Tell Your Story

library employees (and volunteers) build the library brand

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Alberta Library Conference 2018

outline

1. Why we do what we do
2. Brand
3. Think Like a User
4. Social media

Why we do

what we do

COMMUNITY

They love us! They really love us!

Libraries...

- Provide a safe place to spend time = 89%
- Create educational opportunities = 87%
- Spark creativity among youth = 80%

Fewer than half are current library users, but they still love us!

Brand

"A brand is the set of **expectations, memories, stories and relationships** that, taken together, account for a consumer's decision to choose one product or service over another."

-   Seth Godin

"**The user experience is how someone feels when using a product or service.**"

-Schmidt & Etches

Library Touchpoints

- Website
- Catalogue
- Building
- Staff
- Signage
- Furniture & shelves

- Books / Materials
- Programs / Events
- Library card
- Brochure
- Newsletter
- Posters

"The sum total of someone's experience with a library's touchpoints forms their overall experience - good, bad, or indifferent." - Schmidt & Etches

Think Like a User

Think about walking into a clean, organized, easy to navigate, well-presented home, office, business, or retail environment.
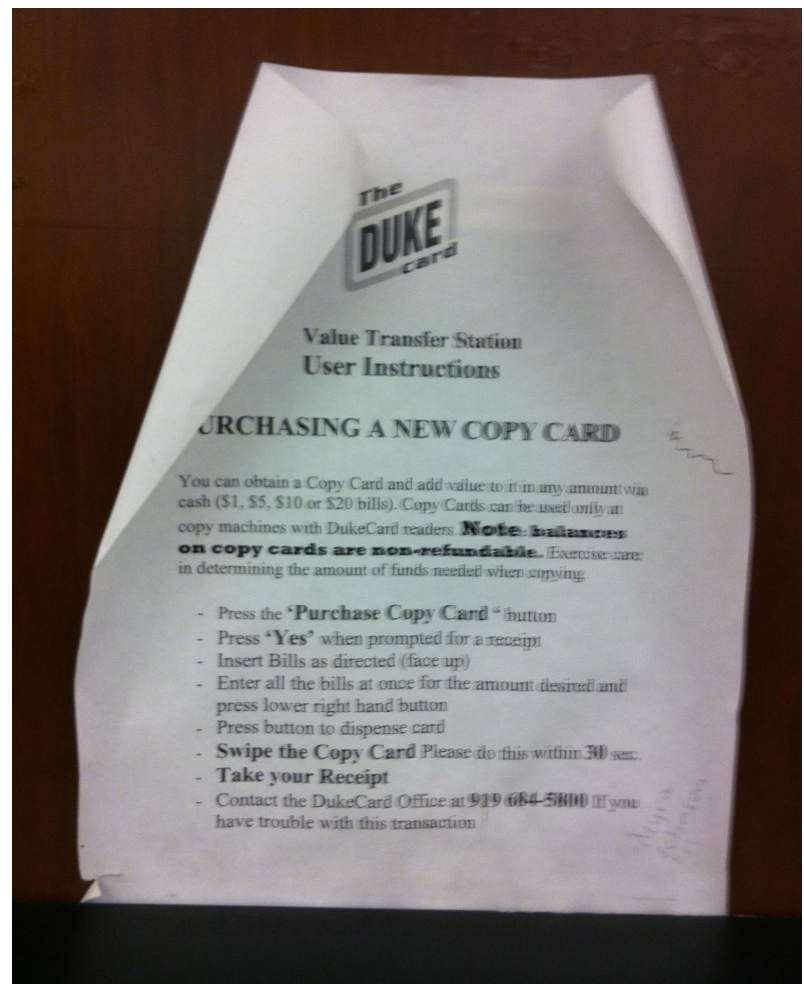
HOW DO YOU FEEL?

Now think about patrons walking into your library. Think about the physical space, the signage, the furniture, the posters, the desks.

HOW DO YOU THINK THIS MAKES THEM FEEL?

LOST

DO THESE

BELONG 2 U

The DUKE card

**Value Transfer Station
User Instructions**

PURCHASING A NEW COPY CARD

You can obtain a Copy Card and add value to it in any amount with cash ($1, $5, $10 or $20 bills). Copy Cards can be used only at copy machines with DukeCard readers. **Note: balances on copy cards are non-refundable.** Exercise care in determining the amount of funds needed when copying.

