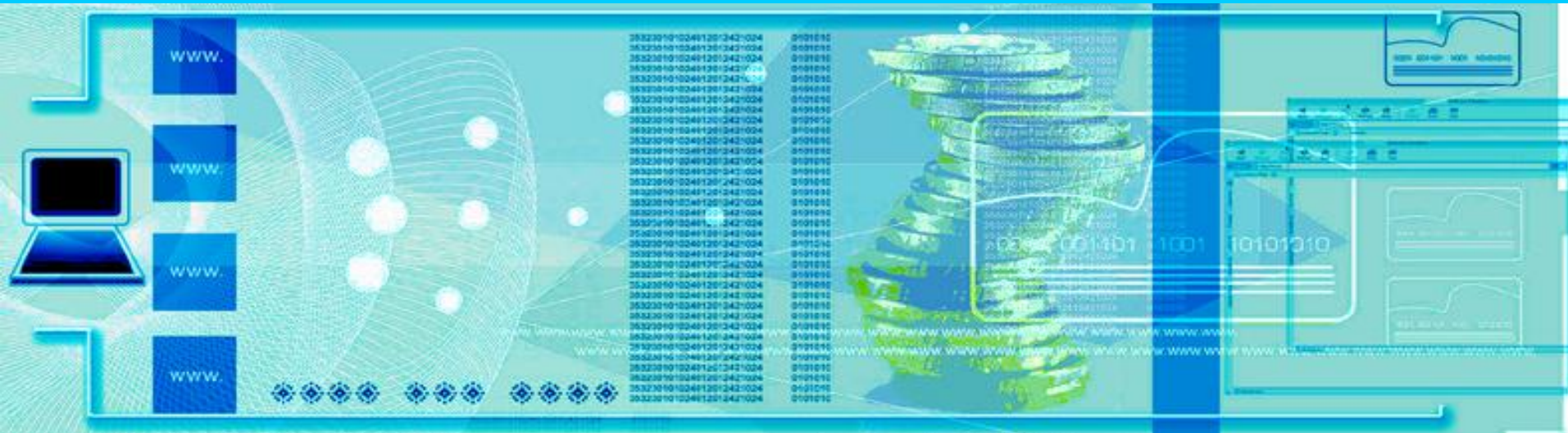


BUILDING YOUR NONLINE LIBRARY COMMUNITY: A BLUEPRINT FOR SUCCESS



PRESENTED TO:

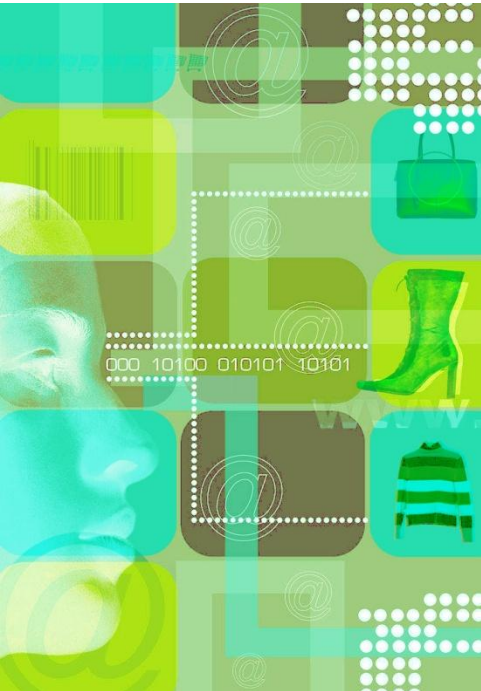
MANITOBA LIBRARIES CONFERENCE

KELLY KUBRICK | May 2010



AGENDA / OBJECTIVES

- What is a nonlinear community?
- Tour of nonlinear communities
- Blueprint for Success
- QA / Discussion



AUDIENCE SURVEY

- How many:
 - Are librarians? Other?
 - Play a ‘formal’ community building function, online or offline?
 - Participate in (any) online communities?
 - Are having internal discussions about developing online / offline library community this year?



