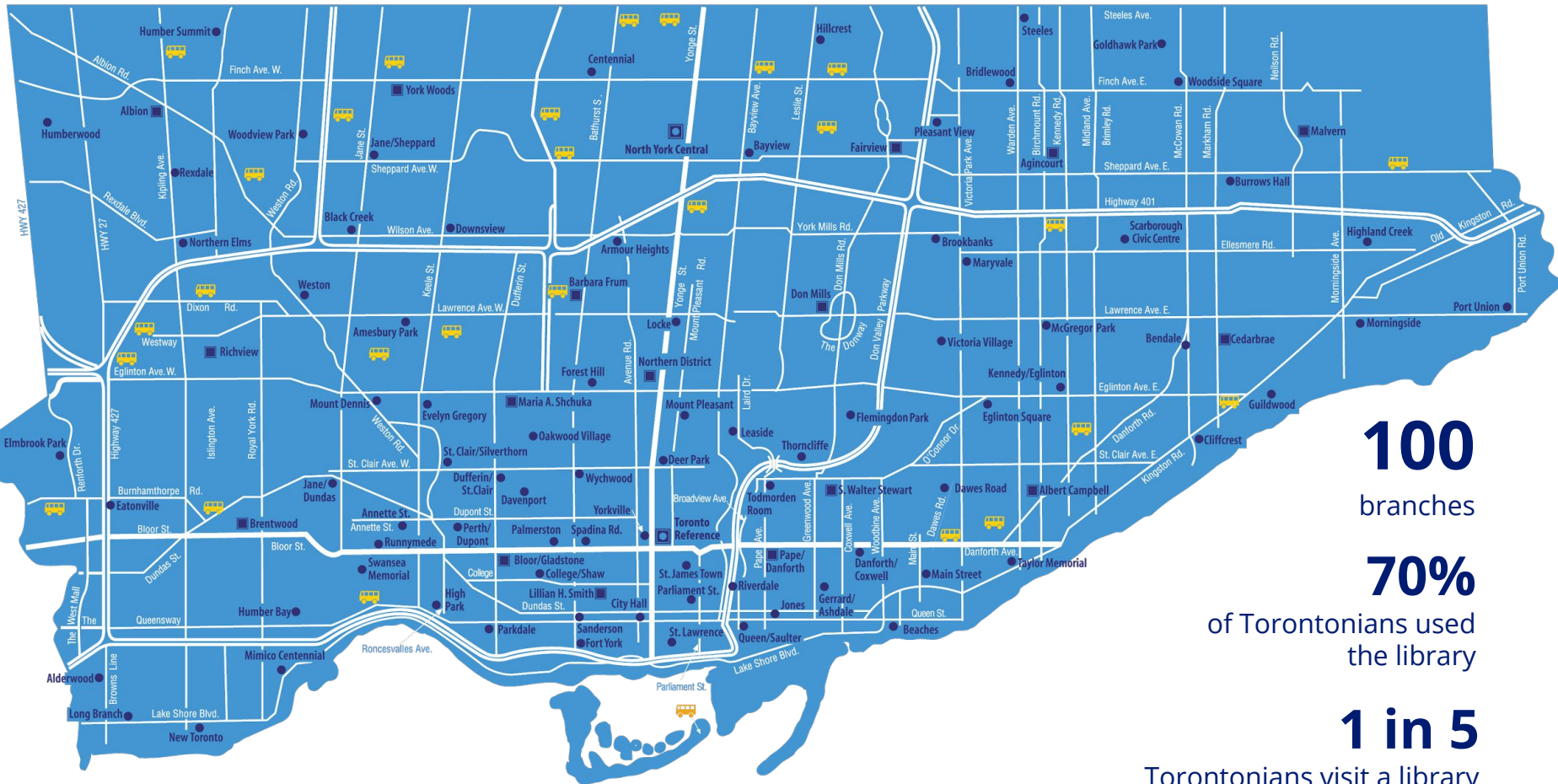


Improve Your Social Media Engagement

Process, Teams, and Success Stories from TPL

Mabel Ho | Michelle Leung | Melanie Boatswain-Watson | Bill Vrantsidis





100

branches

70%

of Torontonians used the library

1 in 5

Torontonians visit a library branch at least once a week

Biggest & busiest



3.2 million wifi sessions
6.7 million computer uses



18 million visits to
library branches



925,400 people attended
37,000 programs



32.5 million
items borrowed




31 million
visits to tpl.ca



26% increase
in the use of ebooks



Why social?



To be where our customers are,
and provide them with an
exceptional customer service experience
at every point of need.



Part of a broad multi-channel engagement and service strategy

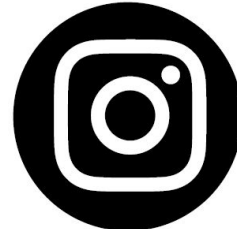
Promotion & Outreach

Information & Service Delivery

Customer Experience

Media and Public Relations

Accessibility





Branch & service accounts



Library branches

@TPLFortYork (FB)

@TPLBloorGladstone (FB)

@TPLScarbCentre (FB)

@TPLParkdale

@TPLRiverdale

@TPLWeston

@TPLJonesLibrary (FB)

@TPLWychwood

@TPLAlbion

@TPLNDistrict

@TPLForestHill

Toronto Reference Library (FB)

North York Central Library (FB)

Flemingdon Park Branch (FB, IG)

Gerrard/Ashdale Branch (FB)

Victoria Village Branch (FB)



Services

@TPLTeens (FB)

@TPLBookBuzz

TPLpopuplearning (IG)

...



Staff

@vbowlestpl

(City Librarian)

Other staff

...



How we got here

Four phases of social media adoption

Test Adoption

Little integration with the rest of the organization

Focused Adoption

Certain key functions begin to use social media to support individual objectives; part of integrated marketing communications strategy

Operational Adoption

Use of social media becomes normalized

Operational Integration

Social media incorporated into the entire organization

Our progress

Test Adoption
2008-2011

Focused Adoption
2012-2014

Operational Adoption
2015-2017

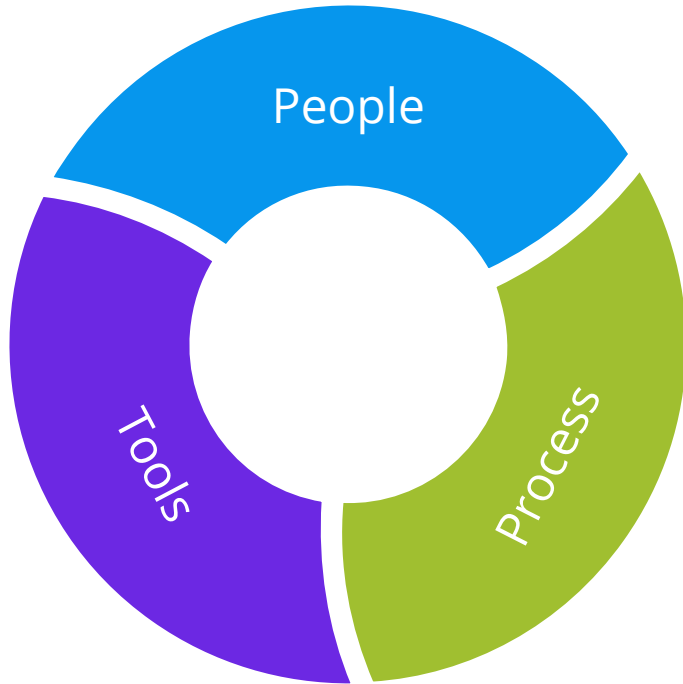


Operational Integration
2018 onwards



Operationalizing social

Components



Defined Governance Structure

Communications, Programming & Customer Engagement Dept
Answerline Service Dept
Branch and Service Teams

Social Media Policy & Terms of Use

Request for new accounts
Mandatory staff training
Editorial oversight & planning meetings (+ email address)

Editorial Guidelines & Best Practices

Editorial calendar
Social Media Management Dashboard
Analytics tools

Content planning meetings

Weekly, 30 mins

Includes social media team and other staff as required

Content review

Top posts, trends, insights and suggestions for improvement

Content plan

Topics and key dates (internal and externals), channels, responsibilities, metrics

