



Volume 14, Issue 10

Social Media - Why it's Important for Your Library

October 2014

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As librarians, we may want to think the library is a place of knowledge and books. Of course that is still true, regardless of how many different formats we offer, but the library is also a business. A non-profit business, but one that still has a budget, staff, health insurance, building maintenance, products, and many other expenses we need to pay for and sustain. And everyone loves the library, right? Well according to Pew Research's [Library Engagement Typology](#) survey, 69% of respondents are well involved with their local libraries. That's pretty good, so why do we need to worry about the business side of the library business? Because as many of you also know, circulation is going down. When times are good, as they're becoming, patrons are quicker to turn to Netflix and Amazon to fill their entertainment needs, rather than wait for Divergent to become available. What can you do to get them back in your door? Sell the library. Not to the highest bidder, but to the person who doesn't know what a terrific resource is waiting for them down the street.

This is where social media marketing can fit in. It's free and pretty easy to set up. I'm sure many of you have heard of Foursquare and Yelp. These are online business directories that can show people the businesses that are physically close to where they are right now. For example, I'm walking around Easton and check into the Y using my Foursquare app on my phone. After I do this, I could be presented with other highly rated local businesses that are open and within walking distance. The list could be based on places I've checked into in the past or possibly businesses I've rated or reviewed positively. Does the Ames Free Library show up on the suggestions list? It should, and if it were a business with a listing in Foursquare, it would. The same idea for Yelp.

Getting listed on these sites is actually pretty easy. As a business owner/manager, all you need to do is look up your library. I'll continue to use the Ames Free Library as an example. I go to www.yelp.com (it's easier to use the non-mobile version of the site for this). When you find the library, you can edit the different information sections; address, business details, etc.

You can also create a business account and claim the business as yours. Look for this on the page (at the time of writing, it was on the right side of the page)



They list the benefits of ownership as:

After claiming your business page, you'll be able to:

- Respond to reviews, both privately and publicly
- Track the User Views and Customer Leads Yelp is generating for your

Training Opportunities

10/14 - EventKeeper Training
11 AM
SAILS Meeting Room
[Register Online](#)

10/15 - Overdrive Stats Review
9 AM
Middleboro Public Library
[Register Online](#)

10/22 - Beg. Data Entry - Cataloging
9 AM
SAILS Meeting Room
[Register Online](#)

Upcoming Events

10/15 - Membership Meeting
10 AM
Middleboro Public Library

10/21 - Circ Users Roundtable
10 AM
Mansfield Public Library
[Register Online](#)

10/28 - Circ Users Roundtable
10 AM
Westport Public Library
[Register Online](#)

10/29 - Privacy and Libraries
2 PM - 5 PM
Lakeville Public Library
[Register Online](#)

[Full event calendar](#)

business

- Add photos and a link to your website
- Update important information such as your business hours and phone number

They also have webinars and videos available for business owners with topics such as, Yelp 101: creating a great yelp listing, and “Best Practices for Responding to Reviews”.

Foursquare is very similar to Yelp. Start here - <https://foursquare.com/venue/claim> and follow the directions. The major differences are the look and feel, obviously, and Foursquare (using another app, Swarm, for check-ins) gives prizes/badges to users as they check-in to places. It has more of a gaming aspect that keeps people’s interest and is fun. So I have the Bookworm badge, among others. The new version of the app doesn’t award badges, but it does show where you’ve been on the map and how many embarrassing times you’ve checked into an ice cream shop, for example.



The benefit to businesses on Foursquare is similar to that of Yelp - people can leave tips that encourage others to visit the business. Another benefit is your library will have its own mini-webpage. You can add photos, a link to your primary website, facebook & twitter account, hours, and with the address, people will automatically get directions. Another cool feature is the calendar. If a performer is scheduled to

make an appearance and lists it on their website, it will link in to your page on Foursquare.

This is all free advertising with very little maintenance. Encourage your staff and trustees to check in to the library on these social media sites, including facebook, and grow your “reach”. Get people talking about your library more and attract new patrons without doing more than clicking a button. If you want to go further, offer a prize for the person who shows that they’ve checked in the most times or left a tip for others. Most important is to have fun. Many people want to be around a fun, energetic place and this is a quick way to make it one.

Laurie Lessner

Patron Privacy Workshop

October 29th

2:00-5:00 PM

Lakeville Public Library

This workshop will focus on issues of privacy and surveillance as they relate to libraries, eg, how privacy rights fit into the greater mission of libraries as democratic institutions committed to intellectual freedom, and how surveillance threatens the core values of librarianship defined by the ALA Library Bill of Rights.

