

**Superiorland Library Cooperative  
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**Using Products like Twitter, Instagram, YouTube and Pinterest**

Twitter – tweets or short messages

1. Highlight parts of your website
2. Events
3. Newbooks
4. Holiday Hours
5. Example Library:
  - a. [http://twitter.com/Cleveland\\_PL](http://twitter.com/Cleveland_PL)
  - b. <https://twitter.com/mrrl>
  - c. <https://twitter.com/GlendaleLibrary>
6. In school libraries can be used to let students know about upcoming deadlines (i.e.: 5 days left to return all media items)
7. New Databases or database outage
8. You can add links to the local newspaper, national and international news sources such as NPR or Professional information sources such as the Library Journal.

\*\*Information above was taken from this site:  
<http://www.infotoday.com/cilmag/may09/Milstein.shtml>

Instagram – photo sharing

1. Show off Books
2. Show off Events and Services
3. Improvements to the library
4. Preview or Sneak Peak of upcoming event or launch
5. Show Librarians in their Natural Habitat
6. National Events or Workshops staff attend
7. Introduce new staff members
8. Show off Library Space
9. Turn print marketing materials into Digital Ones

Youtube – video sharing

*Some examples of videos to promote your library:*

<http://www.atyourlibrary.org/libraries-and-librarians-get-creative-youtube-watch-our-top-5-favorites>

Pinterest – following and repining interests that you enjoy. *Can be used as a resource or a way to display things going on in library*

1. As a Teen Librarian you might follow:
  - a. DIY & Crafts

- b. Teen Craft Programs
- c. Teen Fall Programs
- d. Teen Writer Programs
- e. Teen Spring Programs
- f. Teen Summer Programs
- g. Teen Food Program
- 2. Children's Librarian
  - a. Book Club Crafts
- 3. Display ideas
  - a. Book Quotes
  - b. Quotes about reading
- 4. Create Boards for:
  - a. Show off photos of services
  - b. Past programs
  - c. Books
  - d. Upcoming Books for each genre
  - e. New Books
  - f. Book Clubs
  - g. Summer Reading Program
  - h. Highlight community partners, resources and businesses

\*Information for this was found at: <http://www.voyamagazine.com/2012/05/25/how-to-use-pinterest-for-your-library/>