategically – can help you achieve these goals and more.
Which social networks should you join?

Questions for consideration:

• Social networks with the most users?
• Social networks that offer features that complement your business?
• Social networks where your company already has a presence because of user-submitted information, reviews, and more?
• Social networks where your industry has a strong presence?
• Social networks you or someone within the company understands how to use?

Tool you can use:

• Use Google Alerts to set up email alerts for your or your company’s name to see how often either are mentioned on the Internet and to see which sites, and which social networks, your company is appearing on the most. http://www.google.com/alerts
• Perform simple searches on Facebook.com, Twitter.com, and other popular social networks, and see if your company is mentioned. For some sites, you may need to be logged into an account to see the results. You can always create a test account that does not use your real name or your company’s name to do this research.

Do your homework before signing up and publishing content to social networks on behalf of your company!
Determining the Social Media Needs of Your Primary Audience

- Do they have a preferred social network?
- Do they want to learn specific information from you?
- How often do they want or expect updates?
- How often will they respond to updates?

-> Use informal and formal surveys
-> Take strategic action based on the results of the surveys

Queens Library case study:
We learned the following:
- What topics our audience most cares about
- What social networks they prefer
- What age demographics they’re most concerned about

Tools you can use:
- Survey Monkey (free, low-cost)
- Google Docs (free)
- Informal survey “How are our tweets?” “Why do you ‘like’ us on Facebook?”
- Ask your customers when you see them in person or connect with them via email or on your website.
Establishing a Presence on Social Media

Questions for consideration:

• **Is there a user-generated page for your company, one created not by someone within the company, but by customers leaving reviews or “checking in”?** If so, on most social networks, you should be able to claim the page and get access to update the information. There should be a link on the page that says “Are you the business owner or do you work for this company?” Or you may have to contact the social network directly to get access. This process can take anywhere from 24 hours to a few weeks.

• **Is your company name available?** Twitter allows you to choose a username, but you may not get to create the exact name you want if it’s been taken already. For example, on Twitter, @RealEstateAgentinQueens may not be available, but @QueensRealEstateAgent may be. Facebook allows you to create a URL ending, but it may not be available. For instance, Queens Library’s is Facebook.com/queenslibrarynyc because Facebook.com/queenslibrary was not available. Try and keep your company name and information consistent across social networks. For instance, on Facebook, all of our library pages (we have 60+ pages, for Queens Library overall and one for each community library) include the text Queens Library—not Queens Borough Public Library, Queens Public Library, or other similar names.

• **How often can you (or someone from your company) update the account?** Some sites, like Google Places and Yelp, do not typically require daily or weekly maintenance. You can simply list the correct information for your business—hours of operation, location, prices, contact information—and check in on the activity customers leave on your page every so often. On sites like Twitter and Facebook, customers expect regular updates. Only join social networks you know how to use and you have time to keep maintained regularly.
Ushering Your Company onto Facebook

- Facebook is the most popular social network in the U.S. and internationally.
- In October 2011, more than half of the world’s Internet users (55 percent) engaged with Facebook.
- Around the world, approximately 3 in every 4 minutes spent on social networking sites were spent on Facebook and about 1 in every 7 minutes spent online took place on Facebook.

*Source: “It’s a Social World: Top 10 Need-to-Knows About Social Networking and Where It’s Headed,” comScore

Facebook tools for businesses:

- **Facebook Pages** – Free profiles that can be set up within minutes that usually share the same information you have on your company’s website, including hours of operation (if you have a physical location), your history and mission, and links to anything on the Web.
  - Custom tabs – Paid and free ones are available. If you or a skilled employee knows HTML, you can recreate many of the pages on your website to be displayed on your company’s Facebook page. Many companies add custom pages with “contact us” forms, email sign-up forms, terms of services, coupons or discounts, and more.
- **Facebook Ads** – Easily set up within minutes, campaigns can be set up on a relatively low-budget and can target very specific or broad audiences. You can pay based on how many clicks your ad receives or based on how many times your ad is viewed.
- **Facebook Plug-ins for Websites** – Take your website engagement to a whole new level by driving Facebook “Likes,” comments, and more.
- **Facebook Causes** – Grow donations for your non-profit by adding your charity’s presence to the most popular social network in the world.
- **Facebook Insights** – Get free analytics available to Facebook page managers that give data about fans’ engagement with your Facebook page and demographics about your Facebook followers.
Ushering Your Company Onto Twitter

As of the end of 2011, 1 in 10 Internet users worldwide engaged with Twitter. Close behind LinkedIn, Twitter is the third most popular social network in the U.S.

