

Revamping Strategies for **Social** Success



Natalie Kiburg
Social Media Specialist
Gail Borden Public Library District

Evelyn Shapiro
Promotions Manager
Champaign Public Library

**Natalie
Kiburg**



**Gail Borden
LIBRARY**

Bi-weekly SWAT team



Actions on Page

September 17 - October 14

4

Total Actions on Page ▲0%



Page Views

September 17 - October 14

1,827

Total Page Views ▲63%



Page Previews

September 17 - October 14

328

Page Previews ▲51%



Page Likes

September 17 - October 14

116

Page Likes ▲63%



Reach

September 17 - October 14

49,389

People Reached ▲14%



Recommendations

September 17 - October 14

9

Recommendations ▲29%



Post Engagements

September 17 - October 14

14,626

Post Engagement ▲28%



Videos

September 17 - October 14

8,407

Total Video Views ▼46%



Page Followers

September 17 - October 14

117

Page Followers ▲63%



Analyzing posts, format and channels

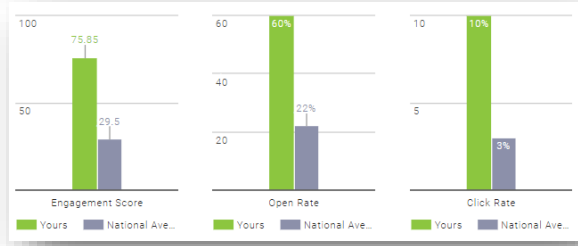
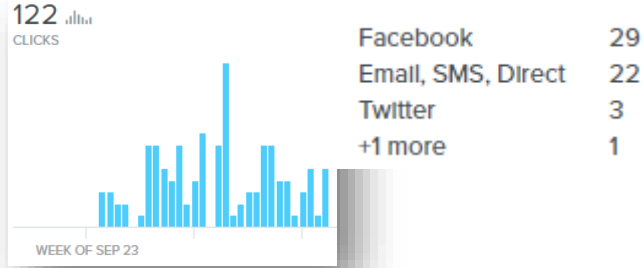
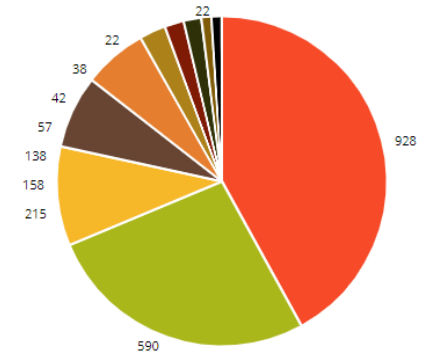




Published	Post	Type	Targeting	Reach	Engagement
10/24/2018 1:19 PM	The Imagination Agency will be filming a "Library Love" video for			1.2K	50 15
10/24/2018 9:14 AM	Thank you Tristan for bringing in your Technic Bucket Excavator			1.2K	32 17
10/23/2018 1:08 PM	Stop by the library to check out this webbed-display and carve			1.2K	10 9
10/22/2018 10:59 AM	There are so many events coming up! Here are just a few:			1.5K	70 14
10/22/2018 8:40 AM	We sure do love this time of year. Hear about our upcoming			1.2K	55 8



Source / Medium	Pageviews
	2,296 % of Total: 2.95% (77,771)
google / organic	928 (40.42%)
(direct) / (none)	590 (25.70%)
gailborden.info / referral	214 (9.32%)
270-intranet.gbpl.com / referral	158 (6.88%)
m.facebook.com / referral	138 (6.01%)
bing / organic	57 (2.48%)
facebook.com / referral	42 (1.83%)
270-intranet / referral	38 (1.66%)
gailweb.gailborden.info / referral	22 (0.96%)
yahoo / organic	



Events & Classes | Books & More | Services & Support | Kids & Teens



706 posts, 1,732 followers, 974 following

Learning is a journey - start it here at the library! gailborden.info



Summer Reading 2018 Lectura de verano Sumergete en la lectura

Join the Summer Reading fun!

Start using the new online Beanstack Reading Log for badges and fun!

Enter Beanstack

Or pick up a log and start recording your reading for a chance to win prizes!



