



SOCIAL NETWORKING IN CHURCH LIBRARIES

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There are many different Social Media tools out there. The most common is Facebook.

Snapchat - images that are only available for a short period of time - unless someone else copies and saves them!

Flicker and Instagram also are photo based.

YouTube for video

Pinterest - is photo based, commonly used for crafts, recipees, decorating types of sharing

LinkedIn - professional social media networking tool

The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font centered within a blue rectangular box. This box is set against a light beige background. A vertical black bar is visible on the left side of the overall image frame.

facebook

This will focus on Facebook. If your church already is using social media it is easier to work with the administrators of those account. If you have your own account, they could make you an administrator to post your own account or you could email them already prepared content to post on their schedule. Unless you belong to a very large church I would not consider starting a page/group specific to your church library. It would be better to have your library content included in the broader church social media account, reaching more people and making the church content more interesting.

Groups vs. Pages

Groups

- People with common interests and opinions
- Types of groups
 - *Publicly available for anyone*
 - *Require administrator approval to join*
 - *Private, by invitation only.*
- Posts by a group are included in member news feeds
- Members can interact and share within the group

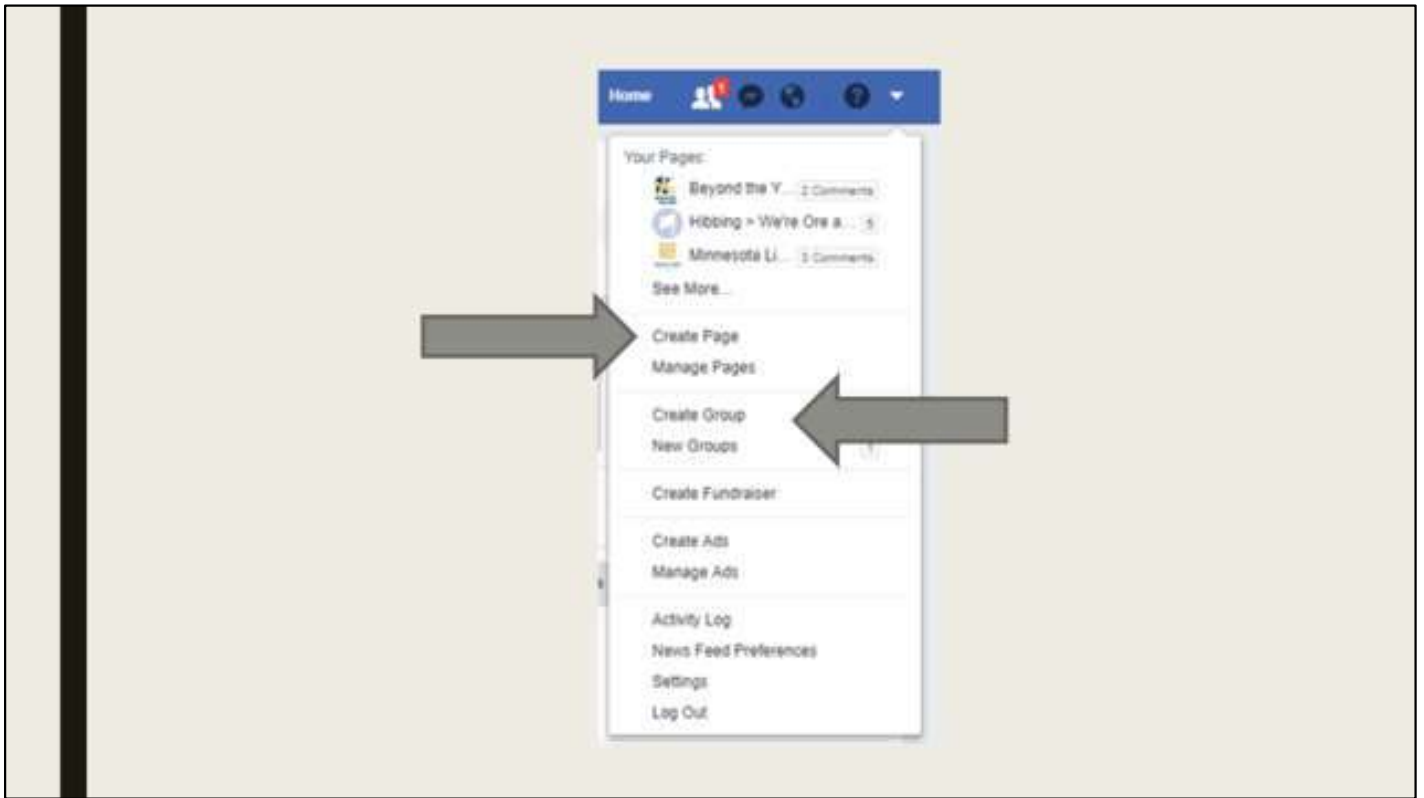
Pages

- Public figures, businesses, organizations and other entities
- Visible to everyone on the internet by default
- Every person on Facebook, can "like" Pages
- Only the official representatives of a public figure, business or organization should create a Facebook Page.