Opportunities

Discuss new developments and opportunities, improvements to workflows

System-wide involvement in social

Branch Operations & Customer Experience	Collection & Membership Services	Communications, Programming & Customer Engagement	Digital Services & Emerging Technologies	
Customer service online Social media monitoring Branch social media accounts Bloggers for various subject blogs	Customer support Bloggers for various subject blogs	Customer support Editorial oversight & content planning Social media monitoring and mgmt Digital analytics Digital media creation	Customer support TPL website Digital analytics Bloggers for various subject blogs	
Human Resources	Planning, Policy & Performance Management	Service Development & Innovation	Finance	TPL Foundation
Recruitment on LinkedIn Online Policy Customer support	Statistics collection and reporting Online Policy Customer Support	Bloggers for various subject blogs Service social media accounts Readers' Advisory Customer support	Customer support	Support, integrated with TPL's social media efforts Customer support



Content & marketing strategy

– Planned content

Content ideas

Proactive, evergreen content

- Services (especially hidden gems)
- Interesting collections
- Special spaces, branch profiles
- Customer spotlight
- Staff spotlight
- Start a conversation (be ready to reply!)
- Storytelling, feel good stories
- Holiday closures
- User-generated (ask permission & give credit)



Editorial calendar

Google Search Calendar

Calendar Today < > October 2017 Day Week Month 4 Days Agenda Use new Calendar More

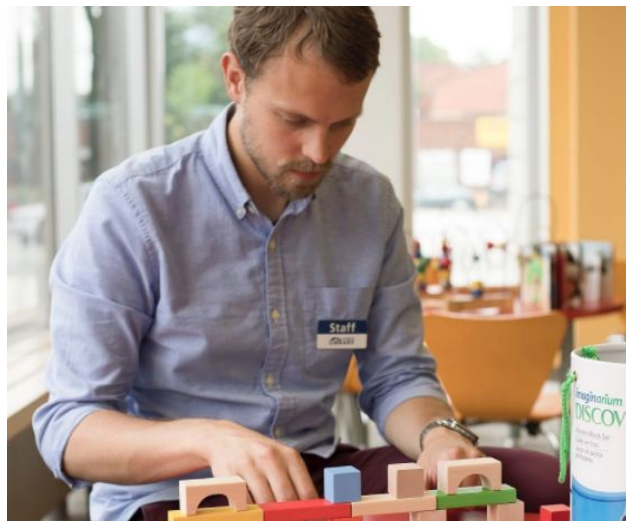
CREATE

October 2017 < >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Oct Culture Days - Various Branc	2 Cliffcrest Branch's Birthday	3 7p An Evening with Toronto B	4 Governor General's Literary	5 What's On at the Library En	6 Photo Friday (Facebook/Twi	7 MAP Family Saturdays
Library Month re: Ottawa Public Library's #LibraryMoments Campaign						
	2017 Scotiabank Giller Priz +3 more		Governor General's Literary +2 more	World Teacher Day 6:30p Corruption. Greed. Sec		
8	9	10	11	12	13	14
Library Month re: Ottawa Public Library's #LibraryMoments Campaign						
	Library Closed Thanksgiving Sherlock in Advertising (Ma		TPL Stories	7p 2017 Toronto Book Awards	Malvern's Birthday (1982) Photo Friday (Facebook/Twi 7p Indigenous Writers' Gathe	Agincourt Branch's Birthday MAP Family Saturdays St. James Town Branch's Bi
15	16	17	18	19	20	21
Library Month re: Ottawa Public Library's #LibraryMoments Campaign						
Ontario Public Library Week (OLA)						
Hurricane Hazel (1954)	Survey Week +3 more	+7 more	+4 more	+3 more	+2 more	+2 more
22	23	24	25	26	27	28
Library Month re: Ottawa Public Library's #LibraryMoments Campaign						
Survey Week	Albion Branch's Birthday (1	1p Dead, Dead...And Dead. (€	Toronto Stock Exchange Fo	AGO Relocated to Dundas !	History of Reference Librari	Armour Heights Branch's Bi
International Festival of Authors (IFOA) - Harbourfront Centre						
+4 more	+3 more		+4 more	+3 more	+2 more	+2 more

My calendars

- TPL Initiatives (progr...
- @tpl
- Birthdays
- City/Industry Initiative...
- Reminders
- Scheduled Blog Posts
- Scheduled Social Me...
- Snapchat



TPL Stories



Toronto Public Library

Published by Mabel Ho [?]
Page Liked - January 25 - 🌐

Meet Dianne...

"I have come to realize over the years that working in a library has ultimately been the perfect job for me. I used to be a Page at Mimico Branch from 1962-1967 when all the towns were on their own (before the 1999 amalgamation of the former library systems). I had always wanted to be a teacher, so that is what I dutifully went and did. While I was a Page, I questioned whether or not teaching was what I really wanted. I should have listened to myself because I only lasted a year teaching. I applied to work for Toronto Public Library (TPL); got hired right away, and have never looked back.

"It has been the perfect match for my personality. I've been able to play with kids, tell stories and have fun for 49 years. To counterbalance that, and to satisfy my Gemini personality, I was able to do very in-depth reference work when I was at Runnymede Branch – a great challenge and one which I really enjoyed. I do most of the children's programming at Alderwood Branch, and here there is the time to really plan the programs well, so they end up being a blast, and the response from the kids is amazing. I receive an uncountable number of hugs.

"Libraries are not the "hear a pin drop" places that they used to be. You can eat in them, talk in them, and have a lot of fun in them.

"I met many of my lifetime friends through TPL either because they were patrons or staff members. I scored two husbands out of TPL. So, generally speaking, I have to say that it has been one of the most satisfying and rewarding experiences of my life." — at 📍 Toronto Public Library - Alderwood Branch.



Jane Bear "I scored two husbands out of TPL" Yaaaaaasss girl yaaaaaasss. I love it. Haha.

Like · Reply · Message · 🌟 18 · January 25 at 9:26am

↩ 1 Reply



Alexander Barattin It's shameful that Toronto's library system is so chronically underfunded - librarians like Diane make up the building blocks of a community!

I would have loved to go into library sciences but with all the cuts it didn't seem possible; my friends who... [See More](#)

Like · Reply · Message · 🌟 2 · January 25 at 11:35am · Edited



Pam Mountain Well said Dianne. I had the privilege of working with Dianne and saw what magic she performed on a daily basis - and still does. Toronto public library has been blessed to have Dianne as its' public face in every branch she's worked in.

Like · Reply · Message · 🌟 1 · January 26 at 9:00am



Iana Georgieva Dianne would reassure me that she was just a phone call away if I needed her when I was working Sundays at Runnymede still learning and nervous, and she was in another Sunday branch. Such vibrant, generous, funny, tireless colleague and always great children's programmer. Bravo Dianne, so many people recognize and remember you

Like · Reply · Message · January 25 at 10:01pm

TPL Stories



Toronto Public Library

Published by Mabel Ho [?]

Page Liked · August 9 · 🌐



Meet Alice...

"Alice has been visiting the library regularly since she was 6 weeks old," says mom, Bonnie. "We first went to Baby Time at Elmbrook Park and Eatonville, and Alice loved the songs and stories from a very young age. Alice comes from a long line of book lovers, and it came as no surprise when she quickly took to reading with her family. Even her first word was 'book!' Now at two years old, Alice would choose a book over any other activity, and is always very excited to visit the library and explore new stories. She has been enjoying the TD Summer Reading Program and loves to roll the dice and collect her stickers! We are always welcomed warmly at our branch, and I know the library will always be an important part of Alice's childhood." — at [Marie Curtis Park](#).



Tag Photo



Edit



Like



Comment



Share



More

Instagram posts



torontolibrary • Following
Toronto Public Library- Brentwood

torontolibrary We love ambitious readers! .

....

#ReadyForReading #Brentwood #Etobicoke
#TorontoLibrary #EveryChildReadyToRead

ladygraceofegan 🥰🥰🥰 this is too cute

mishiechau This makes my day 😊

niveditha That's my branch!