[Register Online](#)

Related reading:

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Radical Librarianship: how ninja librarians are ensuring patrons' electronic privacy

<http://boingboing.net/2014/09/13/radical-librarianship-how-nin.html>

Southeastern Mass. Reader's Advisory Roundtable (SE-RART)

Library staff in the region formerly known as the Southeast who are interested in reader's advisory (for adults) on any level or in any capacity are invited to participate in this brand-new group. The plan is for each of us to be introduced (or reminded) of the discipline of reading for appeal and be able to put it into practice as we go along.

The discussion leaders to start the group off will be Laurie Cavanaugh, Holmes Public Library (lcavanaugh@sailsinc.org) and Kristi Chadwick of the Massachusetts Library System (kristi@masslibsystem.org). Please let Laurie know if you are interested in being a discussion leader!

Meetings will be held at various locations in southeastern Mass. Please contact Laurie if you are willing to host a future meeting or have any questions.

2014-15 SE-RART Meetings

Wed., Oct. 22, 2014, 10-12

Holmes Public Library, 470 Plymouth St., Halifax

Mystery Subgenre: Private Investigators

Benchmark Title: The Godwulf Manuscript by Robert B. Parker

Wed., Dec. 3, 2014, 10-12 (Snow date, Wed. Dec. 10)

Location to be decided

Mystery Subgenre: Suspense

Benchmark Title: See Jane Run by Joy Fielding

Tues., Feb. 3, 2015, 10-12 (Snow date, Tues., Feb. 10)

Location to be decided

Mystery Subgenre: Historical Mysteries

Benchmark Title: A Morbid Taste for Bones by Ellis Peters

Wed., Apr. 15, 2015, 10-12

Location to be decided

Mystery Subgenre: Legal Thrillers

Benchmark Title: The Firm by John Grisham

Mon., Jun. 8, 2015, 10-12

Location to be decided

Mystery Subgenre: Cozy Mysteries

Benchmark Title: Real Murders by Charlaine Harris



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(508) 946-8600
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email: support@sailsinc.org
URL: <http://www.sailsinc.org>

Network Stats

August 2014

Total Intranetwork Loans: 73,357
Total Items Circulated: 351,658
Gutenberg: 90
OverDrive Circulation: 16,562
Tumblebooks Circulation: 2,642
All Formats Circulated: 368,310
VirtCat Items Borrowed: 33*
VirtCat Items Loaned: 0*
Cataloging Requests: 3,346
MARC Records Added: 2,733
Patrons Added: 5,709
Patron placed holds: 57,563
Total MARC: 1,136,099
Total Holdings: 3,617,939
Total Patron: 458,910

*Libraries using Point-to-Point lending during transition to ComCat

[Forward this message to a friend](#)

Check out the new SE-RART blog at: <http://rartssoutheastma.wordpress.com>

For Your Schools - Tumblebooks Premium Subscription

Some of you may have noticed a link in your Enterprise catalog to Tumblebooks - eBooks for eKids! (tumblebooks graphic) This is a subscription that is terrific for your students as well as faculty and administration. We really want everyone to take a look because it's gotten a great response from our school and public libraries and it's easy to use! All of it is done online, so no need to teach about devices or explain how to check a book out. It's even linked to the Common Core.

If you have never used the product before it is a very nice site for animated picture books, graphic novels, ebooks, some educational videos, quizzes, guided book reports. etc., and is linked to the Common Core. Access should have been sent to you in the past couple of weeks. As mentioned, it is available in your Enterprise catalog.

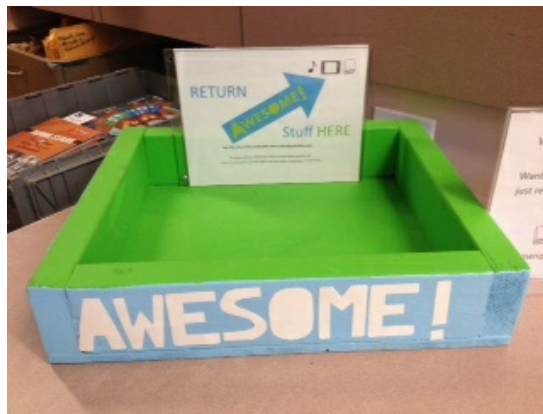
Since we have many new people in our schools, you may not know what the Enterprise catalog is or how to get to it. You can go to www.sailsinc.org and pick your library from the drop-down list, and then click on the Tumblebooks link. It won't require a password, so it's easy to get to. You do get your statistics because the login contains your library's login information. This means anyone can use it if they know the link, so share it with your teachers & students. Ask your IT people to put it on your school's website, classroom computers, etc. It's meant to be used and enjoyed.