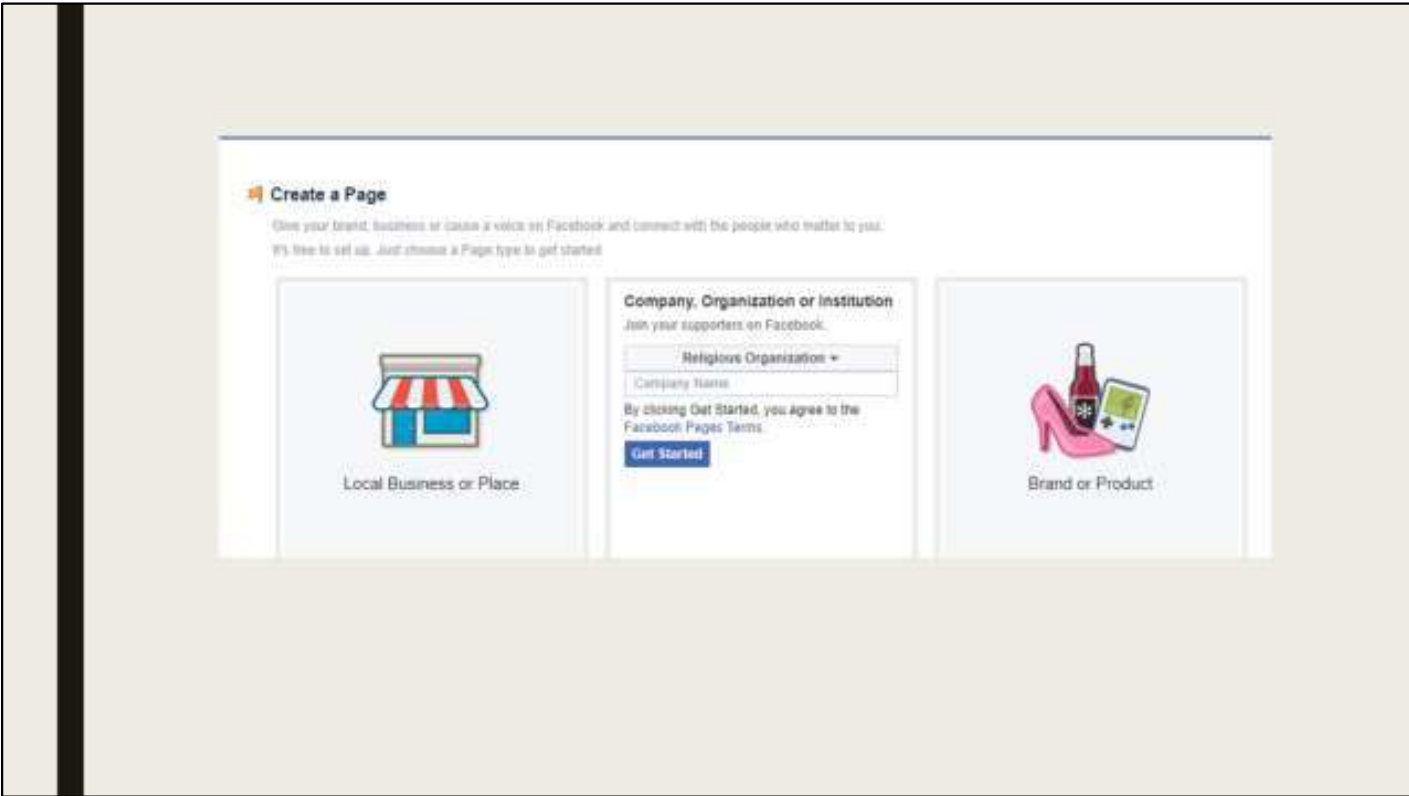
Individuals have their own account and then would create a group of page for an organization. The group (more discussion and sharing within the group) or pages (more announcement type but other people can still comment on the posts)



