MEDIA TRAINING

Best Practices for Media Outreach and Social Media
INTRODUCTIONS

Media Outreach Best Practices

Sarah Ostman
Communications Manager
ALA Public Programs Office
American Dream Literacy Initiative
Microphones
Only our presenters have microphone access.

Tech issues?
Send a message to Samantha through the Q&A box.

Questions/comments?
Type them in the chat box. We will have time for questions at the end.
ALA’S EXPECTATIONS

Media Outreach Best Practices

Marketing-related items from the project guidelines and grant acceptance form:

• A minimum of one library staff must attend and participate in this webinar.

• Promote the American Dream Literacy Initiative, including the program logo, ALA logo and the Dollar General logo.

• Inform local and statewide networks about your ALA/Dollar General grant and your specific project.

• Inform your local Dollar General store about the ALA grant and your project.

• Share any print and/or online resources developed for your library’s American Dream Literacy Initiative, to be shared via the ALA project website. (Upload these in your final report by Nov. 30, 2019, or two weeks after your last program, whichever comes first.)

- Space for sharing grantee photos and files
- ADLI logos and credit statement
- Template press materials, including:
  - Press release template (English)
  - Press release template (Spanish)
  - Letter to community groups template (English)
INTRODUCTIONS

Media Outreach Best Practices

Macey Morales
Deputy Director
ALA Communications & Marketing Office
Key areas of Discussion:

- Publicity Planning
- Ethnic Media Outreach Best Practices
- Social Media Best Practices
- Q & A
Key questions to ask before you get started:

- What does success look like?
- What are your coverage goals?
MEDIA PLANNING

Media Outreach Best Practices

Understand Your Audience

- Don’t get lost in translation.
- Be culturally sensitive.
- Build relationships within targeted communities.
Who’s on your team?

Translator • Media Relations Specialist • Social Media Manager • Spokespersons • Photographer • Community Members • Jack of all trades
Roles and Responsibilities

Possible Tasks:

✓ Bilingual Press Materials
✓ Approval Process
✓ ID Communication Channels
✓ Distribution Efforts
✓ Media Protocol
Possible bullseyes include:

- Wire Daybook Editors
- Feature Editors
- Education Editors
- Photo Desk Editor
- Community/Public Affairs Directors (TV/Radio)
- Assignment / Planning Editors
- Multicultural Editors
- Morning Show Producers
- News Web Editors

*Terms may vary depending on market*
### Media Planning

**Media Outreach Best Practices**

- **4 Weeks Out**
  - Daybook/Planning Editors
  - Community/Public Affairs Directors

- **3 Weeks Out**
  - Morning Show Executive Producers
  - Talk Radio Programs

- **2 Weeks Out**
  - Weekly Publication Targets

- **Week of Event**
  - Daily Newspaper Reporters

- **Week of Event**
  - TV Assignment Editors

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**Make Your Efforts Count!**

**follow up with the most influential media targets first.**
• Inform event/program participants that media may attend.

• Establish and communicate house rules to media in advance.

• Make sure spokespersons are onsite and prepared for interviews.

• Anticipate media equipment needs in advance.
Resources to Consider

Media Outreach
Best Practices

Media Training Guide for The American Dream Starts @ Your Library Grant Recipients

Updated March 1, 2018
By
Macey Morales
Deputy Director
ALA Public Awareness Office

Helping media professionals write with accuracy and authority

United for Libraries
A Division of the American Library Association

American Library Association
Resources to Consider

JESÚS VEGA
Spanish Language Translator
(305) 803-5425
email: djvega@bellsouth.net
SOCIAL MEDIA
Best Practices

Jan Carmichael
Web/New Media Manager
ALA Communications & Marketing Office
Twitter
• 24% of U.S. adults use it.
• News-focused. 67% of journalists are on Twitter.

Facebook
• 68% of adults use it; 75% of those users access it on a daily basis.
• A majority of Americans across a wide range of demographic groups use Facebook, excluding those 65 and older.

Instagram
• 35% of all Americans use it, including 71% percent of 18- to 24-year-olds.
• More women than men (39% versus 30%).

Data from Pew: Social Media Use in 2018
Facebook

Recent changes to the Facebook algorithm favor local information and posts from family and friends in user news feeds.

Experiment with audience restrictions for posts.