_kchiu How cuteee @_dylsch

dianaando This is my favourite picture TPL
has ever posted.

anama1 I don't know where to begin about
how cute this is!

aix444_ Love that branch! My kids enjoy
story time on Saturdays!

anotheropenbook Ambitious and
ADORABLE! So cute!

jax1980 @anna718 @cheral818 my baby

👍



411 likes

FEBRUARY 24

Instagram posts



torontolibrary • Following
Maria A. Shchuka Public Library

torontolibrary What are you reading these days?

torontolibrary #AmReading #LibraryLove #TorontoLibrary #EglintonWest

m.khorram.sh Symphony of the dead, Abbas maroufi

sumaiya89 This is such an awesome image! Need to borrow a new book to read.

melanie.bw @sumaiya89 no filters needed!

kidsbookstoronto The Best Team Money can Buy! A story about the LA Dodgers...

rpobeirme My new home branch! Love the photo. Am reading A Brief History of Seven Killings.

draios30 First Comes Love, by Emily Giffin.

jenn_jean I'm rereading some favourites, waiting for a book to be on the library's eBooks catalogue.

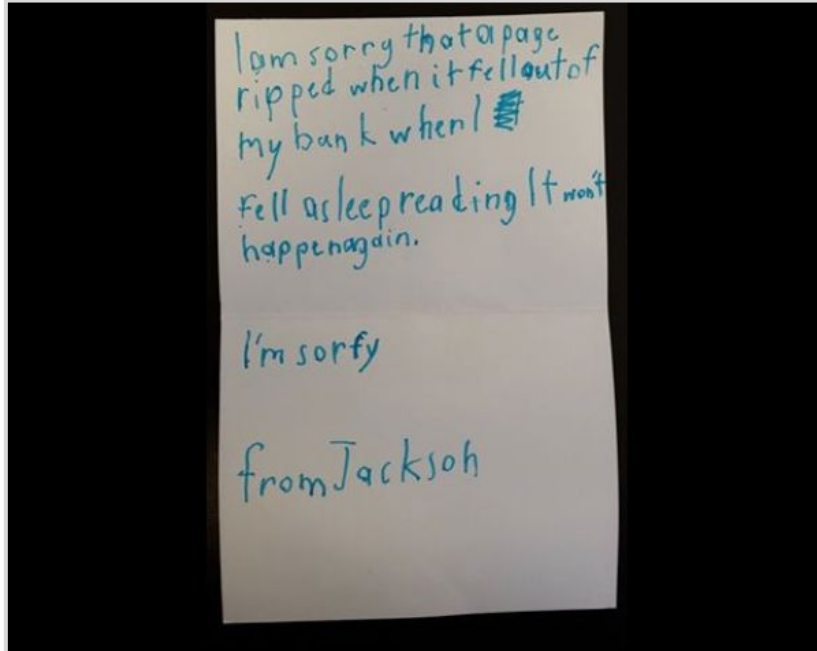


313 likes

SEPTEMBER 12



Instagram posts





Found in the book drop @ Main Street branch 😊 Here's to many more nights falling asleep with a good book, Jackson!

👍 4.7K 💬 178 ➡️ 1.3K







Book spine poetry




 **KCMO Public Library** 
@KCLibrary Following 

Some #bookspinepoetry for our friends
@BlueJays & @torontolibrary #TakeTheCrown
#GoRoyals #ALCS




7:53 PM - 20 Oct 2015


596 Retweets 573 Likes 

 **TorontoPublicLibrary** 
@torontolibrary Following 



Well played @KCLibrary but we've got a way
with words too. 'Til tomorrow! @BlueJays
#ComeTogether #GoJaysGo



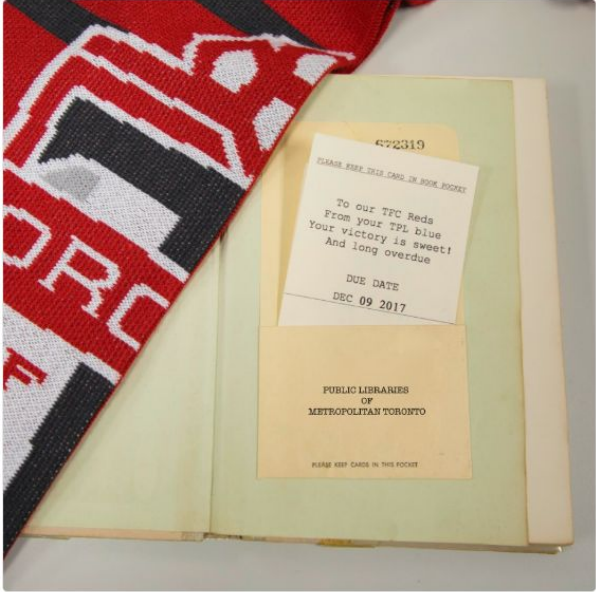
2:45 PM - 21 Oct 2015

1,647 Retweets 1,435 Likes 

Shout outs to the home team


 **Toronto Public Library** 
@torontolibrary Follow


Congrats @torontofc, our MLS champs!!
#MLSCup #TFCLive



3:23 PM - 9 Dec 2017

275 Retweets 995 Likes





 **Kim Morrison**
@soundslikejim Follow

I love love love whoever runs the @torontolibrary account. So clever.

 **Mary Clarke**
@ClarkeMary07 Follow

Replying to @MarilynDenisCTV @torontofc @MLS

One of the best and most exciting games ever!
Best Tweet from the Toronto Library!

 **Major League Soccer** 
@MLS Follow

Even @torontolibrary got in on the celebrations 😂

Sharing special collections & local history



 torontolibrary • Following
Toronto Skydome

torontolibrary Still hangin' tough! Twer seven years ago, New Kids on the Block sold out the SkyDome (now the Rogers Centre). Maybe you were there? The group – all five members – returns tonight for first of two concerts at the Air Canada Centre. [Toronto Star Photo Archive](#). #VintageToronto #Toronto #TorontoLibrary #TorontoStar #NewKidsOnTheBlock #SkyDome #thankful4tor

craftygrrrl I was there with my sister & (who was exceptionally patient with all screaming girls!)

missladyniobe

rmhopwood @katie_hop & @bethhopwood

serafina2010 SkyDome Forever!

zarena Cc: @iinnaweez @karnism



126 likes

JUNE 20

Add a comment...

 Toronto Public Library ✓
@torontolibrary

Follow

Snow means its time to go sledding, this early 20th century photograph shows the Riverdale Park toboggan run: ow.ly/RaCs30hoEye #PhotoFriday



Employee engagement



torontolibrary

Follow

torontolibrary Due to popular demand, we're now loaning out librarians to help you with your everyday tasks. Be it car repair, help planning a dinner party or a bedtime story after a tough day, we're here to help. Librarians are often cited as the most helpful professionals, and the Borrow a Librarian program extends our reach beyond library branches. Check out the link in our bio for more! #BookALibrarian #YourFriendlyNeighbourhoodLibrarian #Libraries #LibraryLove #TorontoLibrary

chloe_tejada 🙌🙌🙌

withone175 @paulyneinto lol!

johnprichmond A few librarians on loan to Queen's Park might help. #PublicService #WeOwnIt

jpeace89 @johnprichmond 🙌🙌🙌

nauluneinto @withone175 🙌🙌🙌🙌🙌



290 likes

APRIL 1

Log in to like or comment.



Influencers

 **Toronto Public Library** @torontolibrary Following


Register for the TD Summer Reading Club @torontolibrary on June 17. Reading fun & free activities for kids! tpl.ca/readingclub #tdsrc




2:00 PM - 12 Jun 2017

63 Retweets 78 Likes



 **Barbara Reid** @barbreidart

 **Toronto Public Library** @torontolibrary
Register for the TD Summer Reading Club @torontolibrary on June 17. Reading fun & free activities for kids! tpl.ca/readingclub #tdsrc

Hi Barbara this is Melanie from Toronto Public Library. I hope you're doing well! Registration for our TD Summer Reading Club kicks off this Saturday, June 17 and we want as many Toronto kids as possible to register on that day. We need your help to keep kids reading all summer!