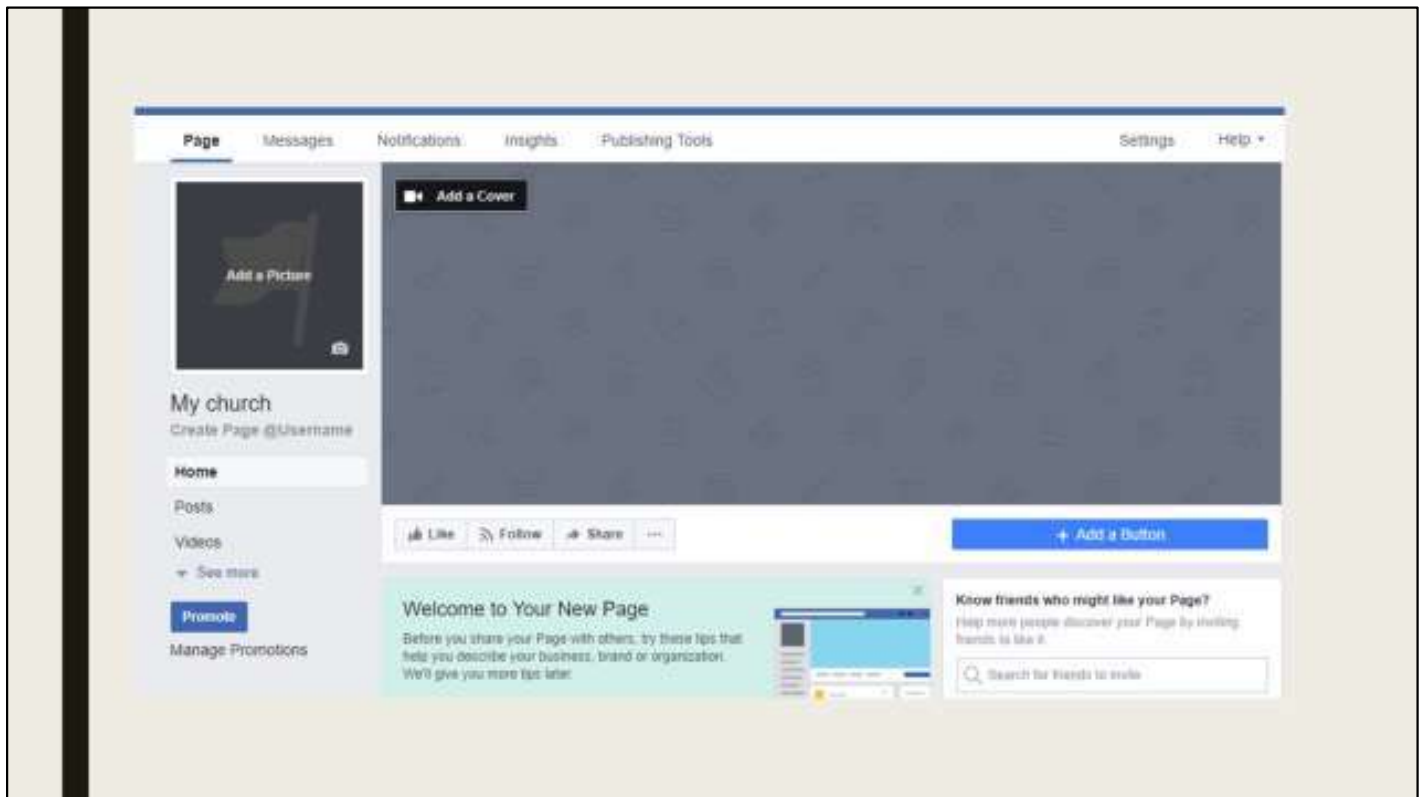
This is all the information needed to open an account on Facebook.