Beyond Tumblebooks, Enterprise is also a resource you should freely share with your teachers & administration. To see some of the features, we have an Enterprise FAQ available at the top of each page. Enterprise is often set up to use the kids interface, but it doesn't mean that teachers can't use it too. All they need to do to change it from searching kids titles is to use the leftmost drop-down list and change to the library search. We also have links to the statewide databases in it. Click on the "homework help" link on the left navigation.

Let us (support@sailsinc.org) know if you have any questions or would like to schedule a time for a webinar or visit from the SAILS staff. We'll also be scheduling some Enterprise trainings in the not too distant future.

Get AWESOME at your library!

Get an AwesomeBox! at your library for free. This is a service from the Harvard Library Innovation Lab and available to any library. Your patrons tell you what is awesome by placing their returns in a special AwesomeBox container at your library. The Plainville Public Library built our own AwesomeBox from scrap lumber and painted it with the signature blue and green colors of the original website design. But there are plenty of different ideas of what can be an AwesomeBox! Go ahead google it.



You place the AwesomeBox! Control Panel as a favorite at your staff computers. When someone returns something awesome your staff opens the control panel and scans the item's ISBN barcode. It works with movies, music and books. Place your link to your library's personal AwesomeBox! page on your website and wherever else you want it, so it works as a patron to patron recommendation service.

Create links to the catalog by updating your Catalog Search URL to <http://sails.ent.sirsi.net/client/plainville/search/results?qu=> (just replace Plainville with your library name). Add your latitude and longitude to your Branch Management page to get on the national AwesomeBox! map. The site can sync with twitter, make a widget and give you stats. There are a lot of great possibilities with the AwesomeBox!

So go get AWESOME!

Sign up at <http://awesomebox.io/> and check out Plainville's at <http://plainville.awesomebox.io/>

Melissa Campbell
Plainville

Beginning Data Entry for Cataloging

Are you new to the library? Do you want to learn how to add copies to records and create request records? Do you need a refresher about the cataloging functions?

The Beginning Data Entry for Cataloging workshop is just what you need. This workshop, formerly known as Beginning Cataloging for Data Entry, covers how to attach your copies to existing records and how to create those short records that we call request records. You will learn how to decide when you can attach to a record and when you need to create a request record. You will also learn some tips on how to search more efficiently in Workflows.

The next training is scheduled for October 22nd at 9 a.m. at the SAILS office. [Register online.](#)

Holds Reports

List Aging Holds

SAILS can run a report that will list holds that are at least 6 months old that are still unfulfilled. This is a good way to determine if you need to buy a copy of a title or if your patrons may have placed a hold on a version of a title where there are very few copies.

This report is run the 10th day of the month.

Unfillable Holds

The network can also run a report for you of holds for which all copies are discarded, missing or lost. This report runs weekly and can be used to help patrons find other available formats or submit an ILL request.

Send an email to support@sailsinc.org and we can get this set up for you right away.

Feedback from one of our member libraries:

"I want to thank you for running this report. I just went through the report and found a number of user holds on copies that were missing or discarded, when there were other editions readily available. I removed the "impossible to fill" hold and placed new holds for users, so they should be getting their books before long. It is such a useful report!"

SAILS Banner Available

SAILS banners are available for your special events, library programs or general use at your library!

They can be booked for a single day, weekend or an entire month.

The banner set includes the SAILS Banner, a display table, and two holders for promotional material.

Email support@sailsinc.org to book the SAILS banner.

Feedback from a one of our member libraries:

We just put the sign up and it is AWESOME!!!!



Big Library Read is Back!

October 13 – October 28, 2014



BIG
LIBRARY
READ

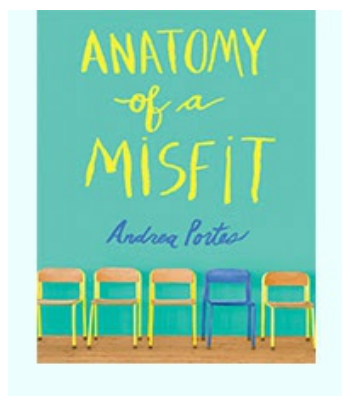
This fall's Big Library Read:

Anatomy of a Misfit by Andrea Portes.

What is Big Library Read?

The Big Library Read is a worldwide digital version of a local book club, and an opportunity for your library to generate more interest in your digital collection beyond the bestsellers. Hundreds of libraries have already enjoyed great success engaging thousands of new and current users with Big Library Read.