MY EVENTS

12 Upcoming

Calendar

Subscribed

Past

+ Create



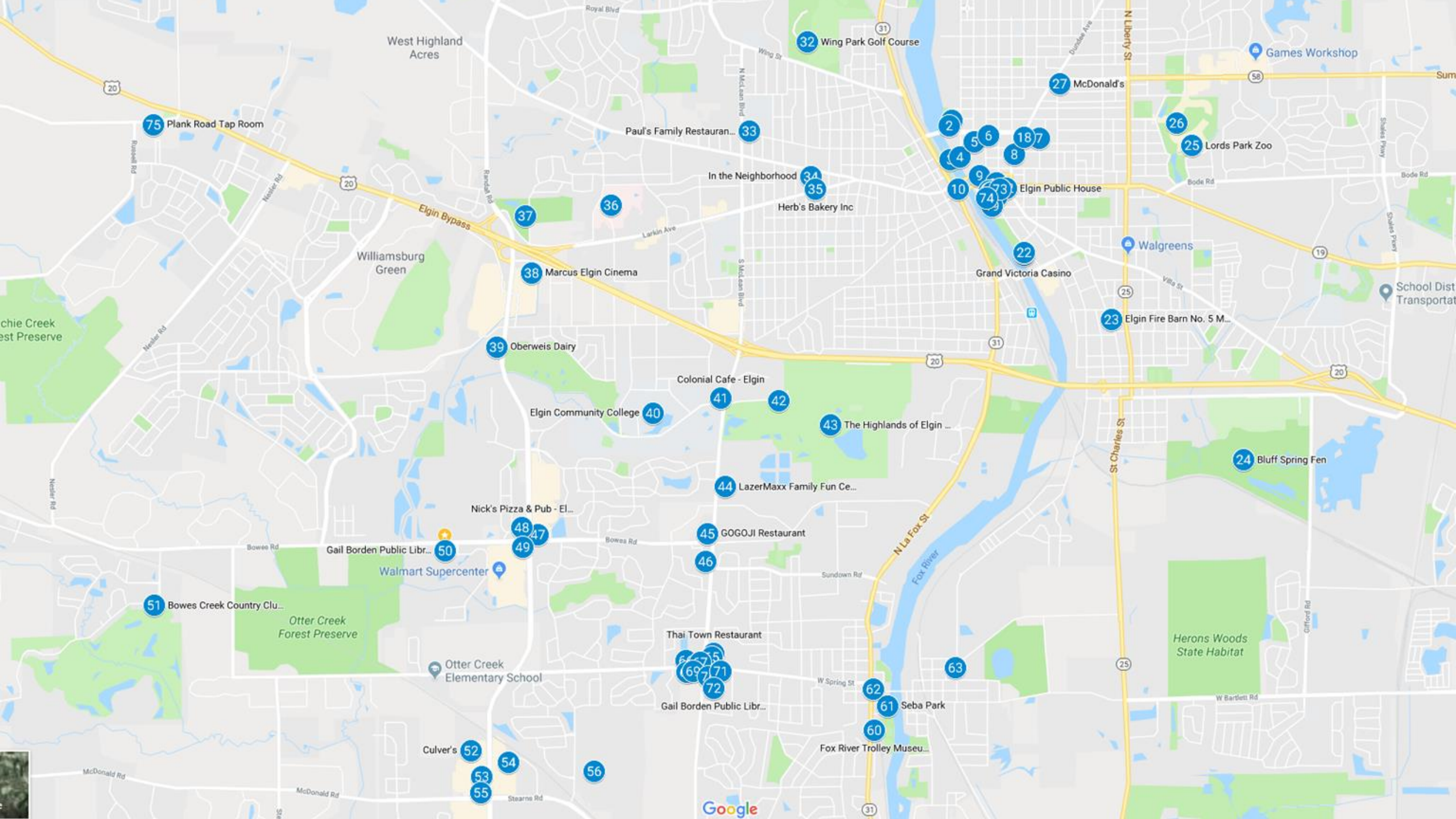


-11:20





Gail Borden
Public Library District



75 Plank Road Tap Room

West Highland Acres

32 Wing Park Golf Course

Games Workshop

27 McDonald's

Paul's Family Restaura...

26 25 Lords Park Zoo

In the Neighborhood

Herb's Bakery Inc

Elgin Public House

Williamsburg Green

38 Marcus Elgin Cinema

Grand Victoria Casino

Walgreens

23 Elgin Fire Barn No. 5 M...

School Dist Transportat

39 Oberweis Dairy

Colonial Cafe - Elgin

Elgin Community College

41

42

43 The Highlands of Elgin ...

44 LazerMaxx Family Fun Ce...

Nick's Pizza & Pub - El...

45 GOGOJI Restaurant

Gail Borden Public Libr...

Walmart Supercenter

46

51 Bowes Creek Country Clu...

Otter Creek Forest Preserve

Otter Creek Elementary School

Thai Town Restaurant

Gail Borden Public Libr...