We'd love your help spreading the word to your dedicated followers. Could you re-Tweet this recent Tweet of ours this week?

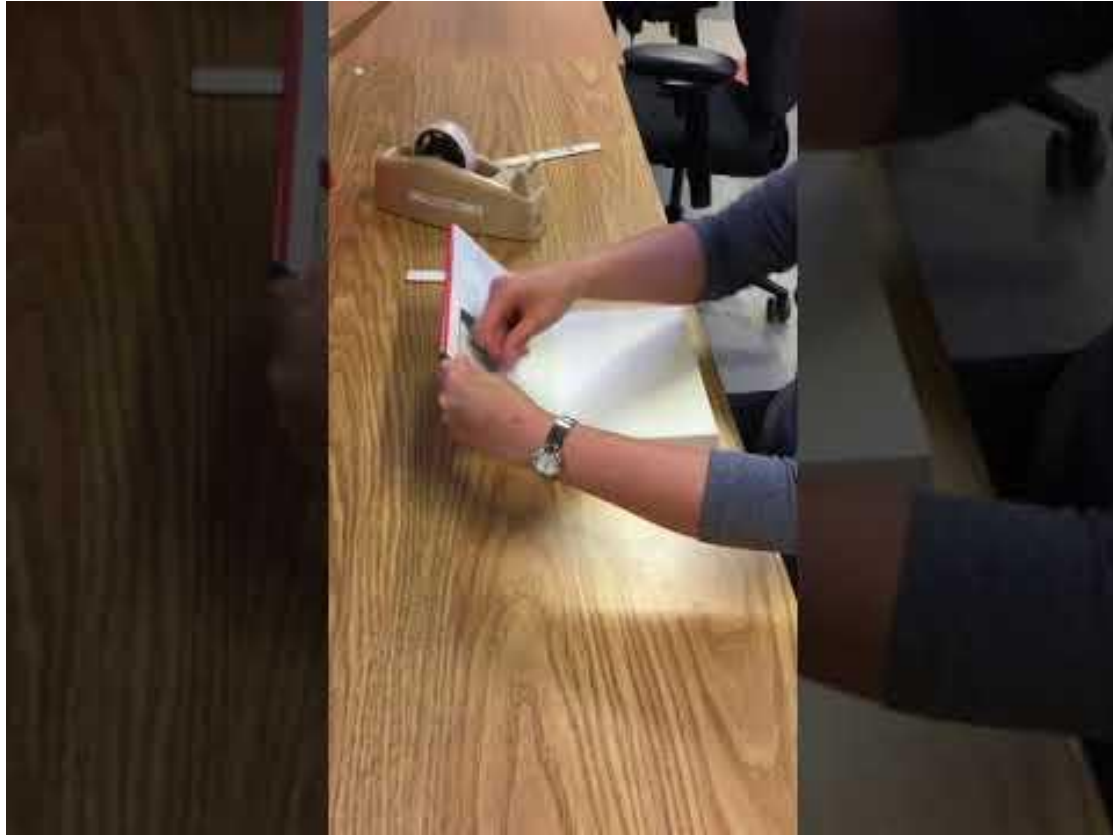
If you'd like to learn more about the Club, access images, or see more sample messages, you can visit: bit.ly/2s41Gf

Thank you for helping libraries keep kids reading all summer!
Best, Melanie

Will do- thanks!

That's great. Thanks very much Barbara!

Behind the scenes





Content & marketing strategy

- Reactive content

Fake news guide



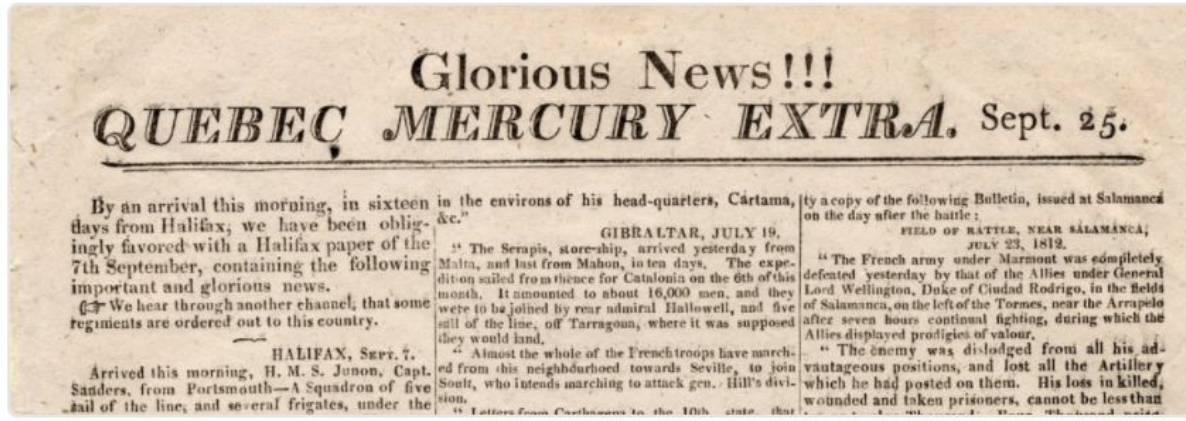
TorontoPublicLibrary ✓

@torontolibrary

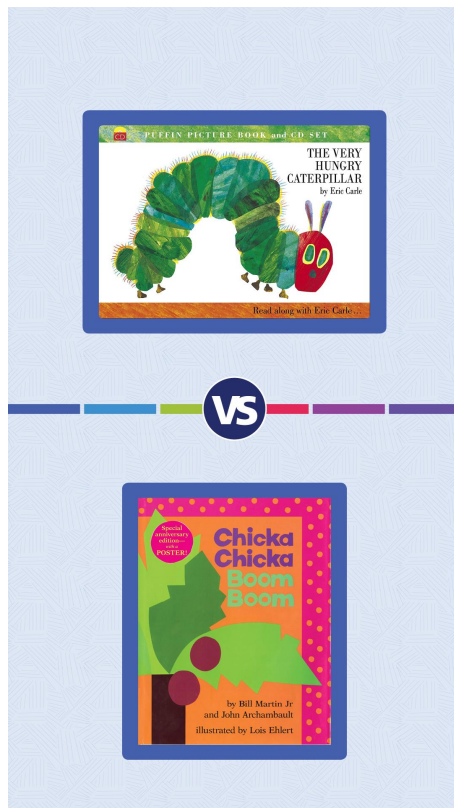
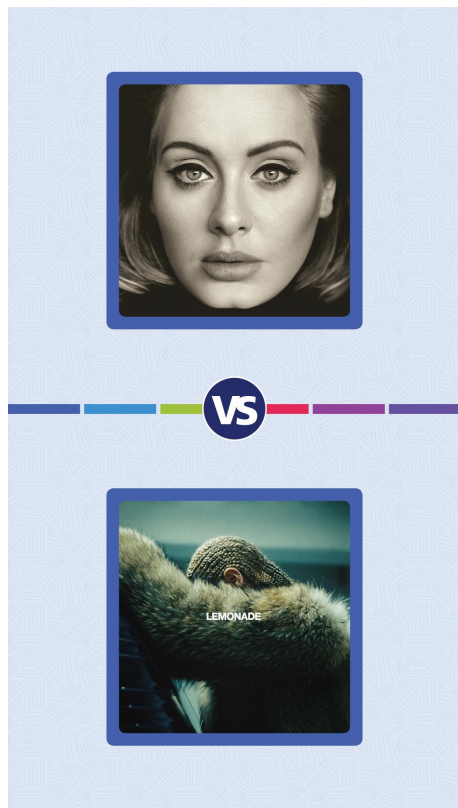
Follow

Our response to fake news - how to spot it, find reliable information and guide others:

ow.ly/SkT8309Krxz



2017 year-end collections campaign



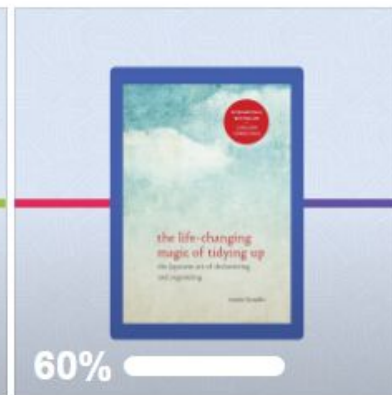
Toronto Public Library created a poll.