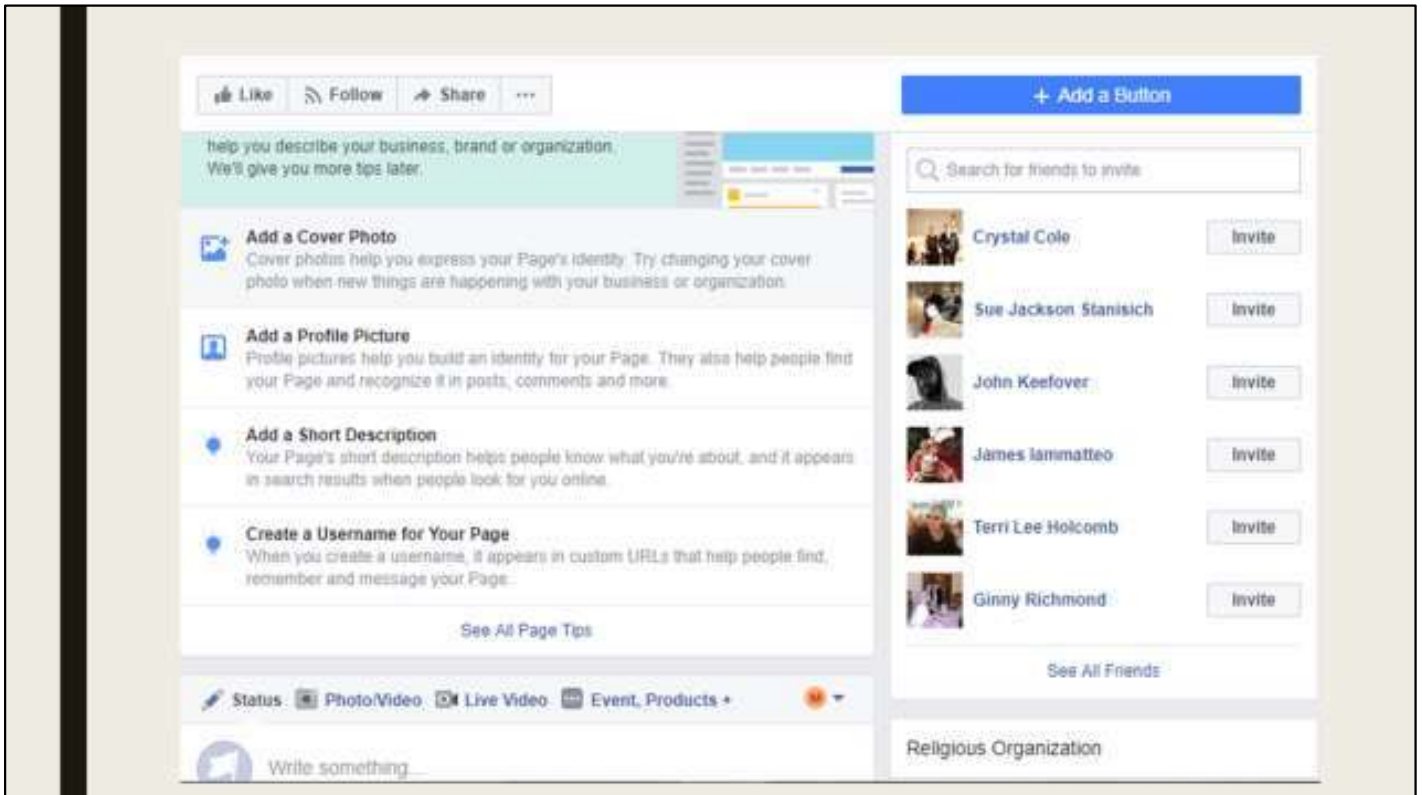
By clicking on the small down arrow in the upper right of the blue bar, you can then create either a page or group.