W Spring St

61 Seba Park

60 Fox River Trolley Museu...

Heron's Woods State Habitat

Culver's

54

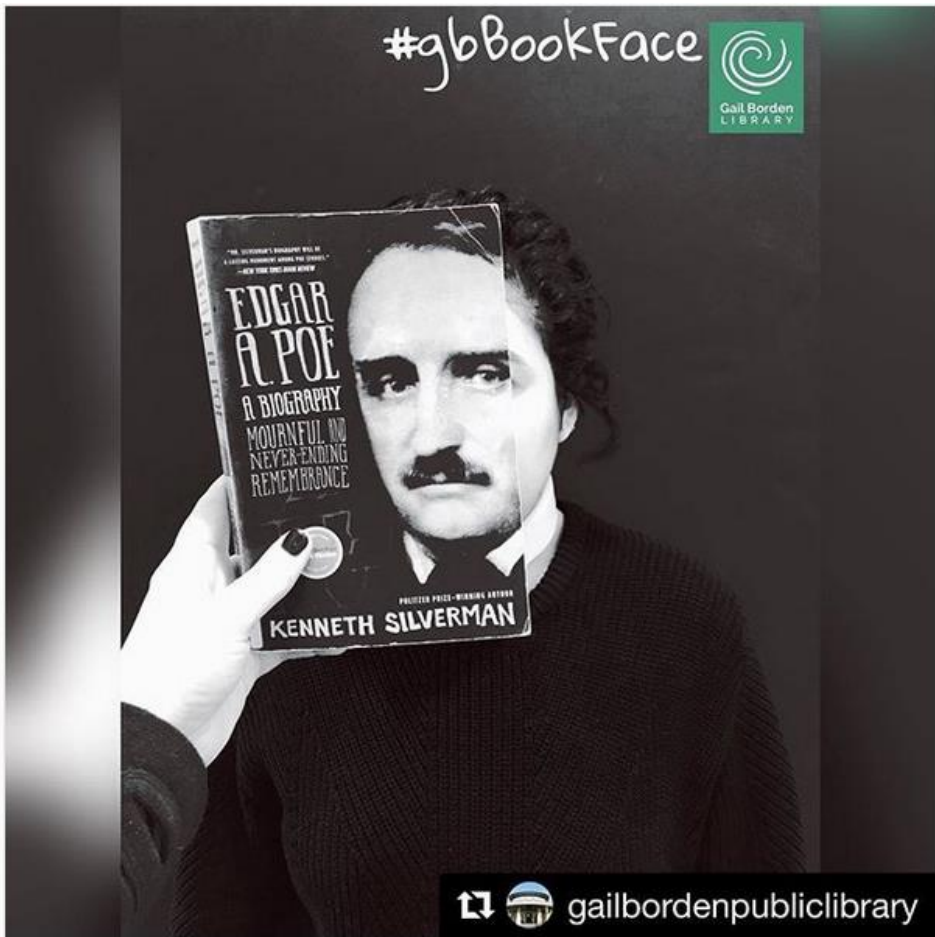
53

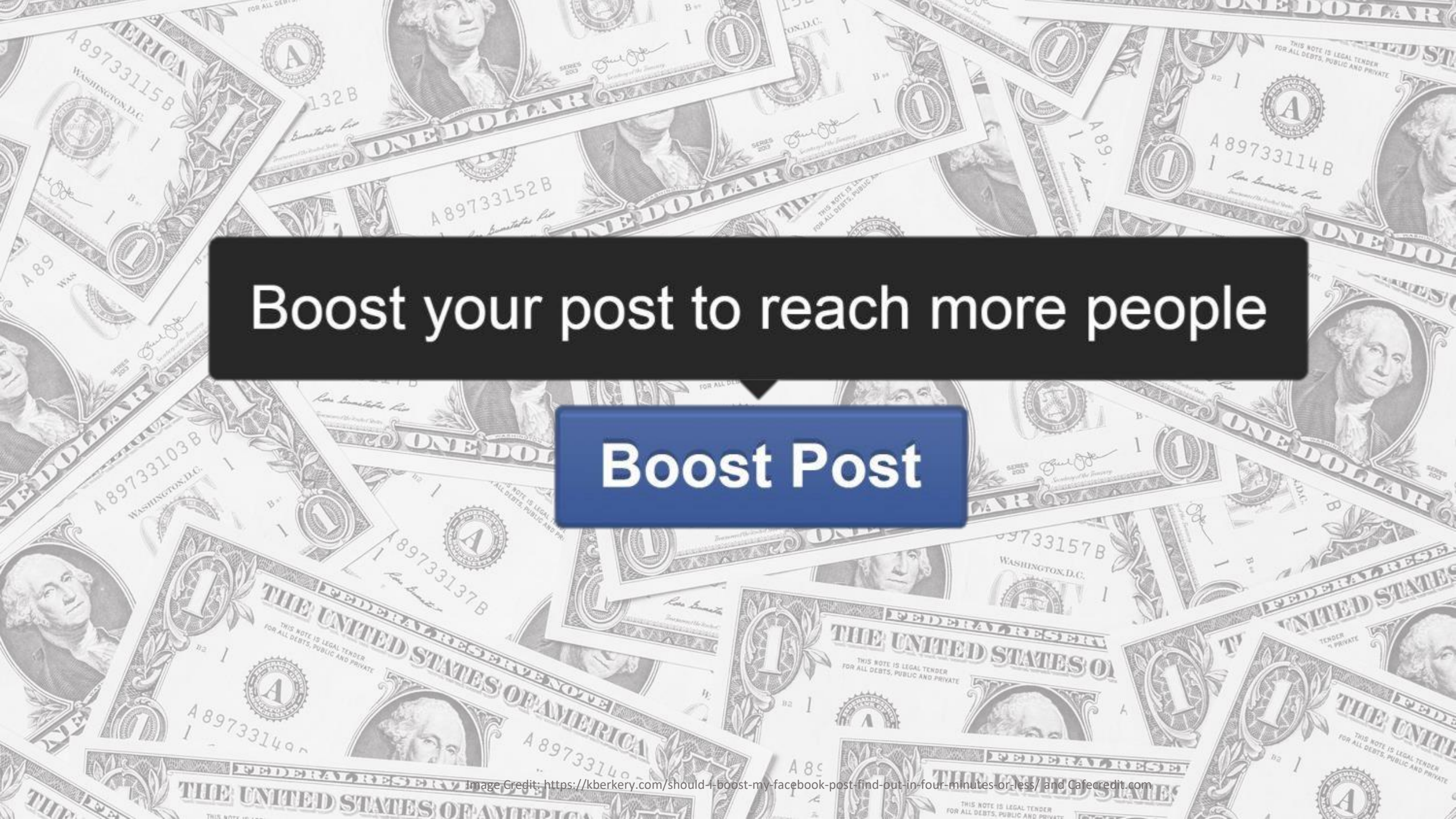
55

Stearns Rd

56



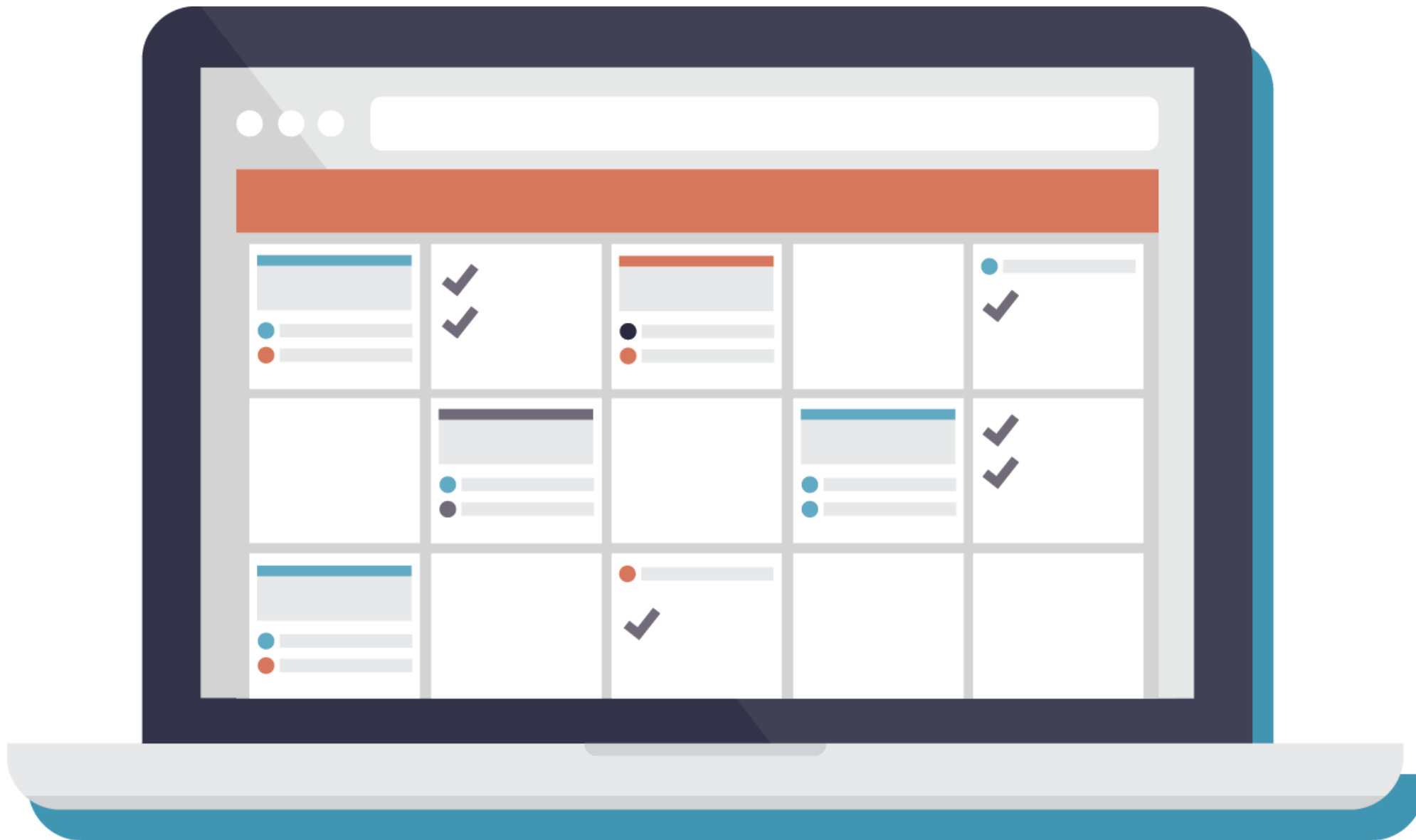


The background of the image is a dense, overlapping collage of US one-dollar bills. The bills are oriented in various directions, creating a textured, busy appearance. The text 'ONE DOLLAR' and 'THE UNITED STATES OF AMERICA' is visible on several bills. A dark blue rectangular box with rounded corners is centered horizontally across the middle of the image, containing the text 'Boost your post to reach more people' in white, sans-serif font.

Boost your post to reach more people

A blue rectangular button with rounded corners is positioned below the first text box. It contains the text 'Boost Post' in white, bold, sans-serif font. The button is centered horizontally and has a slight shadow effect, making it stand out against the background of dollar bills.