BACKGROUND

- Former Director E-Commerce Development, Time Warner, New York
- Education:
 - MBA, New York University (NYU)
 - BA, English Literature, University of Toronto
 - Graduate, Radcliffe Publishing Course, Harvard University
- Advisory Board Member: eMetrics Canada & Search Marketing Expo Canada
- Owner, Online Authority

Building Your Nonline Library Community

WHAT IS A NONLINE COMMUNITY?

WHO GETS CREDIT?

- Did the website, the flyer or the postcard bring more (new?) people to the event?
- Did the email convince prospects to become a Friend of our library? Or was it the mention of a program in our local paper? Or was it because one of our Facebook Friends tweeted about it?
- Did the search results page on Google bring more people to our website or because we printed our URL on our library cards?

CHICKENS OR EGGS?

- Should your “offline” community building efforts be focused on building your “offline” community?
- Should your online efforts be focused on growing your online community?
- Does one effort support the other?
- Which should get more resources?
- Does it matter? Or is that even the point?



COMMUNICATIONS STRATEGY 101

Measures and affects
Awareness, Attitude and Usage

WHAT IS OUR STRATEGY THIS YEAR?

Increase Awareness

(find new library clients) OR

Change Attitudes

(of prospects / clients towards our library) OR

Increase Usage

(of our library's products and services)?

- Does it differ for offline vs. online? Or Nonline?



THREE POSSIBLE OUTCOMES. THAT'S IT.

- Will you use online community building tools to

Increase Revenue (Funding)?

Or Lower Costs?

Or Improve Customer Satisfaction?

Building Your Nonline Library Community

TOUR OF NONLINE COMMUNITIES

EARLY NONLINE COMMUNITIES

- Bulletin Board Systems (BBS)
 - Remember Sysops?
- AOL Message boards (sailing in Florida)
- Moderated & un-moderated forums; essentially user generated 'tech support'
 - <http://supportforums.blackberry.com/>
 - <http://community.intuit.com/quickbooks/canada>
 - <http://www.google.com/support/forum>

WHERE GEEKS GATHER

- Online-only groups advocate for offline communities with complimentary interests:
 - <http://tech.groups.yahoo.com/group/webanalytics/> advocates www.webanalyticsassociation.org and has provoked worldwide [Web Analytics Wednesdays](#)
- Online only group exists solely to promote in-person discussions:
 - [Social Media Breakfasts](#): entirely grassroots, now in 40+ cities across North America

PASSIONATE READER COMMUNITIES

- <http://chapters.indigo.ca/community> launched Sept 2007.
Five months later:
 - Nearing 100k active users
 - Members connecting at rate of 1 new member every 3 minutes
 - Time spent: Half million minutes / month and growing
 - Hundreds of thousands of books added to ‘virtual shelves’
 - Traffic to parent site up 50% over the previous year
 - Membership heavily skewed to most valuable customers (iRewards)

UNAFFILIATED READER COMMUNITIES...

- LibraryThing
 - <http://www.librarything.com/buzz>
 - <http://www.librarything.com/local>
 - By the way – where are Winnipeg’s events?
 - <http://www.librarything.com/about>
- [Facebook’s Public Libraries Page](#)
- Which is more effective?
 - Does “Likes This” equate to a community?

ADVOCACY IN ACTION

- [Charlotte Mecklenburg County Library](#)
 - No [Google Places](#) listing
 - <http://twitter.com/cmlibrary>
 - NB: Note [Hootsuite](#)
 - <http://www.facebook.com/cmlibrary>
 - <http://www.linkedin.com/companies/70080>
 - See Events under More; search library
 - <http://www.youtube.com/cmlibrary>

EXPERIMENTATION IN ACTION

- [Douglas County Libraries](#)
 - No Google Places listing
 - <http://twitter.com/DCLcolorado>
 - Broken link to mobile phone direct dial and Facebook page
 - [LinkedIn](#)
 - [YouTube](#): why not leveraging embedded videos from home page?
 - Compared to <http://www.youtube.com/user/FloridaMemory?>

SHOULD ONE PICK ONE'S BATTLES?