*Source: “It’s a Social World: Top 10 Need-to-Knows About Social Networking and Where It’s Headed,” comScore

Twitter uses for businesses:

- Find and follow companies, individuals, entertainers, politicians, and more.
- Pay for “sponsored tweets” that will show up in prominent places on Twitter to followers and non-followers.
- Create a short bio—about one sentence in length.
- Share information about your company and links to anything on the Web with followers.
- Track “trending topics”—the most popular topics of conversation on Twitter.
- Search for what all Twitter users are saying about a certain phrase, whether it is “trending” (very popular) or not, such as your company name, or terms that are popular in your industry.
- Network with partner organizations or individuals by re-sharing what they’ve tweeted.
- Create and track hashtags (denoted by a # in front of a word or phrase without spaces, hashtags are a way to tag your updates by theme) to promote upcoming events, product releases, and more. For example, #savequeenslibraries is a hashtag the library uses to garner support for library funding from the city.
- Showcase a message or campaign in a designed Twitter background.
Ushering Your Company Onto Twitter
The second most popular social network in the U.S., LinkedIn is used by individuals to keep track of and grow a professional network, but companies can use it too. There are premium (paid) accounts for recruiters, which give those who pay for the services more insights into the robust analytics LinkedIn is privy to about applicants — you’re paying for LinkedIn to produce qualified candidates who meet your search requirements.

**More uses for businesses:**

- Post job openings and a company profile.
- Post public messages — status updates similar to Facebook or Twitter — about the company.
- Track who is following their company on LinkedIn, and how your company page is performing compared to similar companies within the industry on LinkedIn.
- Find out statistics about company employees.
- Promote products and services.
- Advertise.
Ushering Your Company onto YouTube

• More than 800 million unique users visit YouTube each month
• Over 3 billion hours of YouTube videos are watched each month
• More than 100 million people engage with YouTube videos every week by “liking,” sharing, and commenting on videos

Source: YouTube.com

YouTube uses for businesses:
• Upload and host videos for free
• Respond to comments about your videos
• Get free analytics about your videos
• Find and engage with videos about your library, perhaps uploaded by visitors, partner organizations, program presenters, and more
Popular Queens Library YouTube Videos

- Give a behind-the-scenes look at Queens Library happenings
- Showcase interesting programs
- Include calls for support; appeal to our followers’ love of libraries and/or Queens

We Have Used YouTube to:
- Generate video embed code we can host on our websites and blogs
- Post videos from programs we have for teens on making videos
- Generate customer support and awareness for fundraising and advocacy

Top 10 Queens Library YouTube Videos

1. Queens Library Enriches Families
2. Queens Library Connects Me to Education
3. Summer Reading Club - Kew Gardens Hills
4. Children’s Library Discovery Center
5. Queens Library Connects Me to People
6. Summer Reading 2012 Teen Video Challenge
7. Summer Reading Club 2010: Kew Gardens Hills W...
8. Model Railroad at Queens Library at Broadway
9. "I Visit Queens Library Because…"
10. The Dance Company of Guatemala Performs at Qu…
Companies can have multiple Foursquare pages, one for each location, and then also a “brand” page for the identity of the organization overall.
Social Networks for Promoting Local Services and for Companies with a Storefront, Include...

Foursquare, Google Places, Facebook pages, LinkedIn, Yelp, Yahoo! Local, and more...

You can typically create accounts for your company or yourself (if you’re a licensed professional, for instance), choose an industry category that your listing will appear in the directory of, and list company information, hours of operation, contact information, and more—all for free.

Some sites may also let you list information—including photos and videos—about your goods and services, allow customers to review your goods and services, and more. Most are not e-commerce sites—meaning people cannot buy or pay for goods and services directly through the social network—but some may allow this, including Facebook, if you use custom tabs or pay for Facebook ads.

What are the benefits of listing your location and services?