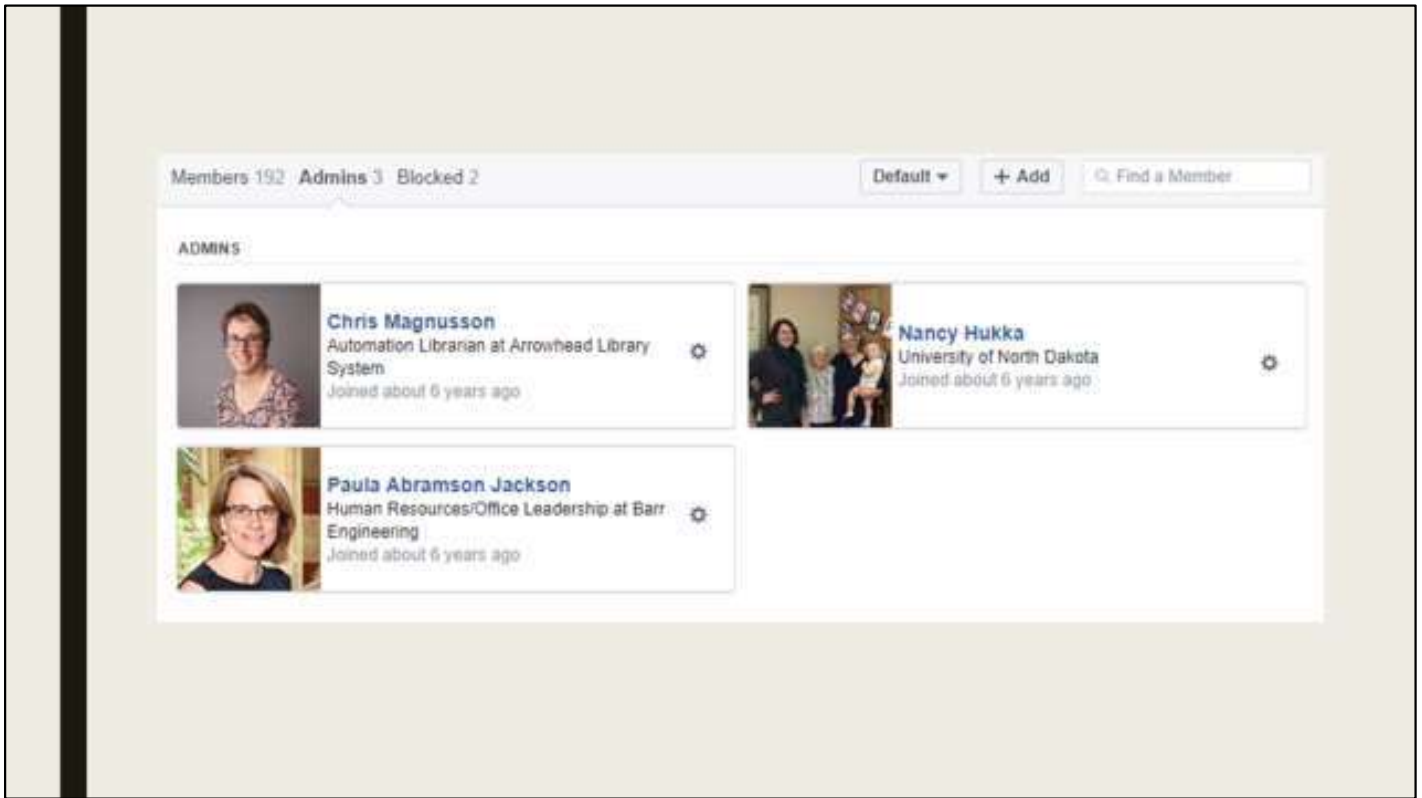
Facebook will walk you through the set up. First selecting what type of organization the page or group will represent.



Select images that represent your organization. Think carefully, this is the first thing people will see. The shape is also important with the smaller square photo being posted at the beginning of every post you make and the large rectangle at the top of your page.



Facebook continues to walk you through adding information and why that information is important. People have to learn about your page somehow so it helps if you are already established on Facebook. Then it will ask if you want to invite your friends to like your page. Think carefully about who you invite and only invite people that are likely to be interested in the page, otherwise it could be considered spam.



Once you create a page you can invite others that like your page to become admins so multiple people can post content. In Groups, the admins approve people to join and block people that share inappropriate or unrelated content to your group. Our church group lets just about anyone join but occasionally we end up with someone spamming us and those are immediately blocked.

Groups vs. Pages



This is a group on the left - the pictures represent the multiple individuals that have posted and a blank beside my name "in case" I want to comment. Everyone in the group can post and all members would see the post on their wall/feed. On the right is a page and will always have the organization's picture next to the post. Below what we see here would be a similar box allowing people to comment about this post but other people cannot post original information that would go out to the people that like your page.

Groups Statistics



Top Posts

	Paul Pinkoski - Amazing group young people we have the pleasure of in our 4th - 6th grade Faith/Sunday School class. The...	0	5	58
	Chris Magnusson - This Sunday we welcome Colton through Holy Baptism. Colton is the son of Blake and Julia. Welcome, Colton	0	4	55
	Chris Magnusson - We are planning an evening to make dirty bags for the Buddy Backpack project. A couple of times a year...	0	2	55
	Chris Magnusson - BAZAAR TIME IS SNEAKING UP ON US! Saturday, November 4th is the date (mark your calendars!) and...	0	2	54

Group statistics are more basic than what you can see for pages. The top image shows how many people were members of your group on a particular day. The lower image shows the most popular recent posts. The first column shows how many people commented on the post (in these cases 0), then how many people liked the post and then finally how many people “saw” it or at least scrolled past it on their wall/feed.

