

Libraries on Social Media: Connecting with your Communities

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Libraries on Social Media: Connecting with your Communities

The use of social media is still increasing, with library patrons more likely to use social media than non-patrons (Rainie, 2016). Libraries have often been the first institutions to adopt emerging technologies, and this tradition continues with our social media experimentation. We use social media in a variety of ways, depending on the goals of our libraries. Factors that can influence the success of social media initiatives include the size of the library or institution and the available staff time, as well as the needs of our community.

While different situations call for different social media strategies, one of the more interesting questions raised by the articles in this issue as a group is: What are the common issues we face as libraries strive to engage our patrons in these online spaces, and are there common solutions?

Since one common thread/worry for the authors of these articles is the amount of time required to implement a successful social media project, any common solution that would work for a variety of libraries would seem to be welcome. Even if your library serves a different population than those addressed in this issue, there are many challenges and attempted solutions described that could be usefully adapted to a different context. There are even a few less than successful situations mentioned here that may serve as warning signs as you plan your own path toward a social media strategy.

The articles in this issue range from a broad survey of library social media use in New York State which sets the background and highlights common concerns, to practical observations drawn from several more specific situations which illustrate possible answers to some of the concerns raised in the survey. The overall message of the issue might be that while

specific variables differ, our overall goals and many of the strategies for achieving them are quite similar.

Rainie, L. (2016, April 7). *Libraries and Learning*. Retrieved from
<http://www.pewinternet.org/2016/04/07/libraries-and-learning/>