Boost Post





Social Media Goals

- 1.
- 2.
- 3.
- 4.
- 5.



#LibraryCardSignUpMonth



#LibraryCardSignUpMonth



Gail Borden Public Library ✓ is with Mama Lee's Gourmet Popcorn.

September 13, 2016 · 🌐

What's cooler than cool? A family outing to Mama Lee's Gourmet Popcorn and saving money by showing your Gail Borden Library Card throughout September!!!

For a full list of great local discounts and participating businesses, visit <http://bit.ly/GBLibrarySignUP> today and start #saving!

#ElginIL #LibraryCardSignUpMonth



Lisa Rising, Julia Bermudez and 70 others

3 Comments 22 Shares



Miscellaneous

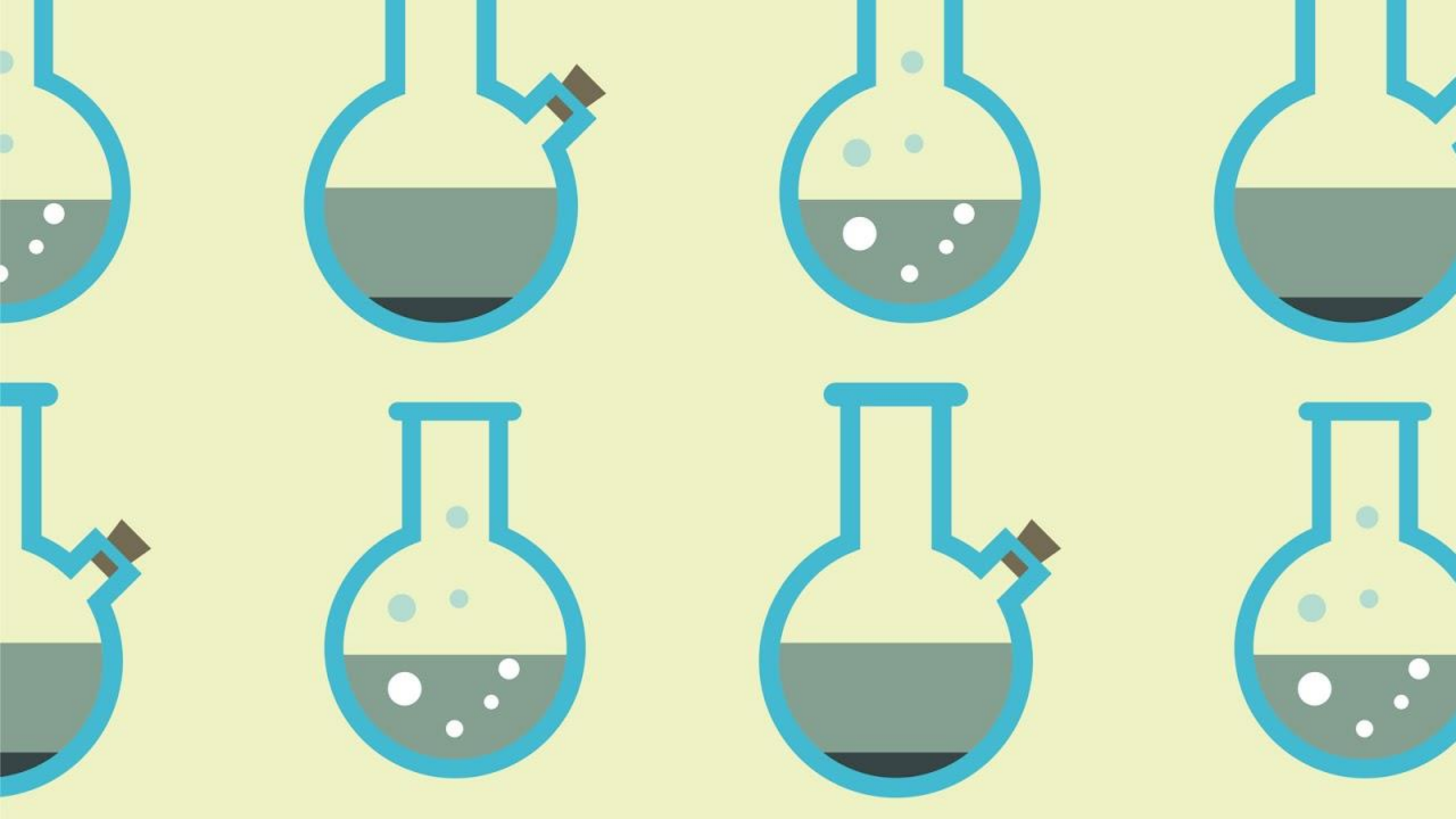


Natalie Kiburg
Social Media Specialist
Gail Borden Public Library District



**Evelyn
Shapiro**

Champaign Public
 **LIBRARY**



Promotional Services · Adult Services · Children's Services
Access Services · Technical Services · Douglass Branch


Our Social Media Team is a virtual team.

