MAGIC MANAGED!
CREATING ENCHANTING AND EFFECTIVE SOCIAL MEDIA FOR LIBRARIES

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The Donald F. & Mildred Topp Othmer Library of Chemical History, Philadelphia, PA
WELCOME!

• **Who are we?**
  - Othmer Library is a small research library in Philadelphia, PA
  - Collections focus: history of chemistry & related sciences, technologies, and industries

• **Why Social Media?**
  - Enhance the discoverability and accessibility of our collections
  - Encourage greater enthusiasm and support for our materials & services

• **What Social Media?**
  - Tumblr (@Othmeralia) & Pinterest (pinterest.com/othmerlibrary)
  - Facebook (/ChemHeritage), Twitter (@ChemHeritage), Instagram (@chemheritage)
TODAY’S SESSION

• Topics:
  • Maximizing your visual impact by selecting the best social media platform for your content
  • Planning posts in an effective & efficient manner
  • Establishing & nurturing relationships with users and your colleagues to create meaningful social media experiences
GROUP TIME!
• Questions/Comments

• Let’s put it all together!

• Scenario:

Your library has been on Facebook and Twitter for awhile and, while the response hasn’t been overwhelming, you have seen some engagement from users. You carry out some analysis and realize that the engagement comes from the same handful of users (thanks, Mom). Where do you go from here? Do you keep to these platforms and try changing the content to see if that makes a difference? Do you make a more concerted effort to get the word about your presence on these platforms? Or do you begin assessing other platforms like Instagram, Tumblr, Pinterest, etc. to see if they would be better outreach tools?
CONTACT INFORMATION

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