Title: Anatomy of a Misfit by Andrea Portes



Subjects: Young Adult Fiction, Romance

Publisher: HarperCollins

Description: In this Mean Girls meets The Perks of Being a Wallflower tale, narrator Anika Dragomir is the third most popular girl at Pound High School. But inside, she knows she's a freak; she can't stop thinking about former loner Logan McDonough, who showed up on the first day of tenth grade hotter, bolder, and more mysterious than ever. Logan is fascinating, troubled and off-limits. The Pound High queen bee will make Anika's life hell if she's seen with him. So Anika must choose—ignore her

feelings and keep her social status? Or follow her heart and risk becoming a pariah. Which will she pick? And what will she think of her choice when an unimaginable tragedy strikes, changing her forever? An absolutely original new voice in YA in a story that will start important conversations—and tear at your heart.

Lending model: The title will be available for simultaneous use, meaning no holds for users!

Formats available: Both eBook and audiobook formats of this title will be available for the program. Users will be able to read the title in their browser immediately through OverDrive Read, or download the EPUB, Kindle (U.S. only), or MP3 format to enjoy on nearly every device.

How does the program work?

The title will be featured in a prominent location on our OverDrive-powered website. The featured format will be the eBook, and it will include a note and link to the audiobook version. All card holders can borrow the title at any time during the program to participate in the Big Library Read. The title will expire at the end of the lending period for each user, not at the end of the program.

What resources are available to promote the Big Library Read?

A marketing kit is available for you to spread the word to your community and invite them to participate in the Big Library Read. This resource will include a press release template, poster, bookmark, web graphics, and a best practices guide to maximize program engagement.

Marketing kit available at:

<http://partners.overdrive.com/files/BigLibraryRead.zip>

Participants can connect with the author during the Big Library Read at:

<http://andreaportes.wordpress.com/about>

https://www.goodreads.com/author/show/278993.Andrea_Portes

https://twitter.com/andrea_portes

<https://www.facebook.com/andreaportes>

You Shall Not Pass! iPad Passcode Problems and Other Insights

A recent article on Webjunction offers insights into the problems of making iPads available for the public at your library. The author explores things to keep in mind when considering this as a service, makes suggestions for apps that are a hit and others that did not work, as well as offering workarounds, tips and tricks for locking down your iPads.

Find the full article at:

<http://webjunction.org/news/webjunction/you-shall-not-pass-ipad-passcode-problems-and-other-insights.html>

New Overdrive App!

This update features the long-awaited elimination of the Adobe Authorization step from the app installation process. First-time users will now be prompted to create an OverDrive account. There is no change for existing users who already have an Adobe ID or OverDrive account associated with their OverDrive app, even after they update to the newest version.

Users under the age of 13 can anonymously authorize the OverDrive app without creating an OverDrive account.

Benefits of an Overdrive Account:

- Sync your progress and bookmarks
- Sync and filter search results to your saved OverDrive libraries
- Save searches to your account

Where do you get the app?



Marketing Overdrive

Remember, there are always opportunities to promote your digital collection and help increase your circulation. Find OverDrive-created marketing kits at their Partner Portal:

<http://partners.overdrive.com/marketing-outreach/libraries/promotional-resources/>

What types of promotional materials are available?

The kits contain various designs and resources. Common materials are:

- Bookmark – 2" x 6", print-ready have four bookmarks per 8.5" x 11" paper.
- Poster – 11" x 17"
- Flyer – 8.5" x 11"
- Half sheet flyer – print two flyers on 8.5" x 11" paper, cut in half.
- Facebook / social media graphic (status 404x404 and cover photo 851x315)

You can also switch up your marketing with Seasonal Promotions. The updated seasonal promotion marketing kits include print-ready materials, web and social media graphics for multiple holidays and events throughout the year.



The Fall Promo includes:

Banned Book Week (September 21-27, 2014)

Back to School

Fall into a Good eBook

Teen Read Week (October 12-18, 2014)

Halloween

Black Friday (Friday after Thanksgiving)

Cyber Monday (Monday after Thanksgiving)

Seasonal promotions found here:

<http://partners.overdrive.com/marketing-outreach/libraries/promotional-resources/seasonal-promotion>

[Click to view this email in a browser](#)

If you are a library staff member, this is the primary way SAILS can communicate with you. If you no longer work in a SAILS member library, please reply to this message with "Unsubscribe" [Unsubscribe](#)

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vertical DELIVERED BY
response
Try It Free Today!

[Read](#) the VerticalResponse marketing policy.