These Social Media Mavens are the same people who answer questions at the information desk, teach workshops, check in books, lead storytimes, innovate solutions, get the word out about library events and initiatives, and dream up new ways to inspire, inform, and connect our community.



facebook Email or Phone Password Log In

Forgot account?



Champaign Public Library
@ChampaignPublicLibrar

Home
About
Events
Photos
Videos
Community
Posts
Info and Ads
Online Book Clubs
Welcome


Create a Page

Like Create Fundraiser Share Learn More Send Message

Photos

Search for posts on this Page

Library in Champaign, Illinois
Open Now



See All

Videos

New umbrella installation at the library

Library - Nonprofit Organization · Education

Our Story
We inspire, inform, and connect our community!
Serving as a vital community center welcoming every me...
See More

Community
8,039 people like this
7,835 people follow this

About
(317) 403-2000
www.champaign.org
Library · Nonprofit Organization · Education

Instagram

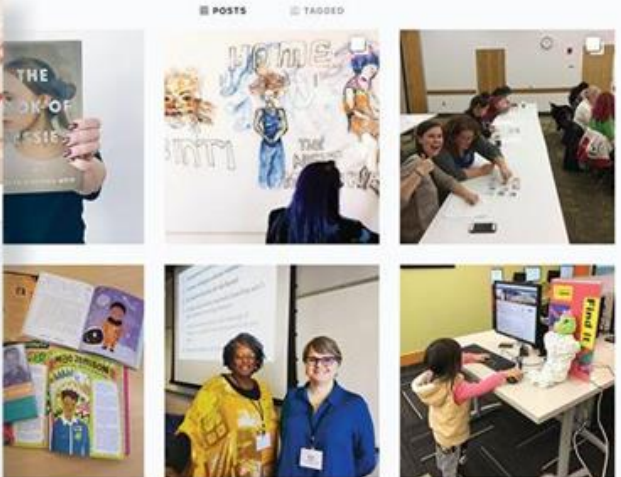
champaignpubliclibrary [Follow](#)

1,608 posts 2,110 followers 1,150 following

Champaign Public Library
Come visit us in Champaign, Illinois!
Main Library, 200 W. Green St. + Douglass Branch Library, 504 E. Grove St. +
librarian@champaign.org
www.champaign.org

FoodTruck... Lanterns Umbrell... Stars Butterflies

POSTS TAGGED



Champaign Library
@ChampaignPubLi

Information and news about the Champaign Public Library.

Champaign, IL
champaign.org
Joined May 2009

438 Photos and videos

Tweets Tweets & replies Media

New to Twitter?
Sign up now to get your own personalized timeline.
[Sign up](#)

You may also like

- UkiahFreeLibrary @UkiahFreeLib
- Champaign Park Dist @ChampaignPk
- City of Champaign @champaigncity
- ChampaignMoms.com @ChampaignMoms
- Champaign Center Partne @CCPartners

Worldwide trends

- تغصن العناب 17.6K Tweets
- تغصن العناب 14.2K Tweets
- تغصن العناب 13.2K Tweets
- تغصن العناب 12.2K Tweets
- #DukMundatoCancerMama 1.2K Tweets
- AlMawla 11.2K Tweets

WE ♥ NNEDI OKORAFOR

Champaign Library @ChampaignPubLi · 19h
Have you ever heard the history of Jack o lanterns? It didn't always come pumpkins as part of this spooky tradition, it started in Ireland and people carved turnips - (creaky) Click the link to learn more: <https://bit.ly/29Pw2v3>




Actions on Page

September 24 - October 21

9

Total Actions on Page **▲13%**



Page Views

September 24 - October 21

1,992

Total Page Views **▲30%**



Page Previews

September 24 - October 21

400

Page Previews **▲1%**



Page Likes

September 24 - October 21

185

Page Likes **▲67%**



Reach

September 24 - October 21

48,245

People Reached **▲179%**



Recommendations

September 24 - October 21

1

Recommendations **▼67%**



Post Engagements

September 24 - October 21

18,418

Post Engagement **▲37%**



Videos

September 24 - October 21

7,646

Total Video Views **▲102%**



Page Followers

September 24 - October 21

193

Page Followers **▲72%**



Analyzing
posts,
formats and
channels





Kara Rawr Wong 🐼🎃

@kararwong

Follow



I had class until 6 along with a midterm and a pop quiz so I watched the live stream of @Nnedi event at the Champaign library instead of physically going there but it was still great! Also her cat shirt looked so cute and I love that she loves grasshoppers

8:32 PM - 18 Oct 2018

1 Retweet 13 Likes



1



1



13





Nnedi Okorafor is at Champaign Public Library.
22 mins · Champaign · 🌐

A gift from the libraries. I'm wearing them right now. ❤️📖



Champaign Public LIBRARY

Champaign Public Library and Rachel Robles Saeger

Love Comment

Rachel Robles Saeger Adorable! 🥰📖 1



Charlie Maybee-Ferrell added 3 new photos — 📷 3 attending An Evening with Nnedi Okorafor at Champaign Public Library.
17 hrs · Champaign · 🌐

Got some treasures! Including a free copy of Shuri #1 with my seat!!! Ahhhh!! So fucking cool!!
#NnediOkorafor #ChampaignPublicLibrary #AfricanFuturism #Shuri #BlackPanther #TheBookOfPhoenix



Champaign Public Library, Mike Ingram, Kevin LaMarr Jones and 3 others

Love Comment Share

Nnedi Okorafor, PhD
@Nnedi Following

Eeeee! 😊! Such a cool gift!! I'm wearing them right now. ❤️👤



Champaign Public LIBRARY

1:24 PM - 18 Oct 2018

28 Retweets 396 Likes

4 28 396





MOTHER GOOSE
ON THE LOOSE!