Like Page



December 11, 2017 at 1:31pm

Which non-fiction book do you think was more popular? A memoir about life and death, or a book that helps you to get rid of your surplus stuff? Stay tuned. On Wednesday, we'll announce our most circulated items of 2017. #TPLLOves



When Breath Becomes Air

Magic of Tidying Up

This poll has ended.

43 Votes

2,627 people reached

Which platform & why?

Facebook

A place to spend time

Storytelling

To be informed and entertained

Connect with friends

Twitter

A place for quick information

To be kept up-to-date

Quick and frequent exchanges

Real-time engagement

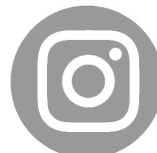
Connect with friends and strangers

Instagram

To watch, to discover, to browse

For entertainment and inspiration

Largest population of younger users





Crisis management

Emergency & exception communications

Online and social media key to prompt communications of service interruptions

Designated staff, protocol, and guidelines to manage communications





Guiding principles & standards

Accurate information should be distributed quickly and updated regularly.

Public expect immediate access to accurate information. Honesty and speed in communication are critical.

Always speak with accuracy about the facts we have and avoid speculation about details we do not know.

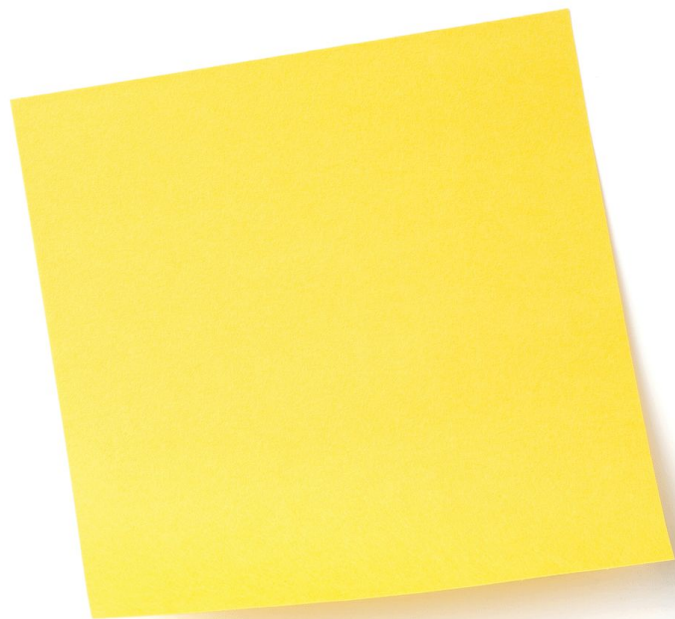
Use multiple channels to reach as many audiences as possible with accurate, timely information.

Be open, accountable and accessible to all audiences, while being mindful of legal and privacy concerns.



Customer experience

Background



Common questions & comments



Casey

@CaseyinTO

Follow



[@torontolibrary](#) Do I need to bring my physical card to the branch to renew it?



Bronwyn Kienapple

@B_Kienapple

Follow



[@torontolibrary](#) Can you order in Marcy Dermansky's Bad Marie? It's getting tons of buzz! And I want to read it. :)



Rohan

@bookedjam

Follow



Toronto public library's wifi is soooo bad 🥲

Management dashboard

Send to... 0 Compose message...


Composer BETA Upgrade my plan

Twitter Facebook Instagram LinkedIn YouTube Tumblr Twitter DMS Resources Listening Feed Team Meeting Minutes

+ Add Stream + Add Social Network


My Tweets torontolibrary

TorontoPublicLibrary @torontolibrary 3 mins ago
Remembering Gord Downie, 1964-2017: ow.ly/NwqR30g1Jtt



Secret Path


TorontoPublicLibrary @torontolibrary 4 hours ago
Have you been watching the Netflix series #Mindhunter? Read the story that inspired the series. ow.ly/Dorh30fXIXX



Scheduled torontolibrary

Mabel | Ana-Maria scheduled
@torontolibrary Today at 4:00pm
Looking for a rewarding experience? Become a Leading to Reading volunteer and help kids improve their reading: <http://ow.ly/aSvC30g1JJ8>

Michelle | Natalie scheduled
@torontolibrary Today at 7:00pm
This week's recommended #ebook is Judy Blume's moving story of three generations of families, friends and strangers <http://ow.ly/qHz530eCzrW>






In the Unlikely Event

Myrna | Melanie scheduled
@torontolibrary Tomorrow at 7:00am

Mentions torontolibrary

Jaipaul Massey-Singh @jaipunk 2 mins ago
#TCAF is at @torontolibrary, #mxc2017 is at @mississauga...@BramptonLibrary, the gauntlet has been thrown down for us! #Bramptom #comics

Dundurn @dundurnpress 3 mins ago
This Tuesday at 7, @torontolibrary's The Eh List presents @TODreamsProject, @MarkLeslie & Lorna Poplack, with books on morbid Toronto tales.



toronto libraries | toront...


jennihayman retweeted
Lena Patterson @patter10 2 hours ago
Coming to Toronto Public Library tomorrow night! @CC_Canada

Ryan Merkley @ryanmerkley
We're bringing the Tetrplylon to the @torontolibrary in Toronto. Come join us Monday night. <https://t.co/2tyfp0x00D>

Lena Patterson @patter10 2 hours ago
Coming to Toronto Public Library tomorrow night! @CC_Canada

Ryan Merkley @ryanmerkley
We're bringing the Tetrplylon to the @torontolibrary in Toronto. Come join us Monday night. <https://t.co/2tyfp0x00D>

Toronto let's eat @deguzmanbci 3 hours ago · Toronto Public Library (Gladstone)
Great evening @TPLBLGladstone last night for #HushHush2017 event supporting Toronto libraries.




Toronto Reference Librar...

Assigned to Answerline by Answerline 22 hours ago · View Assignment History Checked DD

pamryan retweeted
CC Canada @CC_Canada 1 day ago
Come to the Toronto Reference Library @torontolibrary Monday 7pm-8pm and listen @ryanmerkley tell its story


Kelsey Spookley @bella_velo
Take a #TETRAselfie at @torontolibrary: TH @NewPalmyraOrg @creativecommons @Tetrplylon is at the referenc... <https://t.co/tGg3IO3MVF>




Assigned to Answerline by Answerline 22 hours ago · View Assignment History Checked DD

Conversation history feature








 Replied to by Answerline
6 hours ago

"Hello - When the branch opens on Tuesday, anything in the bookdrop will be checked in by staff back-dated to the last day the branch was open (Saturday). There should be no library fine for the book if it was due Saturday."

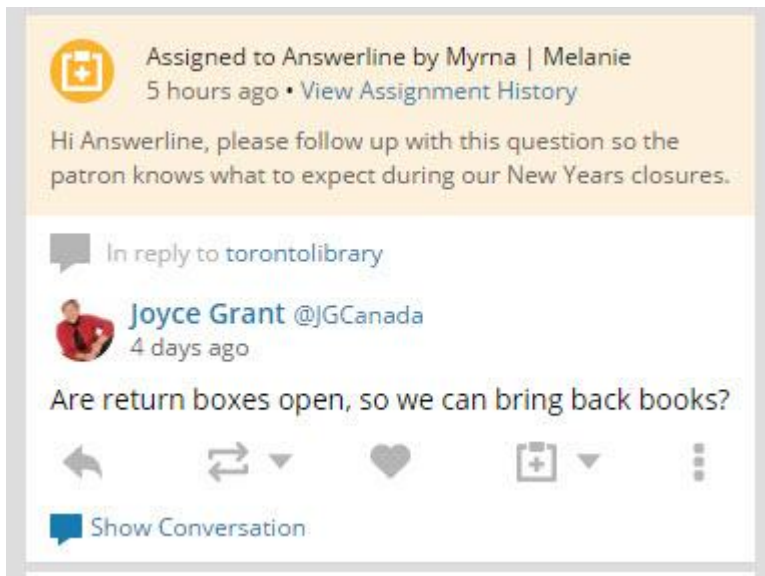
 **by tha creek** @bythacreek
13 hours ago

@torontolibrary I returned a book due on Saturday 1/2 hr past closing time (thru dropbox), it's Tuesday and still shows up online as overdue. Am I responsible for overdue fines even if the specific library isn't open till Tuesday?

