

Summer Reading Program planning Workshop 2011
Social Media Marketing

Social Media Marketing:

Social Media is here to stay, so rather than being afraid of it let's all embrace it and use it with our marketing tools to promote and get families, teens and kids into our libraries this summer.

Create and use your library facebook account to market your summer reading program. We've got the online summer reading program, which if you use the evanced state wide system, has a built in interaction with Facebook. Make sure you enable that feature when you set up your summer reader this summer.

Consider making a video to promote your summer reading program. **Joanna Axelrod of the Escondido Public Library says:** "Producing a summer reading promotional video is a great way to get the word out about your library and the programs and services that you offer. We partnered with the City of Escondido's videographers and produced these commercials from start to finish in about 14 hours. This may seem like a lot, but imagine the hours you'll save by not having to do class visits at each school in your city! You can make your video specific to the theme each summer (like our teen video), or to save time you can simply create a generic commercial and change the dates each year (like our children's video). Once your videos are finished, make DVD copies and send them, along with any other posters and fliers, to the schools, day care centers, and homeschoolers in your city. You're welcome to use our script and adapt it to your library! "

Escondido Public Library: children's program

<http://www.youtube.com/watch?v=WD0vBwJb-1k> (3.4 minutes)

Escondido Public Library: teen program

<http://www.youtube.com/watch?v=jemL5CNSAI8> (1.52 minutes)

This year they are working with flip cameras to create their movies.

Don't look at this as a replacement for a school visit; Make it available on your website, and publicize it as a great opportunity for a visual and fun explanation of your program! Post it to your website, Facebook page, YouTube channel, and any other online site you can think of.

If you don't think you can make a new one each year, intentionally make the children's summer reading promo video pretty generic (i.e. not specific to any of the Collaborative Summer Library Program themes) so that it can be used year after year. To save time and money each year, The Escondido Public Library inserted a still screen at the end of the original video with the current date, time, and slogan for the upcoming program.

Then, begin to embrace Book Trailers:

This is one for the book:

Trapped by Michael Northrup - Book Trailer

<http://www.youtube.com/watch?v=-KgwuQJNuVQ>

Find book trailers on Youtube, through publisher's websites, or make your own! Hey, have a contest and have kids make them using a flip camera or digital camera as part of your summer reading programs!

Sue Rokos

Mohawk Valley Library System