Options to restrict by:
- Age
- Gender
- Language

Create Facebook Events.
Facebook ads

Options for targeting Facebook ads are very granular: ethnicity, income, education, interests.

Other ways to target:
• Upload an email list from a partner organization.
• Create a “lookalike” audience from an existing list.

Tips:
• Start with small ad buys to see what works.
• Iterate often.
• Graphics matter: Use less than 20% text; pictures of people work well.
• Don’t forget to monitor comments!
Who are you trying to reach?
(They may not be on social media)

Who is online?

84% of Hispanics are online, but the 16% without internet access are:
- 77% foreign-born
- 58% Spanish-dominant

Who is on social media?

<table>
<thead>
<tr>
<th>Platform</th>
<th>Face book</th>
<th>You Tube</th>
<th>Insta gram</th>
<th>Snap chat</th>
<th>Twitter</th>
<th>Whats App</th>
</tr>
</thead>
<tbody>
<tr>
<td>US Total</td>
<td>68%</td>
<td>73%</td>
<td>35%</td>
<td>27%</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>US Hispanic</td>
<td>73%</td>
<td>78%</td>
<td>38%</td>
<td>31%</td>
<td>20%</td>
<td>49%</td>
</tr>
</tbody>
</table>

Learn about the target culture wherever you can. Community gatekeepers may be more effective for reaching some groups.

Dealing with negative feedback

How will you respond?
Plan ahead.

- Negative comments on Twitter tend to be fleeting.
- Facebook comments and wall posts tend to stay visible for longer periods of time.

Create community guidelines for your social media channels and post them prominently.

Clearly state behaviors that are considered inappropriate and the consequences for violating community guidelines.

[List of library social media policies from Webjunction]
Twitter

- How to Engage with Journalists on Social Media
- How Journalists use social media in 2017

Training

Webjunction Social Media Webinars:
- Getting Started with Social Media for Your Library
- Social Media Analytics: What to Measure and Why
- Going Deeper with Social Media

Social Media and Marketing Webinars from Buffer

- How to Maximize Your Facebook Reach
  Mari Smith explains Facebook organic audience targeting in this blog post for Social Media Examiner.
- The Complete Guide to Getting Started with Facebook Ads
- Facebook Lookalike Audiences
- Facebook Blueprint Training
- A Beginner's Guide to Facebook Analytics
**Audience Research**

- Pew: Internet Use Among Hispanics
- Pew: Social Media Use in 2018
- Pew Hispanic
- Facebook IQ
- Facebook IQ - Gains in Translation: What your language choices say to U.S. Hispanics
- Midwestern Latino Information Seeking and Technology Use

Research from two Missouri librarians, funded by the 2016 OCLC/ALISE Grant, includes personae and potential ways to implement.

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**Social Media Guidelines**

- North Richland Hills (Texas) Social Media Guidelines
- List of library social media policies from WebJunction

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**Stay Connected**

- Libraries on Social Media Facebook Group
- PR Talk ALA email listserv
- Social Library WebJunction feature surfacing good social media work from the libraries. Steal their ideas!
Creating Social Media Graphics

**Canva** Free online graphic design tool with templates sized for social media. Great place to get ideas.

**Canva Tutorials** How to use the platform and tips on graphic design.

**Sprout Social Landscape** Free online tool to resize for images for social media.

**Facebook Text Overlay Tester**

23 Tools and Resources to Create Images for Social Media

**List of Free Image Resources from WebJunction**

**8 Basic Principles of Design to Help You Create Awesome Graphics**

**Noun Project** Huge library of icons.

**The Ideal Image Sizes for Your Social Media Posts: Guidelines for All 7 Major Social Networks**

**Always Up-to-Date Guide to Social Media Image Sizes**

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**Stay Connected**

**Libraries on Social Media Facebook Group**

**PR Talk ALA email listserv**

**Social Library** WebJunction feature surfacing good social media work from the libraries. Steal their ideas!
“We have a relationship with our English-language paper, but 81% of our town is Spanish-speaking. How can we find a Spanish-language connection?”
“We are not at all social media-savvy. We need simple instructions for making concise, photo-sharp social media posts.”
“We need advice for working with our city’s PR person, especially when there is a difference of opinion.”
Other Questions?
Traditional Media Best Practices
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Social Media Best Practices
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