Assign feature

To do:




The screenshot shows a social media interface. At the top, there is a yellow notification banner with a calendar icon containing a plus sign. The text in the banner reads: "Assigned to Answerline by Myrna | Melanie 5 hours ago • View Assignment History". Below the banner is a reply from a user named Joyce Grant (@JGCanada), who posted 4 days ago. The reply text is: "Hi Answerline, please follow up with this question so the patron knows what to expect during our New Years closures." Below the reply text is a question: "Are return boxes open, so we can bring back books?". At the bottom of the post, there are several icons: a reply icon, a retweet icon, a heart icon, a share icon, and a menu icon. Below these icons is a blue button with a speech bubble icon and the text "Show Conversation".






Assigned to Answerline by Myrna | Melanie
5 hours ago • [View Assignment History](#)


Hi Answerline, please follow up with this question so the patron knows what to expect during our New Years closures.

In reply to [torontolibrary](#)

 **Joyce Grant** @JGCanada
4 days ago

Are return boxes open, so we can bring back books?

 Show Conversation

Assign feature

To do:



Assigned to Answerline by Answerline
20 hours ago • View Assignment History

Checked to here. JC

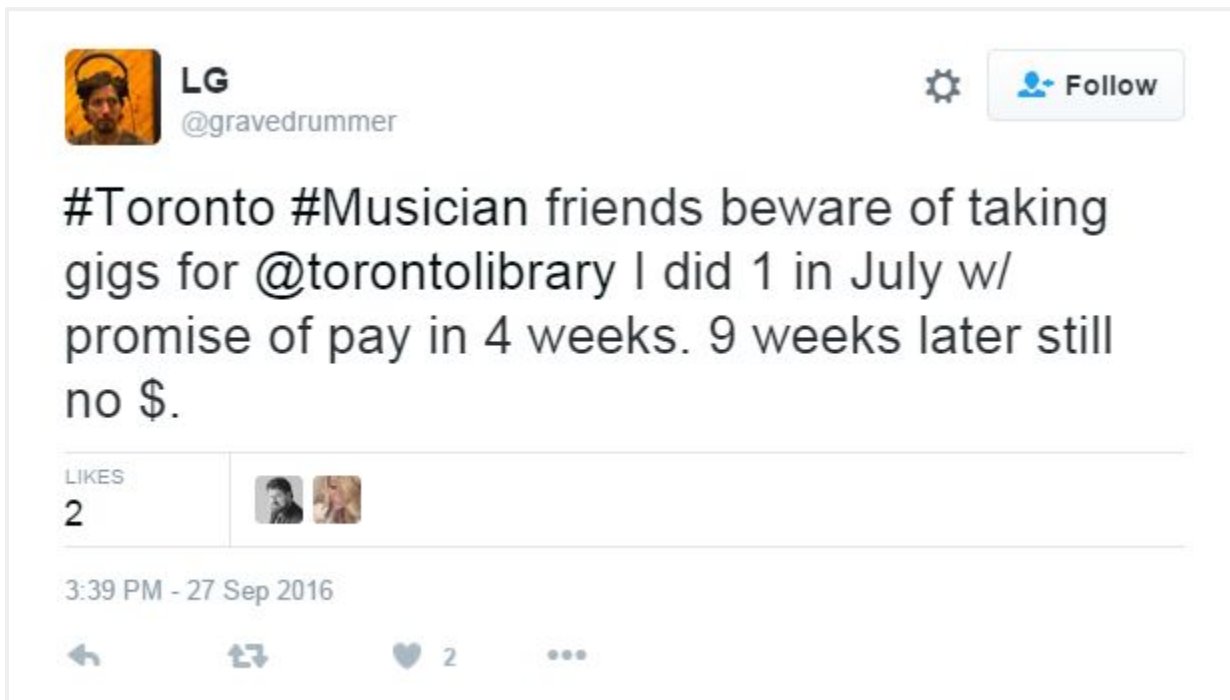
Michael Liew @MrMichaelLiew
20 hours ago · Toronto Reference Library

So nice to hear @shawnmicalef speak again. I would listen to more audiobooks if he narrated them. Here he is talking about "Frontier City" at @torontolibrary tonight. #topoli






7

Resolving customer issues





A screenshot of a tweet from a user named LG (@gravedrummer). The tweet text reads: "#Toronto #Musician friends beware of taking gigs for @torontolibrary I did 1 in July w/ promise of pay in 4 weeks. 9 weeks later still no \$." The tweet has 2 likes and was posted at 3:39 PM on September 27, 2016. The interface includes a profile picture, a gear icon for settings, a "Follow" button, and icons for reply, retweet, and like.





 **LG**
@gravedrummer

  Follow

#Toronto #Musician friends beware of taking gigs for @torontolibrary I did 1 in July w/ promise of pay in 4 weeks. 9 weeks later still no \$.

LIKES
2  

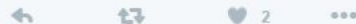
3:39 PM - 27 Sep 2016

   2 



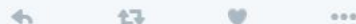
LG @gravedrummer · 19h

#Toronto #Musician friends beware of taking gigs for @torontolibrary I did 1 in July w/ promise of pay in 4 weeks. 9 weeks later still no \$.



TorontoPublicLibrary @torontolibrary · 16h

@gravedrummer Please contact the branch where you performed to reconcile this situation.



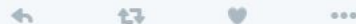
LG @gravedrummer · 15h

You think I haven't already? Been trying that since August @torontolibrary But that is about the quality of response I expected #publicmoney



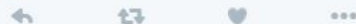
TorontoPublicLibrary @torontolibrary · 2h

@gravedrummer Have you contacted a manager? Search for your local Library Service Manager. Hopefully s/he can help: torontopubliclibrary.ca/contact/manage...



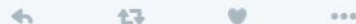
LG @gravedrummer · 2h

Of course! 5 people have been involved in a series of emails for weeks @torontolibrary I have been asked to provide the same info 3 times



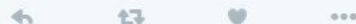
TorontoPublicLibrary @torontolibrary · 28m

@gravedrummer Apologies: we didn't know which branch it was, nor any history of communication you've had in the past. (1/4)



TorontoPublicLibrary @torontolibrary · 28m

@gravedrummer I suggested a manager as a way to escalate the situation, if you hadn't already. (2/4)



LG

@gravedrummer

Follow



Replying to @torontolibrary

Thanks for your efforts and help @torontolibrary. Payment received.

7:31 AM - 30 Sep 2016

1 Like



Serving TPL customers on social media

Feeds are monitored M-F 9am-8:30 pm, Sa 9am-5 pm

Respond within 24 hours

If a proper reply will take longer, comments/questions are acknowledged and followed up with ASAP

Responses are concise, professional, but conversational in tone with an eye on spelling and punctuation, and link to a TPL webpage

Escalate to a manager or consult staff service expert, as appropriate

Resolve situation via direct message if necessary

Some situations must be resolved via email or phone

Do not get into fights or involved in political conversations

Keep in mind that responses are public. If unsure how to respond, get a second opinion

Tips and considerations

Social media is now a standard customer service point

Schedule times to monitor feeds and post content

Set service expectations upfront in your bio

Use a social media management dashboard

Don't forget to check direct messages

Establish internal service experts to help respond

Prepare answers to commonly asked questions

What is your library's voice (personality) and tone?

Do you want to sign off on responses?