LAUNCH
business center



The Land Connection 3 hrs · 🌐 Like as Your Page

We've got a sunny afternoon lined up for tomorrow's Champaign Farmers Market. Plus loads of fresh produce, fish, honey, baked goods, coffee, ice cream, pizza, and **DOUBLE SNAP BENEFITS!**

You can also learn more about **Lodgic Champaign** in the community tent, get a free book for the kids and learn about the **Mother Goose on the Loose** program with the Champaign Public Library, and learn more about marketing and web design services from **SURFACE 51**.

Market's open 3:30-6:30pm in the parking lot by Neil & Main in Downtown Champaign.
<http://thelandconnection.org/.../champaign-farmer.../week-market>



MOTHER GOOSE ON THE LOOSE!

Champaign Public Library, Patti Jo Estes Williams and Sue Archibald Outlaw 2 Shares

Love Comment Share



Top mention earned 121 engagements



Laura Frerichs

@LauraFrerichs · Sep 17

Young Entrepreneur Program (YEP) with local high school aspiring entrepreneurs from **@Unit4Schools** meets with mentors and develop startup skills **@ChampaignPubLib** leveraging Launch programming pic.twitter.com/oVGeZafapZ



🔄 4 ❤️ 8









DEC 9 Life-size Candy Land Public · Hosted by Champaign Public Library

Interested Going Share

Sunday, December 9, 2018 at 12 PM – 4 PM

Champaign Public Library 200 W Green St, Champaign, Illinois 61820 Show Map

About Discussion

Write Post Add Photo/Video Create Poll

Write something...

41 Going · 853 Interested

Share

Details

FAMILIES ARE INVITED to play a classic board game—with a twist! We'll transform our conference room into a giant game board for life-sized Candy Land. Follow the rainbow path through a magical land of sweet surprises. Navigate your way through Lollypop Woods on your way to the Candy Castle. For children, basic games such as Candy Land teach color recognition, taking turns, patience, and following directions. A candy-themed craft and regular board games will also be on hand. #cantwait

For all events at the library: champaign.org/events

Party Kid Friendly Board game

Boost Event Share Edit

INSIGHTS See More

20.6K People Reached +819 last 7 days 894 Responses +29 last 7 days

Track ticket sales Add Ticket Link Audience Women 35-44 37% of total responses

Get More Responses Boost your event to reach more people. Boost Event

Visit Ads Manager

RECOMMENDED ACTIONS

Reach More People, Share Your Event Help people find out about your event by sharing it in News Feed. Share Event

Create a Post Create a post in the event to engage your audience. Create Post

Track Ticket Sales Let people easily get tickets or sign up to your event by including a link to tickets. Add Ticket Link

See More (2)

EVENT FRAMES Manage Effects



Facebook Event Pages

 **Angela Owens**
August 25 · 🌐

Is there a fee??

 Champaign Public Library

1 Comment



Like



Comment



Share



Champaign Public Library Great question! Our events are free and open to everyone.

Like · Reply · Commented on by Champaign Public Library [?] · 8w



Angela Owens Thank you so much! I have 5 children and when we can go have a nice time for FREE Is always amazing 😍😍

Love · Reply · 8w



Champaign Public Library Angela Owens if you sign up, we'll send you a monthly note about events and other free resources at the library: champaign.org/news



CHAMPAIGN.ORG
News

Like · Reply · Remove Preview · Commented on by Champaign Public Library [?] · 8w



Angela Owens Why thank you!

Like · Reply · 8w



Valorie Cindy Mall

September 14 · 🌐

I can think of two people that would LOVE that.

 Champaign Public Library

1 Comment



Love



Comment



Share



Champaign Public Library Great! I hope they can come.

Like · Reply · Commented on by Champaign Public Library [?] · 2w



Valorie Cindy Mall So do !!

Like · Reply · 2w

Seasonal Promotions, Ideas, and Resources PLUS all event series cards

- BIT.LY
- CHAMBANAMOMS.com calendar events
- DEEP LINK MAGIC
- Douglass Campus Initiative
- FACEBOOK events
- FALL EVENTS spreadsheet on Google - link
- Happy Birthday, ILLINOIS! FALL READING GAME for Adults - Grade 5 Sep 1 - Dec 15
- FALL READING GAME - HAPPY BIRTHDAY, ILLINOIS!
- FriendShop BOOKSTORE Champaign Public LIBRARY
- FRIENDSHOP BOOKSTORE Fall 2018 Specials and other info
- Great Authors at the Library GREAT AUTHORS - Fall 2018

September 2018

- SEPTEMBER 2018 EVENTS LIST for ENEWS
- Adding feature for Reference USA for realtors
- World Cultures Series / International Month
- 09-02 Eritrean Coffee Ceremony and Tasting
- 09-05 Getting Started With Keyboard and Mouse
- 09-06 No More Excuses: Starting a Business When You Have Something To Lose
- 09-06 Read to the Dogs (part of Afterschool Adventures series)
- 09-08 Zoo at the Library!
- 09-09 Celebrate Grandparents Day!
- 09-10 Photoshop Basics
- 09-11 Table Talk Book Club @ DBL - An American Marriage by Tayari Jones

October 2018

- 10-18 An Evening with Nnedi Okorafor - Great Authors series
- 10-19 Marketing Workshop Series: Remarketing Codes
- PETS ON PARADE Costume Contest
- 10-20 Pets on Parade Costume Contest
- Professor MacRae's Museum of Wonder & Awe
- 10-20 Dr MacRae's Museum of Wonder and Awe
- Make a Difference, Make a Blanket!
- 10-21 Make a Difference Day, Make a Blanket - for Kids
- Make a Difference Day

November 2018

- 11-01 Storytelling for Your Business or Nonprofit
- 11-04 International Games Day
- Tuesdays at Ten
- 11-06 Tuesdays at Ten - (series dates Oct 2, 9, 16, 23, and 30, Nov 6, 13, 20)
- CANCELLED 11-06 Writer's Workshop: Ending Your Story
- 11-06 Market Research 101: Find Your Customers

December 2018

- DECEMBER 2018 EVENTS LIST for ENEWS
- New! Weekly Chair Yoga series
- LAUNCH event list December 2018 (for info card)
- 12-01 Bingo Blast!
- 12-02 Hour of Code
- 12-02 Intro to MS Word
- 12-05 Intro to MS Word
- 12-06 Polaris Updates Day

