SNAPCHAT, FACEBOOK, TWITTER: USING VIDEO TO MARKET LIBRARY SERVICES

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WVLS, Communications Coordinator
USING VIDEO TO MARKET LIBRARY SERVICES

❖ What’s hot?
❖ Statistics/Research
❖ Tools can libraries use
❖ Who can make videos?
❖ Libraries using video
❖ Ideas for content
❖ Get Permission
WHAT’S HOT RIGHT NOW?

❖ Avg person 116 minutes social media
❖ American teens avg 9 hours of media daily (tv, movies, computer, games, social media...)

Common Sense Media. The Common Sense Census: Media Use By Tweens and Teens. 2015

Evan Asano. How Much Time do People Spend on Social Media? 2017
WHAT’S HOT RIGHT NOW?

❖ Consumers 10x more likely to click on a video than text or photos.

Nate Vickery. 10 Stats About Video That Marketers Need to Know
WHAT'S HOT RIGHT NOW?

❖ 85% of Facebook videos are watched without sound.

Nate Vickery. 10 Stats About Video That Marketers Need to Know
WHAT’S HOT RIGHT NOW?

❖ 135% increase in organic reach, on average, when you post a video to Facebook instead of a photo.

Nate Vickery. 10 Stats About Video That Marketers Need to Know
Clipart.com/en
WHAT’S HOT RIGHT NOW?

❖ Videos!
❖ Soundless/Sound
❖ Facebook Live
❖ Twitter Live
❖ Snapchat
❖ Photoshopped/edited images
WHAT DO YOU USE?

❖ What social media platform do you use for your library? Why?
❖ Just Facebook? Facebook and Snapchat? Twitter?
USER STATISTICS

Pew Research Center:
Social Media Update 2016

❖ 79% online Americans use Facebook:
   68% total Adult population
❖ 24% Twitter, 31% Pinterest, 32% Instagram
## Substantial ‘reciprocity’ across major social media platforms

<table>
<thead>
<tr>
<th></th>
<th>Use Twitter</th>
<th>Use Instagram</th>
<th>Use Pinterest</th>
<th>Use LinkedIn</th>
<th>Use Facebook</th>
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<tbody>
<tr>
<td>% of Twitter users who ...</td>
<td></td>
<td>65%</td>
<td>48%</td>
<td>54%</td>
<td>93%</td>
</tr>
<tr>
<td>% of Instagram users who ...</td>
<td>49</td>
<td></td>
<td>54</td>
<td>48</td>
<td>95</td>
</tr>
<tr>
<td>% of Pinterest users who ...</td>
<td>38</td>
<td>57</td>
<td></td>
<td>41</td>
<td>92</td>
</tr>
<tr>
<td>% of LinkedIn users who ...</td>
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<td>53</td>
<td>43</td>
<td></td>
<td>89</td>
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<tr>
<td>% of Facebook users who ...</td>
<td>29</td>
<td>39</td>
<td>36</td>
<td>33</td>
<td></td>
</tr>
</tbody>
</table>

Source: Survey conducted March 7-April 4, 2016. “Social Media Update 2016”

PEW RESEARCH CENTER
## WHO USES?

- **Facebook**: 2 billion
- **Twitter**: 328 million
- **SnapChat**: 173 million

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Instagram</th>
<th>Pinterest</th>
<th>LinkedIn</th>
<th>Twitter</th>
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<tbody>
<tr>
<td>Total</td>
<td>68%</td>
<td>28%</td>
<td>26%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>Men</td>
<td>67%</td>
<td>23%</td>
<td>15%</td>
<td>28%</td>
<td>21%</td>
</tr>
<tr>
<td>Women</td>
<td>69%</td>
<td>32%</td>
<td>38%</td>
<td>23%</td>
<td>21%</td>
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<tr>
<td>Ages 18-29</td>
<td>88%</td>
<td>59%</td>
<td>36%</td>
<td>34%</td>
<td>36%</td>
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<tr>
<td>30-49</td>
<td>79%</td>
<td>31%</td>
<td>32%</td>
<td>31%</td>
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<td>50-64</td>
<td>61%</td>
<td>13%</td>
<td>24%</td>
<td>21%</td>
<td>18%</td>
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<td>65+</td>
<td>36%</td>
<td>5%</td>
<td>9%</td>
<td>11%</td>
<td>6%</td>
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<tr>
<td>High school or less</td>
<td>56%</td>
<td>19%</td>
<td>18%</td>
<td>9%</td>
<td>14%</td>
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<td>Some college</td>
<td>77%</td>
<td>35%</td>
<td>31%</td>
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<td>24%</td>
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<tr>
<td>College graduate</td>
<td>77%</td>
<td>32%</td>
<td>33%</td>
<td>49%</td>
<td>28%</td>
</tr>
</tbody>
</table>

SOCIAL MEDIA USE

Pew Research Center: Social Media Update 2016

- Facebook users 76% Daily
- Twitter users 42% Daily
- Instagram users 51% Daily
- Snapchat 166/173 million
WHAT’S NEW? INSTA

- Instagram incorporated video, testing live video in 2016.