Page Statistics



Published	Post	Type	Targeting	Reach	Engagement	Promote
10/11/2017 9:24 am	Friends of the Hibbing Public Library shared Goodwill Librarian's post			20	0 0	Boost Post
10/09/2017 3:33 pm	50 thought-provoking quotes about libraries and librarians			85	7 3	Boost Post
10/06/2017 9:37 am	Stop by the Library table at the Iron Moon Festival at the Irongate			35	1 5	Boost Post
09/26/2017 10:44 am	Friends of the Hibbing Public Library shared Hibbing Fire Department's post			24	0 0	Boost Post
09/25/2017 7:04 pm	Are you a bookworm?			40	2 0	Boost Post

Page statistics are more detailed.

The top image shows the times people that like your page are on Facebook. Since most people are active between 6 and 9p so I would post or schedule my posts to be displayed between 5 and 8p to be seen by as many people as possible.

The lower image shows information about the posts. The type indicates if it was an image, a link or just text, targeting indicates if we were paying to “boost” a post - Facebook lets you pay so your post shows up on an add on people with certain characteristics or interests, Reach tells you how many people saw a post, engagement tells you how many people like or commented on a post.

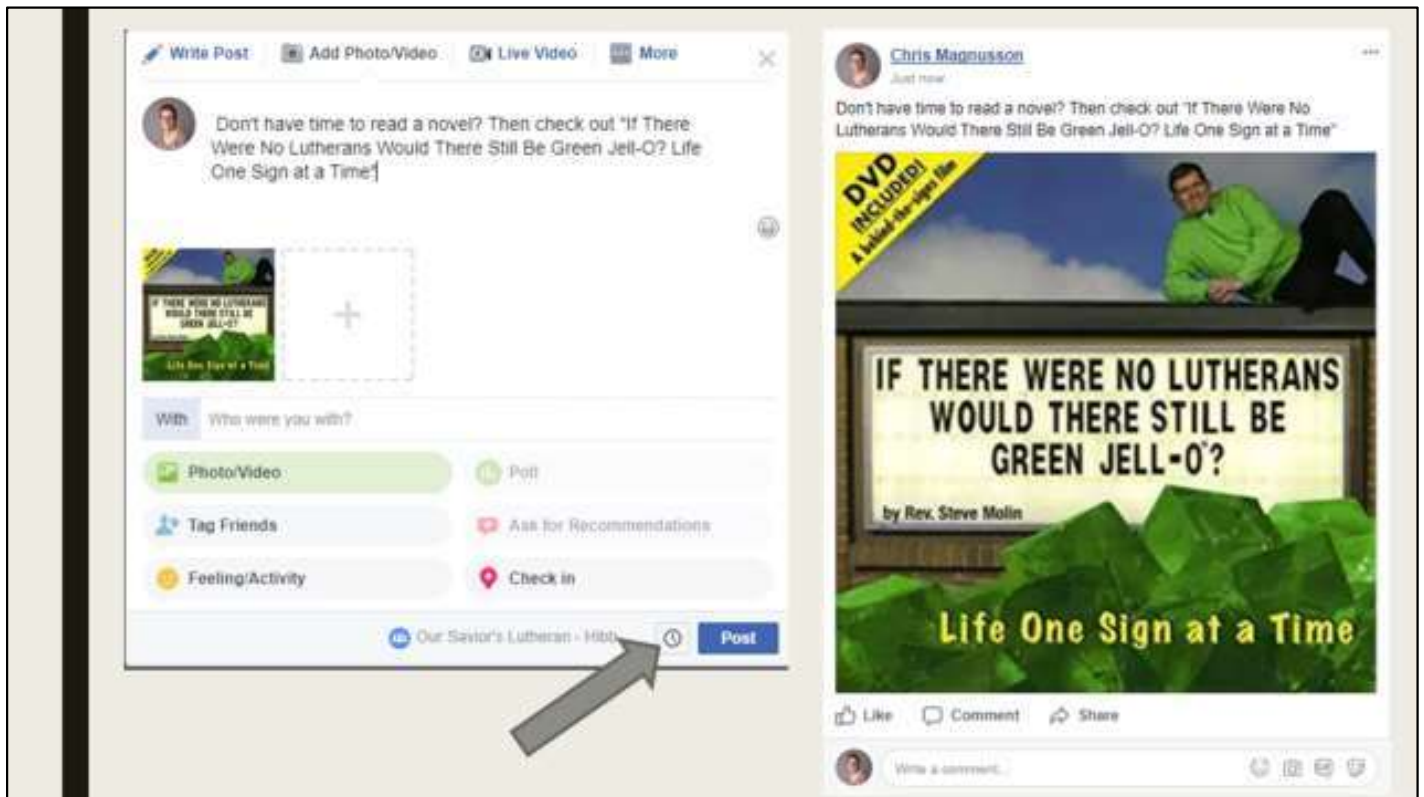
It is very inexpensive to “boost post” and you could target your audience to people that like a specific religion, like books, male/female, certain age or live in a certain part of the country.