Share the love





Reddit

Reddit 101

Popular social “news” website

Younger users (18-29)

2:1 males vs. females

100,000+ Toronto members
(30% growth rate in 2 years)

Open, diverse, engaged community &
looking for authentic voices





**ASK ME
ANYTHING
AND
I HAVE TO
ANSWER**

Measuring success

260 comments, at least 100 questions

28% increase in visits to the Toronto Reddit site (113,000 pageviews)



Builds TPL brand

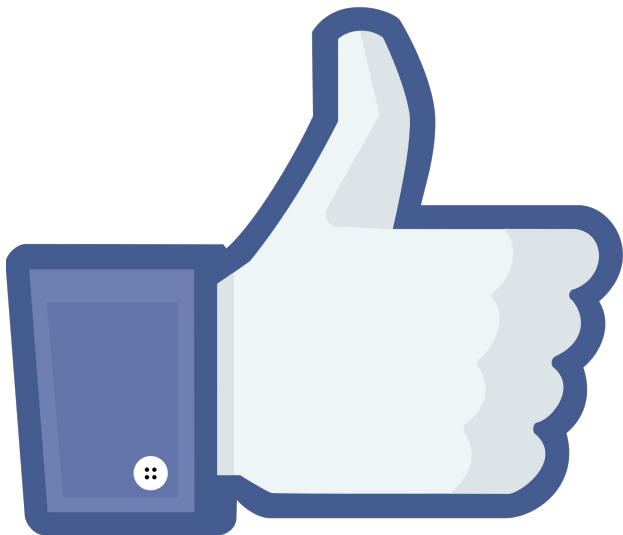


Goodwill to communities



Collaboration, risk taking & innovation

Cross-platform exchanges



Allana Mayer @allanaaaaaaa · Jul 14

I like the idea of a public library doing an AMA; everyone in libs should take a gander



Nicole Hoye @iheartmuseums · Jul 17

Oh gosh @torontolibrary did an AMA! They're the best. reddit.com/r/toronto/comm... And I also discovered they have a VINYL LP COLLECTION WAT



Alan Harnum @waharnum · Jul 14

A bravo to the @torontolibrary staff on this AMA. This is the kind of public comms the library should do more of.



Brantford Library @BtfdLibrary · Jul 14

#Librarian love answering questions. Ask our #friends @torontolibrary anything. #AMA

Curated content & community participation

System-wide TPL programming initiatives, services

Artists in the Library, Open Data Hackathon

Digital Archive images relating to Toronto

CNE, Labour Day, Hanlan's Point

eLearning and digital content

Lynda.com, Criterion, Safari

Blog content on various subjects

TIFF, Snapshot in History

Quirky/fun content

Giant map at TRL

Comments on relevant topics

NFB Documentary in Yorkville, title suggestions

Curated content examples

↑
65
↓



Picture Aerial View of Downtown Toronto 1930, looking north from Front Street up yonge and Bay

Submitted 20 days ago by [TPL_on_Reddit](#) - Official Toronto Public Library Account

[3 comments](#) [share](#)



Curated content examples

↑
337
↓



GIANT map of Canada on display today at the Toronto Reference Library 1 redd.it

Submitted 6 days ago by [TPL_on_Reddit](#) - Official Toronto Public Library Account

[80 comments](#) [share](#)



What exactly do you mean by TPL's quirky voice on Reddit?

↑ [-] **AnalShits** - Humber Valley Village • 57 points 1 year ago

↓ I'm going to take a huge shit on Hamilton.

[permalink](#) [embed](#) [save](#)

↑ [-] **TPL_on_Reddit** S • 185 points 1 year ago*

↓ Oh my,

Can we suggest:

- [Beat your irritable bowel syndrome in 7 simple steps](#)

or

- [Coping with bowel and bladder problems](#)

[permalink](#) [embed](#) [save](#) [parent](#)

↑ [-] **lanaric** - Little Portugal • 31 points 1 year ago

↓ You're wonderful.

[permalink](#) [embed](#) [save](#) [parent](#)

↑ [-] **xinit** - Church and Wellesley • 18 points 1 year ago

↓ Best library account ever.

[permalink](#) [embed](#) [save](#) [parent](#)

↑ [-] **xMWHOx** • 13 points 1 year ago

↓ Love the reddit presence!

[permalink](#) [embed](#) [save](#) [parent](#)

↑ [-] **TPL_on_Reddit** S • 30 points 1 year ago

↓ We're very happy to be part of [r/Toronto](#).

Curated content examples

↑
8
↓



Remembering the T. Eaton Company on August 20
submitted 1 month ago by [TPL_on_Reddit](#) to [/r/toronto](#)
1 comment share

↑
22
↓



Maps, Maps, Maps: the Art of Cartography
submitted 1 month ago by [TPL_on_Reddit](#) to [/r/toronto](#)
2 comments share

↑
14
↓



Toronto in Film with a bow to TIFF torontopubliclibrary.typep
Submitted 13 days ago by [TPL_on_Reddit](#) - Official Toronto Public Librar
5 comments share

Local History & Genealogy

« Previous | Main | Next »

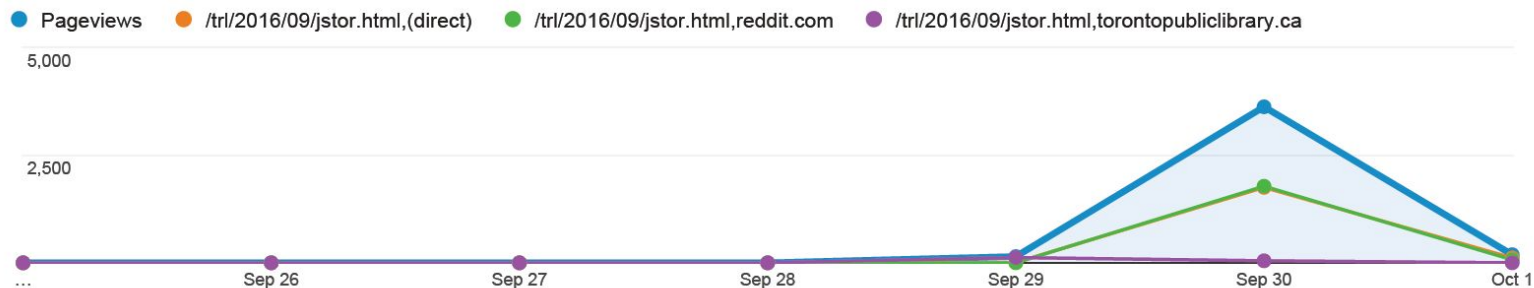
Remembering the T. Eaton Company on August 20: Snapshots in History

August 20, 2016 | John P. | Comments (2)



Timothy Eaton and his son John Craig Eaton, Eaton's department store, Toronto, Canada, 1899.

Curated content examples



Page	Source	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		3,951 % of Total: 59.76% (6,611)	3,813 % of Total: 61.04% (6,247)	00:03:04 Avg for View: 00:03:04 (-0.06%)	3,809 % of Total: 61.90% (6,153)	96.38% Avg for View: 94.54% (1.94%)	95.95% Avg for View: 93.07% (3.09%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /trl/2016/09/jstor.html	(direct)	1,869 (47.30%)	1,805 (47.34%)	00:02:30	1,805 (47.39%)	96.79%	96.47%	\$0.00 (0.00%)
2. /trl/2016/09/jstor.html	reddit.com	1,847 (46.75%)	1,799 (47.18%)	00:03:39	1,799 (47.23%)	97.44%	97.29%	\$0.00 (0.00%)
3. /trl/2016/09/jstor.html	torontopubliclibrary.ca	169 (4.28%)	150 (3.93%)	00:02:35	146 (3.83%)	79.45%	78.70%	\$0.00 (0.00%)
4. /trl/2016/09/jstor.html	t.co	15 (0.38%)	14 (0.37%)	00:10:54	14 (0.37%)	92.86%	93.33%	\$0.00 (0.00%)

Thematic boards



1932 vintage photo Maple Leaf Gardens (home opener game) Nov 12, 1931 was opening of the arena (i.redd.it)

submitted 2 months ago by [TPL_on_Reddit](#) to [r/hockey](#)

87 comments share save hide delete nsfw spoiler crosspost



Reddit in your community



Community	Users
Toronto	98,000
Kitchener	4,688
Waterloo	6,807
UWaterloo	17,165
Hamilton	9,523
Windsor	2,408
Barrie	1,606
Guelph	3,408

Other communities



↑ 1869 William Notman photo - Ottawa River, view from Barrack Hill. Ottawa, Ont.
28 submitted 15 days ago by TPL_on_Reddit
↓ 1 comment share save hide report



SUDBURY

comments

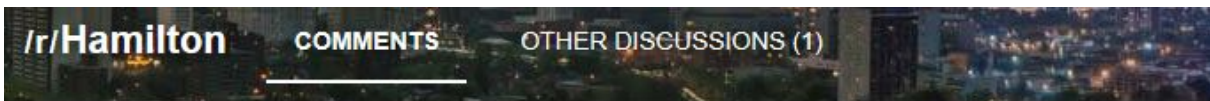
↑
19
↓



1910 photo postcard Durham Street, Sudbury, Ont.

submitted 14 days ago by TPL_on_Reddit

comment share save hide report



↑
57
↓



History 1854 lithograph view of Hamilton, Canada West (Ontario), From the Mountain. torontopubliclibrary.ca

Submitted 1 year ago by TPL_on_Reddit

15 comments share save hide report

Reddit in your community



↑ 3
↓  **Best gym in Barrie?** (self.barrie)
submitted 7 days ago by MStep95

Gonna be moving back to Barrie next month for school so I will have to join a new gym. Of which one is the best in your opinion? Least crowded? Cheapest?