Read, Ash. Nov 21, 2016
WHAT'S NEW? FB

❖ Facebook testing disappearing videos in the chat feature in 2016.

Read, Ash. Nov 21, 2016
WHAT’S NEW? SNAPCHAT

❖ Snapchat released Spectacles in 2016. Sunglasses with a record button.
Read, Ash. Nov 21, 2016
FACEBOOK LIVE
**TOOL: FACEBOOK TIPS**

Tips for using Facebook Live:

❖ Tell people!
❖ Strong internet connection
❖ Write a great description to capture attention and outline your broadcast.
❖ Interact with viewers
❖ Say hi and answer questions
❖ Be creative and go live often!
FACEBOOK LIVE

❖ From the Home screen
❖ Left side look for “Live Video”
TOOL: TWITTER LIVE

- Wimbledon July, 2016
- NFL, ESPN partnership… but no games
- Periscope app

Tips for using Twitter Live:
- Use hashtags to build your audience and breadth
What is Snapchat?

❖ An app that automatically deletes sent messages
❖ 173 Million+ users, 166 daily
❖ 10 Billion daily videos
❖ Instant messaging feature
SMARTPHONE APPS

❖ Young smartphone users
❖ 56% ages 18-29 use auto-delete apps Snapchat or Wickr

Pew Research Center: Social Media Update 2016
TOOL: SNAPCHAT

- Filters: Time of year, general
- Geofilters: Place, businesses, cities, events, etc.
- Draw
- Text
- Stickers
TOOLS LIBRARIES CAN USE TO CREATE VIDEOS: WEB

❖ Smartphone
❖ Snapchat: Library Account
❖ Facebook: Library Account
❖ Twitter: Library Account
❖ Google+: Library Account
TOOLS LIBRARIES CAN USE TO CREATE VIDEOS: EQUIPMENT

❖ Video Camera/Cellphone
❖ Tripod
❖ Sound
❖ Lighting

❖ How to Create High Quality Videos for Social Media
Hubspot
TOOLS LIBRARIES CAN USE TO CREATE VIDEOS: EQUIPMENT

❖ Quiet Space You Control
❖ Subject Placement
❖ Lighting
  ❖ Menards, Lowes, Home Depot, Natural
❖ How to Create High Quality Videos for Social Media - Hubspot
TOOLS LIBRARIES CAN USE TO CREATE VIDEOS

❖ Editing Software
❖ Music and Transitions
❖ Camtasia $
❖ iMovie
❖ Microsoft Movie Maker FREE... but

❖ How to Create High Quality Videos for Social Media - Hubspot
NOTES FOR FILMING:
NOTES FOR FILMING
WHO IS MAKING THE VIDEOS?

❖ Someone with experience
❖ Enthusiastic staff
❖ Be personable, be personal.
❖ You need ground rules
❖ PRACTICE
❖ Loose script
ANOTHER TASK FOR THE DIRECTOR? NO WAY!

Who ELSE could make videos?
❖ Teen Advisory Group, Interns
❖ Volunteer, dedicated storytime grownup, patrons with videography talents?
❖ Who else?
❖ Find consistency!
BUT I DON’T HAVE TIME!

❖ Do you add pictures to Facebook?
❖ Create a slide show!
❖ Facebook treats slide shows as videos.
IDEAS FOR VIDEO CONTENT

❖ Promotion
❖ Special events, rewards, coupons, fines free day, cup of library coffee, National Ice Cream/Cookie, book displays.
❖ Promote an event with insider material. Summer Reading Program, Santa, book sales, etc
❖ Book talk!
Ideas for video content

- News
  - What's happening right now?
  - Special projects.

- 83-year-old widow and amateur painter, Ecce Homo, Borja, Spain.
IDEAS FOR VIDEO CONTENT

❖ Behind the Scenes: afterhours, workroom, new book shipments
❖ Staff talents
❖ Patron Takeovers: always a vetted volunteer
LIBRARIES USING VIDEO

SnapChat
@cmclibrary Cape May County Library (NJ)
@cincylibrary Cincinnati Public Library
@lblibrary Long Beach (CA) Public Library
@therlpl Rice Lake Public Library (WI)
LIBRARIES USING VIDEO

Skokie Public Library, Skokie, Illinois

Invercargill City Libraries and Archives, New Zealand

Dinosaur in The Library
GET PERMISSION

❖ Be “in the moment,” be thoughtful.

❖ Get permission. Ask staff and patrons BEFORE filming.

❖ Policy? Create a form for photos & video.

❖ Municipal legal advice.

❖ Snapchat Safety Center
RESOURCES

❖ Facebook. Tips for using Facebook Live.
❖ Murphy, Mike. Twitter Live is a new thing from Twitter that actually seems useful. Quartz. July 6, 2016.
❖ Pew Research Center: Social Media Update 2016
❖ Tech Crunch. Facebook scores big in Q3 Earnings. November 2, 2016
❖ USA Today. Teens love Snapchat. Also Instagram. April 16, 2016.
❖ Vickery, Nate. 10 Stats About Video That Marketers Need to Know. March 14, 2017.
INTRODUCTION

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