Trello

10-24 Improve Your Business Through Improv

Description

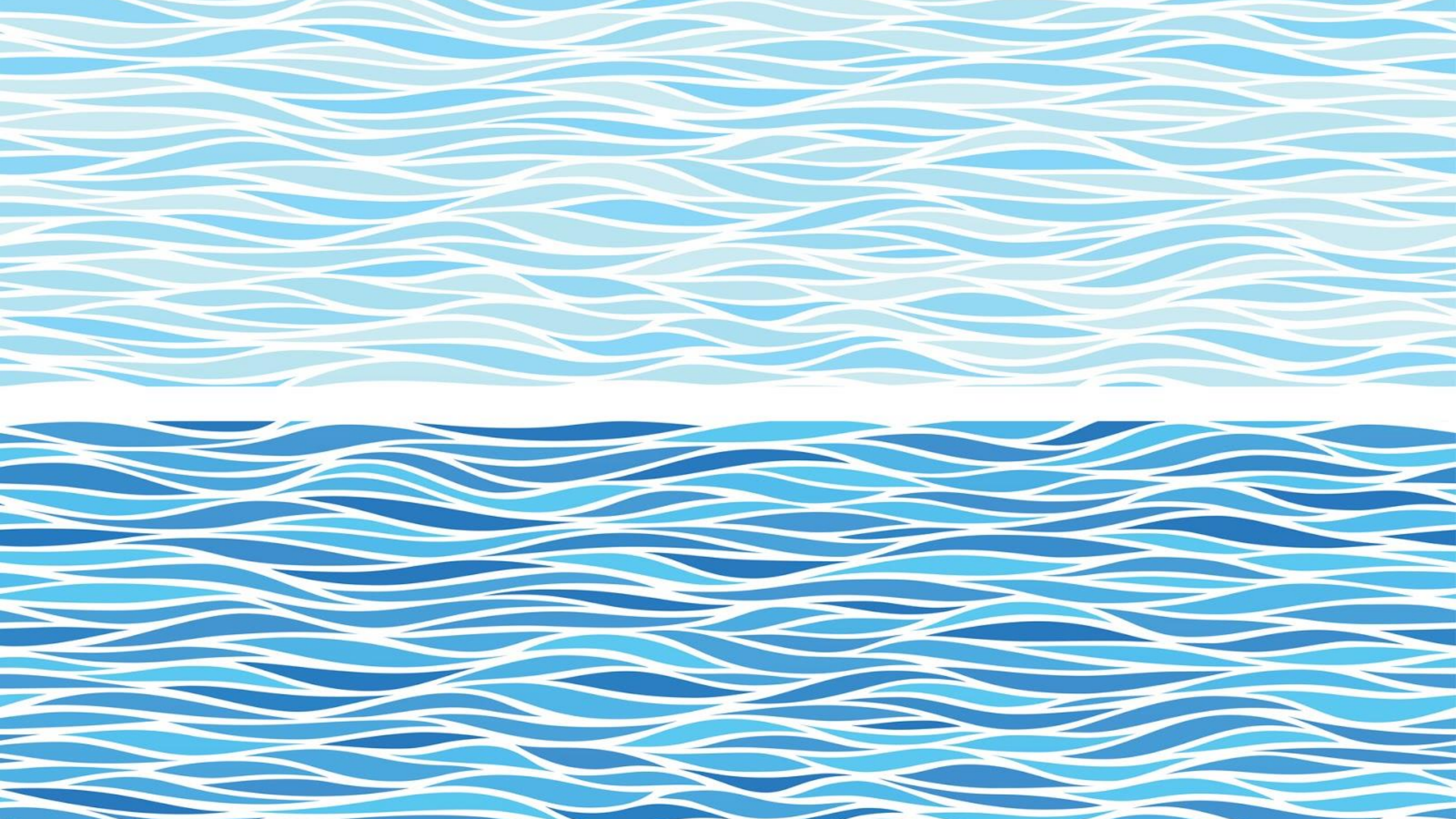
<https://bit.ly/cpl-improv-for-business-oct24>
<https://www.facebook.com/events/219943663386782/>