11 comments share

all 11 comments

sorted by: **best** ▼

↑ [-] **CommodoreHaunterV** 10 points 6 days ago

↓ The two at queens park. they get taken by mystic every night. it's a pretty contentious zone.

permalink embed

↑ [-] **Rispetto** 1 point 2 days ago

↓ wait.. pokemon? ahaha

permalink embed parent

↑ [-] **bellajedi** 2 points 7 days ago

↓ Are you going to be at the college? Their gym is included in tuition as far as I know

permalink embed

▲ [-] **MStep95** [S] 1 point 7 days ago

Ultimate Summer Destination Guide from **AXE**

MEN'S FITNESS

THE NEW MEASURE OF SUCCESS™

New 21-Day Plan!

THE 7% BODY FAT DIET

PLUS

- > SCULPT YOUR ABS
- > BUILD HUGE ARMS
- > BLAST YOUR CHEST

SEX BIGGER! LONGER! LOUDER!

YOUR RED-HOT SUMMER '16

DELICIOUS GIRLS,
COOLEST GEAR,
WILDEST GETAWAYS



**STAR TREK'S
CHRIS PINE**
HOW HE GOT RIPPED
AT WARP SPEED!



#1 NEW
WORKOUT
TOOL
(No, that's NOT a baseball bat)

**6-MINUTE
MUSCLE
MEALS!**
TOP CHEF'S HACK
YOUR FRIDGE

EASY MONEY!
SIT BACK AND
RAKE IT IN FAST

Chris Pine wears All Saints T-shirt;
Shawn Miller poses



Measurement & value



Our six strategic priorities

Advancing our digital platforms

Breaking down barriers to access and driving inclusion

Expanding access to technology and training

Establishing TPL as Toronto's centre for lifelong and self-directed learning

Creating community connections through cultural experiences

Transforming for 21st century service excellence.



Strategic priorities & social media integration

Advancing our digital platforms

Integral part of our omni-channel service delivery strategy

Breaking down barriers to access and driving inclusion

To educate and raise awareness of services at the customer's point of need

Creating community connections through cultural experiences

Connects neighbourhoods and communities, offering opportunities for partnerships, civic engagement and resident participation

Facilitates new ways for Torontonians to share their love of reading

Transforming for 21st century service excellence

Leveraging business intelligence to deliver great customer service experiences

Providing staff with tools and resources to deliver future-focused service



Measurable outcomes

Reach

Impressions, subscribers, followers

Engagement

Likes, shares, upvotes, comments, post clicks, mentions, video views

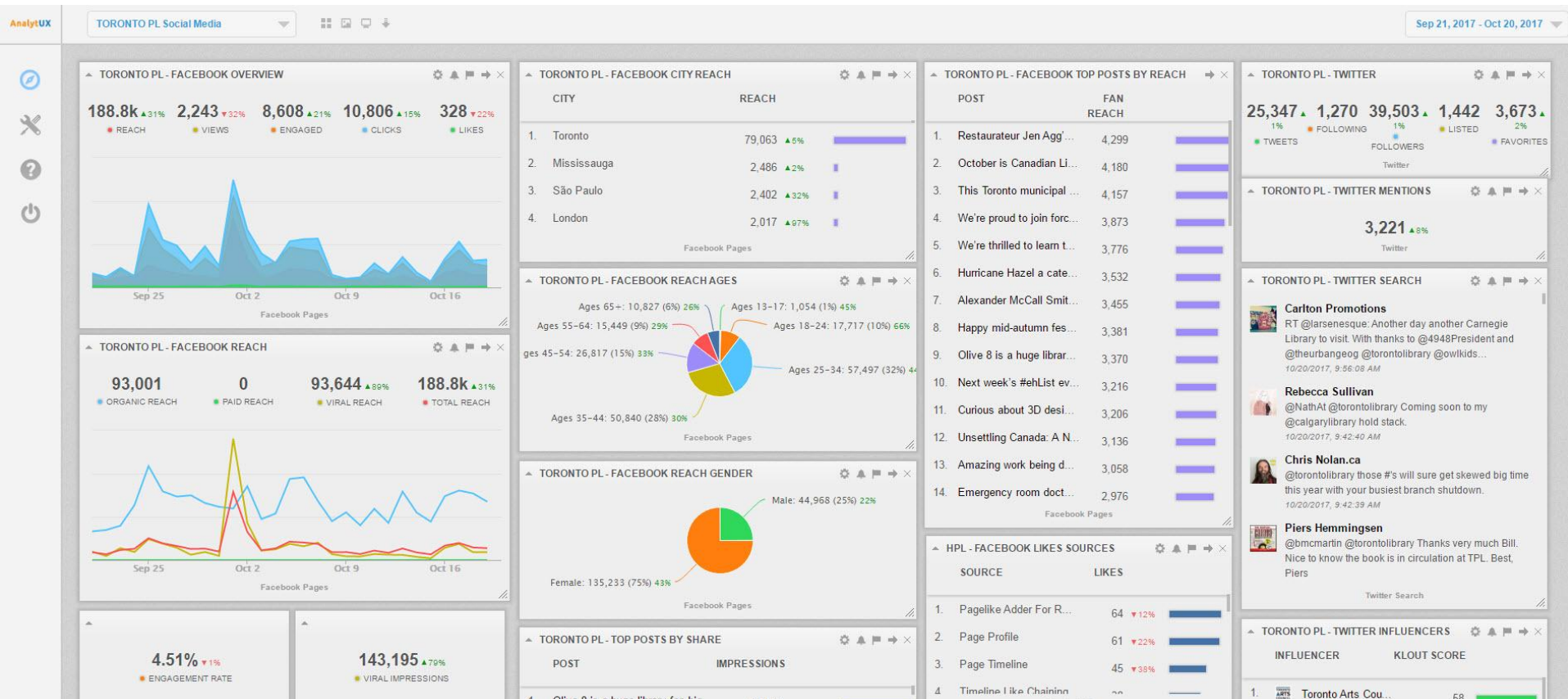
Conversion

Holdings placed, website referrals, information requests, media stories

Tools

Google Analytics, Hootsuite, Facebook Insights, Twitter Analytics, AnalytUX

Analytics dashboard



Evaluating new platforms

Request form for new accounts and platforms

Outline objectives

Target audience

Staff roles and responsibilities

Customer engagement strategy

Editorial calendar

Measurement

Promotional opportunities

Evaluation after six months





Main takeaways



Create and maintain an editorial calendar

Organize and prioritize content

Seek additional help

From staff and your community (brainstorm and crowdsource)

Get to know your audience

Read and respond to their comments and posts

Measure your efforts

Align activities with your strategic plan and communicate the value of online community engagement

Be fearless

Take calculated risks, experiment with content and new platforms

Questions?

Mabel Ho | @mabel_ho

Michelle Leung | @mishiechau

Melanie Boatswain-Watson | @MelanieBDub

Bill Vrantsidis | bvrantsidis@torontopubliclibrary.ca



T-shirts on sale now!



ImLibraryPeople.ca/Merch

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