- [Hartford County Public Library](#)
 - No Google Places listing
 - <http://twitter.com/hcplonline>
 - Compare to @elizwoodville
 - Is this an effective strategy?
 - <http://www.facebook.com/hcplonline>
 - <http://www.youtube.com/user/hcplonline>
 - <http://www.flickr.com/photos/hcplonline>
 - <http://www.hcplonline.info/hcplmobile/>

LEVERAGE ACROSS TOOLS

- [Hennepin County Library](#)
 - No Google Places listing
 - <http://twitter.com/hclib>
 - <http://www.facebook.com/hclib>
 - [LinkedIn](#), [YouTube](#), [Flickr](#), [MySpace](#)
 - NB: be wary of graveyards...
- Where's the line between graveyard and hiatus? E.g. [The Prairie Bridesmaid](#)

Building Your Nonline Library Community

BLUEPRINT FOR SUCCESS

FOUR STEPS TO FURTHER YOUR DISCUSSIONS

- Step 1: Establish strategy
 - ↑ Awareness, Δ attitude or ↑ usage?
- Step 2: Define outcome
 - ↑ Funding, ↓ costs or ↑ satisfaction?
 - Measured how?
- Step 3: Define purpose and related indicator
- Step 4: Initiate Action Plan
 - Need familiarity & reverse mentoring

STEP 3: DEFINE PURPOSE

- Lead generation?
 - Member, Donor, Friend
- Increase Brand awareness?
 - New programming?
- Improve customer / employee relationships?
 - Communicate changes in offerings?
- Cross sell programs / services?
- Promote events?
- Reduce costs via self-serve customer service?
- Educate customer / employee / public / partner?
- Generate web traffic?
- Liquidate excess inventory?
 - Book sale?

WHICH INDICATOR(S) WILL PROVE SUCCESS?

- # & Growth rate of fans, followers, friends
- Likes / favourites
- Visits to “directions to” page or from Google Places listing
- Suggestions implemented from social feedback
- % retweets per tweet
- Costs save from not spending on traditional research
- Attendance generated at in-person events from social media efforts (compare to past performance without them)

CASE STUDY: eMetrics Toronto 2010

- Strategy & Outcome: Increase awareness & revenue
- Purpose: Increase attendance to Canadian niche industry conference. Advisory board provided with
 - Unique discount codes to offer on own blogs as well as “Hear Me Speak” graphics
 - Unique hashtag (#eMetrics) to Tweet (including discount code)
 - LinkedIn Event to RSVP to
 - Out of approximately 200 attendees, 69 LinkedIn RSVPs in 2010 (vs. 13 in 2009)
- Amplification effect in action!

STEP 4: INITIATE ACTION PLAN

- Immediately claim your organization's online community territory: if domain, then also
 - Google Places listing
 - LinkedIn Company
 - Twitter profile
 - Facebook page
- Once claimed but not implemented, you can always reroute people to your website

DEVELOP FAMILIARITY

- Complete simple exercises per tool by expanding on basic set up information:
 - Hours of operation for Google Places
 - Promote same event on five tools e.g. Google Places, LinkedIn, Library Thing, Facebook and Twitter
 - Where do you feel most comfortable?
 - Which aligns best with your strategy, outcome and purpose?

REVERSE MENTORING

- [Stewart from Ameritrade](#)
- Do not feel overwhelmed by profusion of tools
 - embrace them and the opportunities they'll present you with
- Do not feel obligated to embrace them all; each targets a different audience segment
 - Find different colleague / friends / family who use each and ask for a tour

THINK CLIENT / GENRE SEGMENTATION

- Apply your existing paradigms to understand the value / danger in each
- Understand the tone of each
 - LinkedIn = Adult non-fiction
 - Facebook = A business casual function with a few attendees bordering on underdressed
 - YouTube = graphic novels
 - Twitter = Early morning radio talk show
 - lots of often entertaining background noise to get the more valuable but ephemeral weather / traffic reports

BONUS NONLINE TOOL

- [Google Grant](#) for charities
 - Awarded an online advertising account for outreach, fundraising activities and recruitment of volunteers
 - Can receive up to \$10,000 per month in free advertising
 - Must be able to set up and manage a Google AdWords campaign
 - [Application form for Canadian Charities](#)



THANK YOU!

- Questions?

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