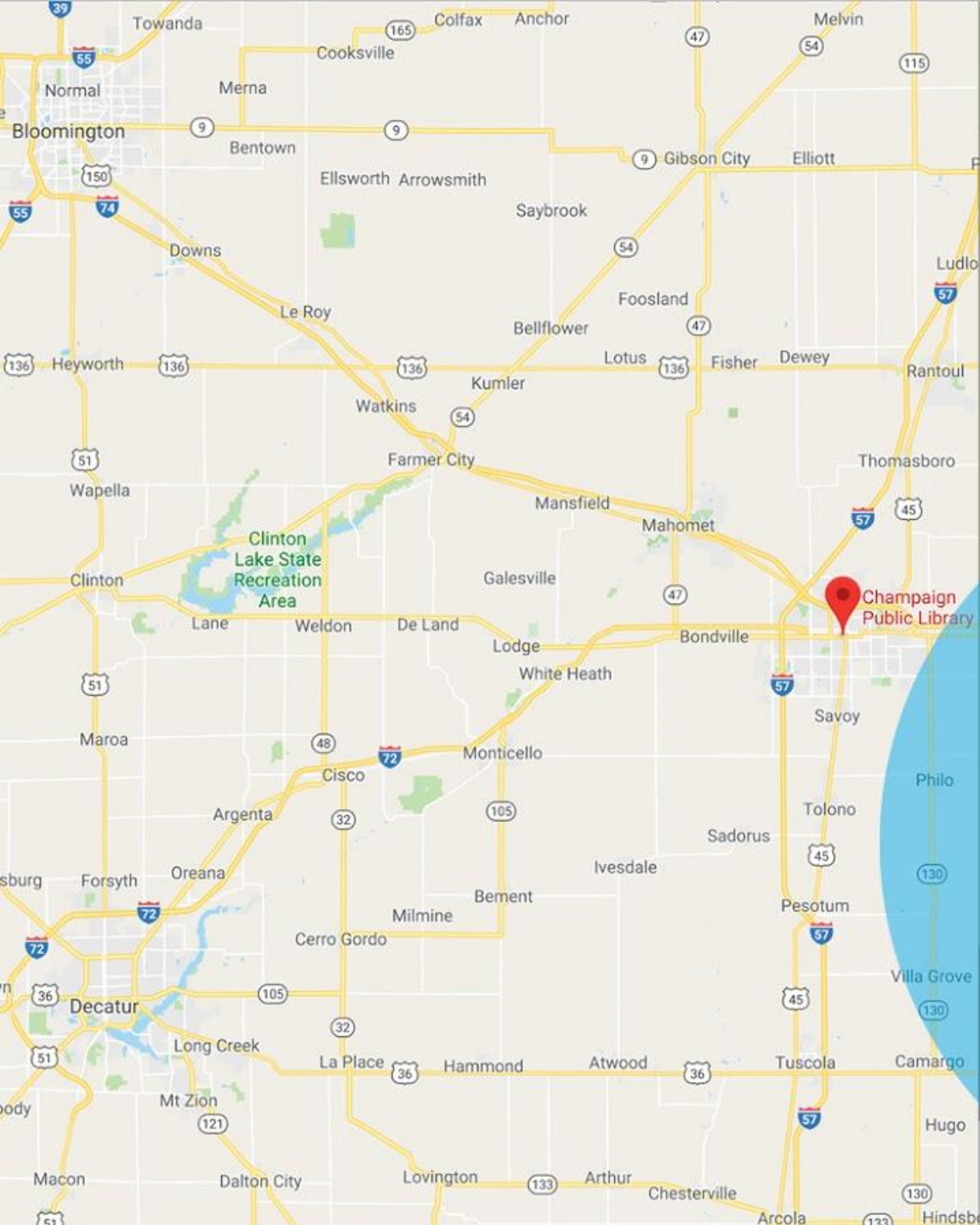
Attachments

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- Screen Shot 2018-10-03 at 3.23.34 PM.png
- Screen Shot 2018-10-03 at 3.25.57 PM.png
- test-launch-oct24.jpg

bit.ly/cpl-improv-for-business-oct24
 bit.ly/cpl-nnedi-okorafor
 bit.ly/cpl-star-wars







AUDIENCE

- People you choose through targeting
- People who like your Page
- People who like your Page and their friends

Custom Audiences

[Edit](#)

Lookalike (US, 1%) - People who like Champaign Public Library

Custom Audience: Lookalike (US, 1%) - People who like Champaign Public Library

Location - Living In: United States: Illinois

Age: 18 - 65+

Less ▲

connection + meaning

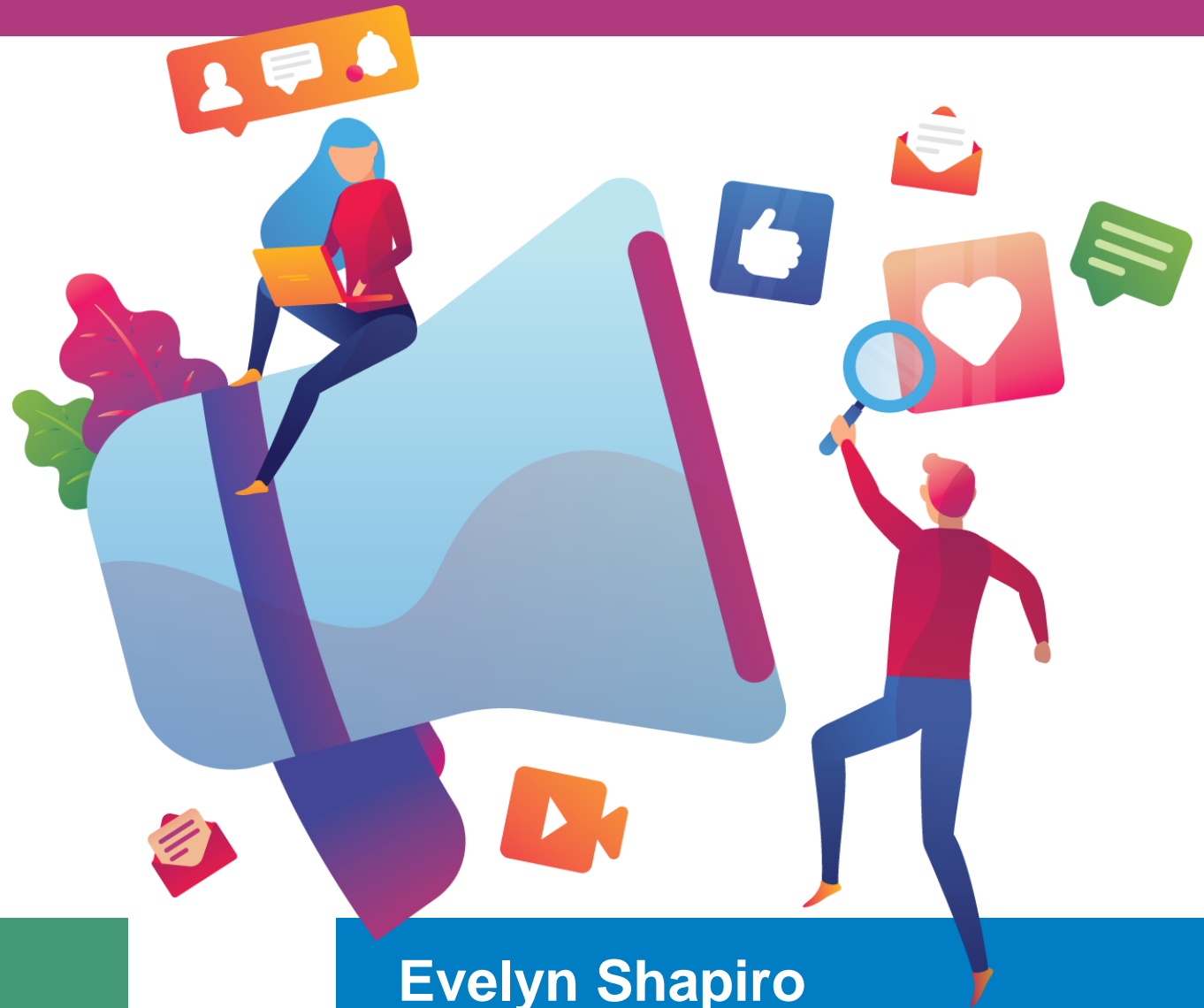
Seth Godin







Questions?



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