This is the group our church has. It shows my picture in the box in the middle of the screen because I am logged in. Right below that my name and picture is part of a post I made. The lower right corner shows how Facebook continually encourages you to suggest your page to your other friends on Facebook. The left hand column indicates the different types of information that can be posted within the group. The lower left "shortcuts" are other pages that I manage and are not related to this group.



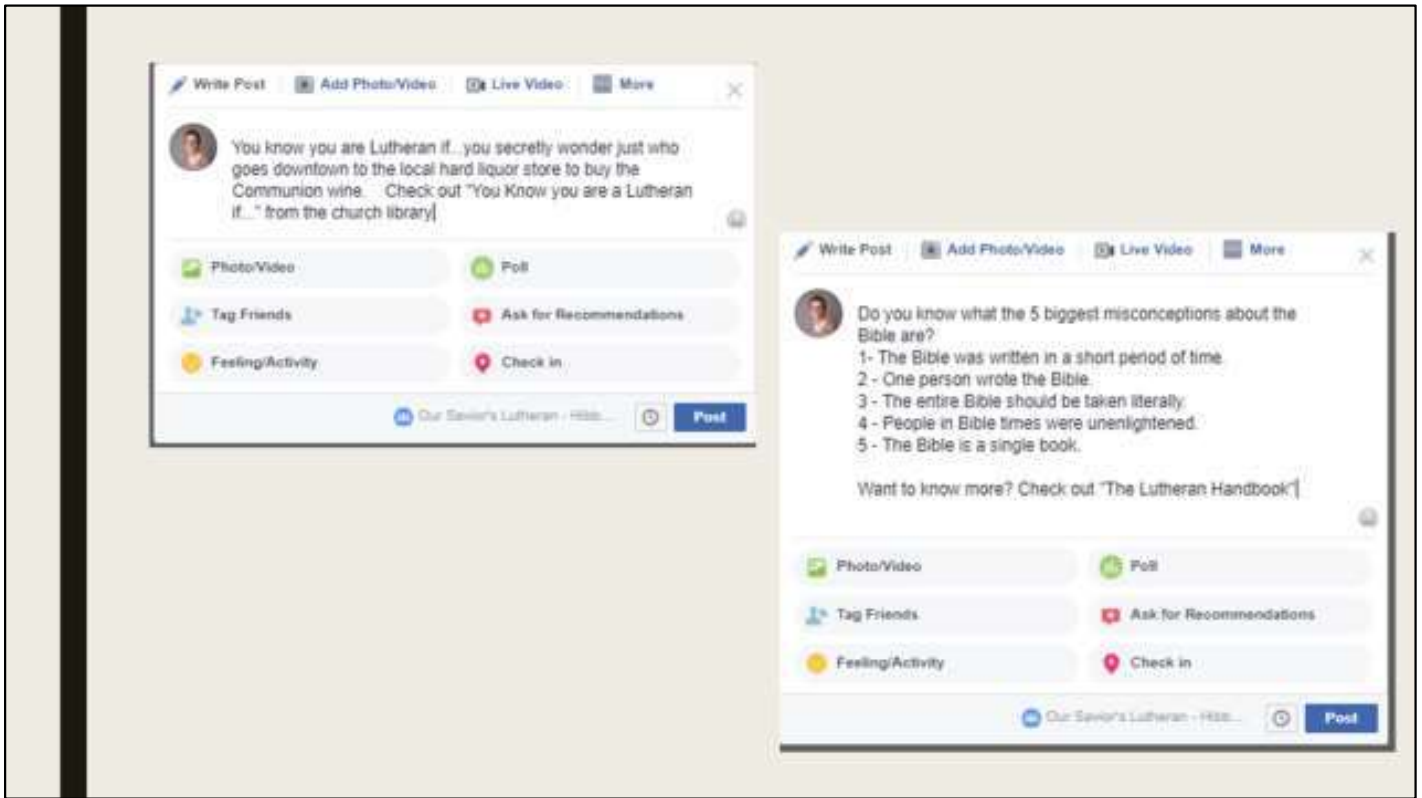
This is a page and looks very similar. They look very similar but in the lower right “community” box you can see the number of people that like the page, are actively following the page and how many of your friends like the page. It shows my picture but it will change to the page image (upper left square) once I post something.