- The ability to control or moderate the information being shared about your company or services
- Detailed analytics of how many people “check in” to your physical location (if applicable) or view your business listing
- Demographics about who is checking in and how often
- Free opportunities to offer rewards for loyal customers
- The ability to respond to customer reviews on social media

*Functions vary from social network to social network.*
Ushering Your Company onto New, Emerging, and Niche Social Networks

Should your brand join the bandwagon? What’s the harm in joining? What’s the harm in not?

Tumblr is the fifth most popular social network in the U.S. To join Tumblr, every member must create a Tumblr website — but you don’t have to know HTML or other web languages to build your site. You can choose from one of many free templates. If you know web languages, you can create your own customized site or make tweaks to the existing templates. According to ComScore, 50 percent of Tumblr’s visitor base is under the age of 25; teenagers ages 12-17 are about twice as likely as the average Internet user to visit Tumblr, while 18-24-year-olds are nearly two and a half times as likely.

Google+ is Google’s latest attempt at social networking; it launched in the summer of 2011, allowed companies to join in November 2011, and is just now allowing teens to create profiles.

Pinterest is an up-and-coming social network whose monthly traffic is ballooning; it drives more referral traffic than Google Plus, LinkedIn, and YouTube combined, according to a study from Shareaholic. Users showcase their “favorite things” on digital bulletin boards.

Instagram is a niche social network that is currently only accessible to iPhone users who have downloaded the free photo app Intsagram. Users can tag their photos using hashtags and geotags. It was recently purchased by Facebook and has since become one of the most popular app downloads.
How Can a Company Incorporate Social Media into Its Existing Business?

You can add social networking information and features into your...

• Website
• Mobile apps
• Digital and print ads
• Printed materials (receipts, signs, forms, letterhead, brochures, magazines, delivery truck signage, product packaging, menus, etc.)
• Phone recordings
• Email footers/signatures
• Products, programs, and services
How Queens Library Is Incorporating Social Media into Its Business

Social Media Classes

Social Media Signs

Social Media Icons in Email Footer

Social Media Bookmark
Social Media Integration with Your Company’s Website

Free from Facebook

Free from Twitter

Plugin from AddThis

Free from Facebook

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www.queenslibrary.org
Social Media Integration with Your Company’s Website, Email Campaigns

Social media integration can be used in a variety of ways, including getting website visitors to:

- Follow your page on social media
- Share information from your website on social media
- Comment on your website using a social media profile as a login
- Share an action they took on your website or app (such as making a purchase or reading an article) with their social network contacts
- Leave a recommendation of your company on Facebook, Foursquare, Yelp, or elsewhere

Tools you can use:

- Your web platform or content management system – such as Wordpress or Drupal – may offer plugins made in-house or by independent developers. E-blast publishers like ExactTarget, Constant Contact, and Mailchimp offer social media integration into their email marketing as well.
- Free and low-cost tools are available through third-party companies like ShareThis (a social-sharing plugin), AddThis (a social-sharing plugin), Disqus (a commenting plugin), Echo (a commenting plugin), and more.
Fostering a Company Culture That Embraces Social Media

- Do staff know how to use social media?
- Do they understand how it could benefit your business?
- Does your business have an internal social media policy? *(Can anyone create social media accounts for the company? Can staff mention the company on their personal social media accounts?)*
- Does your company have a social media policy for customers? *(What comments are acceptable on your social media accounts and what are not acceptable?)*
- Are staff in customer service aware that customer service issues are being reported on social media? Is your social media staff capable of addressing customer service-related issues?

Queens Library Case Study: We have offered several trainings to staff who are interested in learning more about social media, and how Queens Library is using it. This in turn has led to more staff involvement on social media pages. We have created a social media policy for customers for our sites and for comments left on our social media accounts on external sites. Customer service-related incidents that are reported on social media are directed to customer service to be resolved.
QUEENS LIBRARY ON SOCIAL MEDIA

Facebook.com/queenslibrarynyc
Twitter.com/queenslibrary
Youtube.com/queenslibrary
LinkedIn.com/company/queens-library
Foursquare.com/queenslibrary
Queenslibrary.tumblr.com
Goodreads.com/group/show/58240.Queens
Flickr.com/photos/qbpllid
Gplus.to/queenslibrary
Web.stagram.com/n/queenslibrary
Pinterest.com/queenslibrary