- Press the '**Purchase Copy Card**' button
- Press '**Yes**' when prompted for a receipt
- Insert Bills as directed (face up)
- Enter all the bills at once for the amount desired and press lower right hand button
- Press button to dispense card
- **Swipe the Copy Card** Please do this within 30 sec.
- **Take your Receipt**
- Contact the DukeCard Office at 919 684-5800 If you have trouble with this transaction

Social media

Your Library's Social Media

- Consider tone
- Spelling and grammar count

- Include pictures
- The more the merrier!

Your Own Social Media

Facebook = 84%

Twitter = 42%

Pinterest = 38%

Instagram = 37%

Snapchat = 22%

How do **YOU** represent your library's brand?

You can take the girl out of the Library **but you can't take the Library out of the girl.**

Justine Sacco
@JustineSacco

Follow

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

Reply   Retweet   Favorite   More

1,635
RETWEETS

681
FAVORITES

10:19 AM - 20 Dec 13   from Hillingdon, London

© Twitter
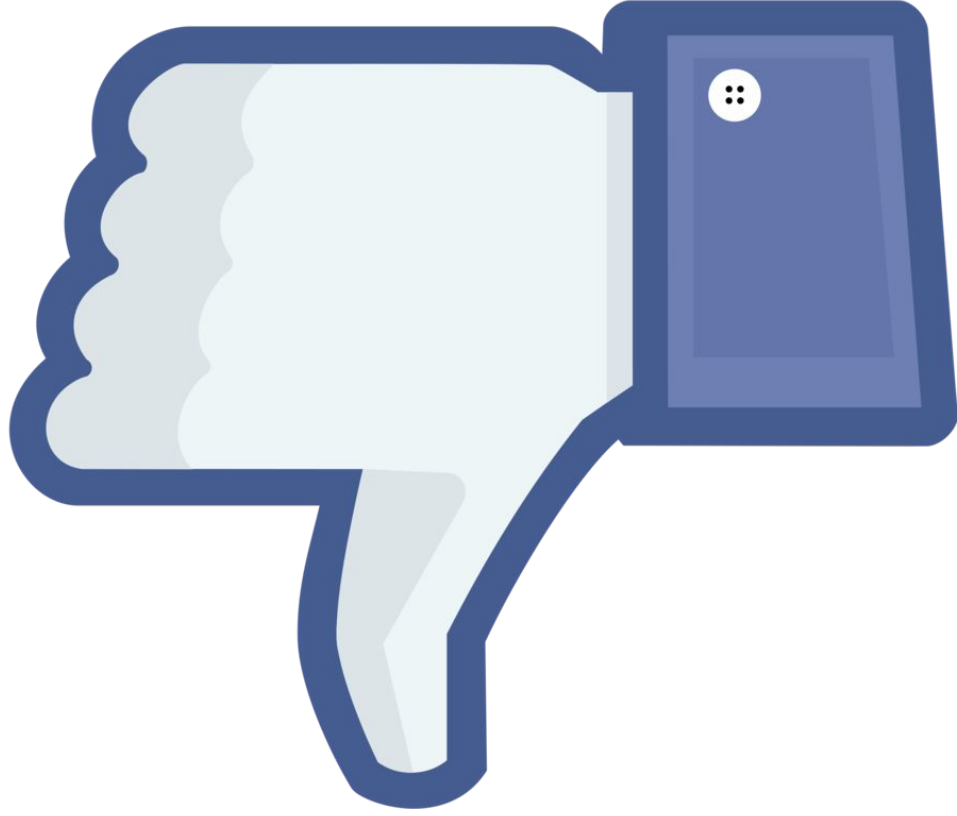
If you wouldn't put it in the newspaper or on the nightly news, then **don't put it online.**

This afternoon...

1. **Why we do what we do**
   - **community: perceptions**
2. **Brand**
   - **definition**
3. **Think Like a User**
   - **User Experience; touch points, e.g. signs**
4. **Social media**
   - **library's social media**
   - **your social media**

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Thank You!

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