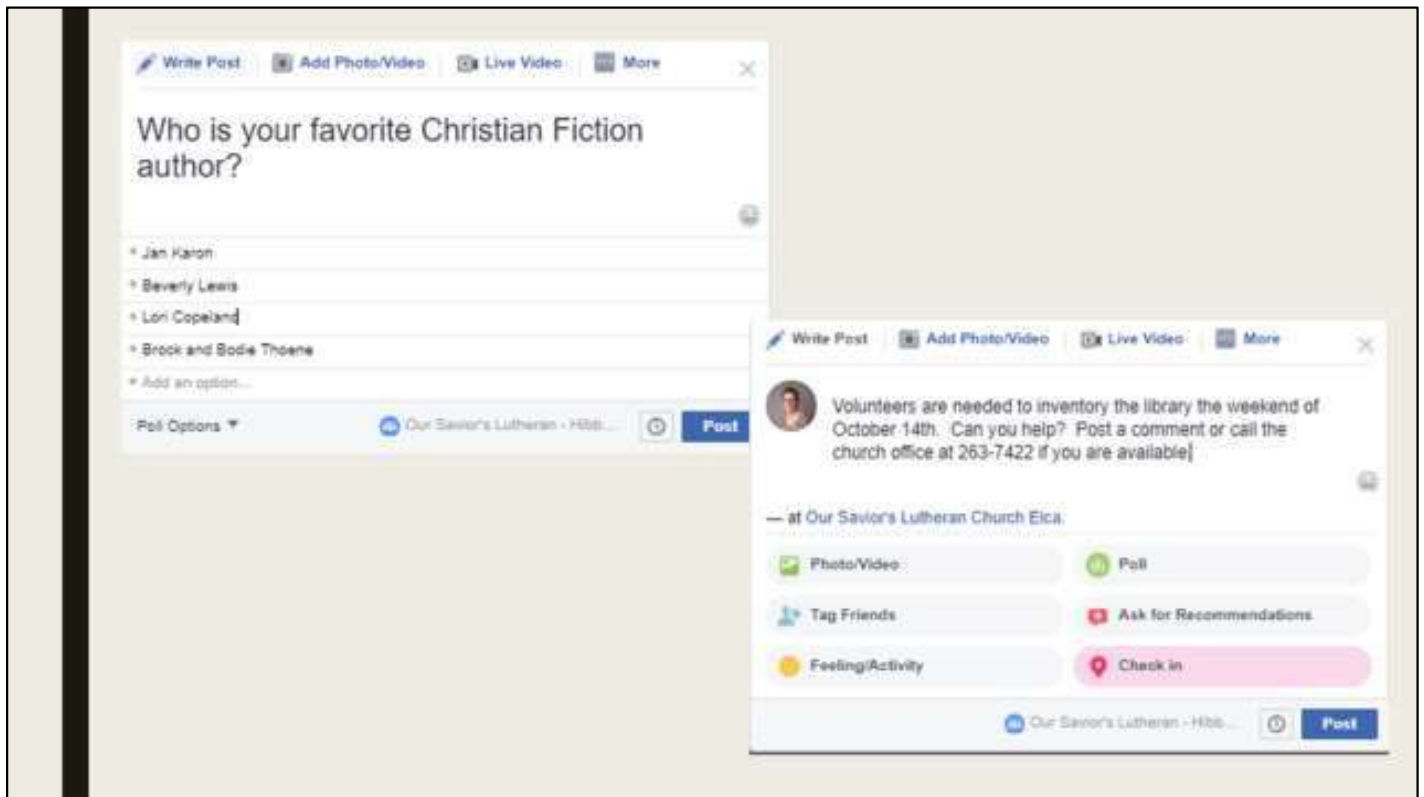
The image on the left is what the post looks like before I clicked on post, on the right is what people will see. you can see how much more interesting the post is with the large image compared to how it would look with only the text.

Getting cover art is easy and one of the few times copyright permissions are really not needed, authors like the publicity! An easy way to get it is to search for the title in Amazon, right click on the title and click on copy. Then go back to Facebook, right click in the text box and paste the image.

The small clock image to the right of the "Post" box allows you to schedule posts to appear at a later time/date.



Here are a couple of other sample posts. Think about what you want to promote. New books, volunteer activities, items that support the church calendar or the Bible verses/sermon, book sale, donation requests, etc...



You can also create a poll allowing patrons to vote for a specific answer or add their own.

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