

# How to Create a Social Media Campaign

Natalia Arroyo

Marketing Library Services to Society

Athens, December 1st, 2017



Imagen: Jason Howie

# Program

1. Social Media Marketing
2. Planning in Social Media
3. Social Media Campaigns
4. Tools for Social Media Campaigns

# **1. Social Media Marketing**



# Features involved in Web 2.0

Collective intelligence

Cloud computing

Smartphones



O'Reilly, Tim (2005). What is Web 2.0: Design Patterns and Business Models for the Next Generation of Software

<http://www.oreilly.com/pub/a/web2/archive/what-is-web-20.html>

## Share of individuals in Greece participating in social networks from 2011 to 2016




■ All individuals ■ Individuals who used the internet in the last 3 months

Source  
Eurostat  
© Statista 2017

Additional information:  
Greece, 2011 to 2016, 18-64 years




# Things happens on Social Media

**Barack Obama**   
@BarackObama

Seguir

Four more years. [pic.twitter.com/bAJE6Vom](http://pic.twitter.com/bAJE6Vom)

 Responder  Retweet  Favorito  Pocket ... Más



RETWEETS 780 834 FAVORITES 296 099

20:16 - 6 de nov. de 2012 [Reportar archivo](#)

**Ellen DeGeneres**   
@TheEllenShow

Seguir

If only Bradley's arm was longer. Best photo ever. #oscars [pic.twitter.com/C9U5NOtGap](http://pic.twitter.com/C9U5NOtGap)

 Responder  Retweet  Favorito  Pocket ... Más



RETWEETS 3 392 900 FAVORITES 1 960 629

19:06 - 2 de mar. de 2014 [Reportar archivo](#)

# The Web is a blog

SECTIONS

HOME

SEARCH






The New York Times

POLITICS

## Downing North Korean Missiles Is Hard. So the U.S. Is Experimenting.

Buried in an emergency funding request to Congress lie hints of new ways to confront Pyongyang, like cyberweapons and armed drones.

By DAVID E. SANGER and WILLIAM J. BROAD NOV. 16, 2017



WASHINGTON — Concerned that the missile defense system designed to protect American cities is insufficient by itself to deter a North Korean attack, the Trump administration is expanding its strategy to also try to stop Pyongyang's missiles before they get far from Korean airspace.

Subscribe to debate, not division. Get The New York Times for just €1.75 a week.

145 COMMENTS

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Share your thoughts.

All 145 Readers' Picks 46 NYT Picks 3 Newest

arun zurich • 2 minutes ago

National Railway ? Nope ! National Healthcare ! Absolutely Not ! Universal Basic Income ? Are you out of your mind ! Raytheon, Boeing, GE, Lockheed....YES ! YES ! YES !

Reply • Recommend

 NYCLAW Flushing, New York • 5 minutes ago

The 4,000,000,000 is to prevent a very very unlikely scenario that North Koreans would commit suicide.

Reply • Recommend

GladF7 Nashville TN • 5 minutes ago

About darn time I mean they are finally making sense. We got two choices try to hit a warhead maybe 6 ft long tops going about 1500 fps or shoot a missile 80 ft long trailing 500 of fire. Just shoot down every missile they launch from stealth neither confirm or deny. That we never have to worry. Same with their subs sink them and keep quiet about it

Reply • Recommend

JC CA • 6 minutes ago

! don't see why any East Coaster's comments are relevant here. Enjoy your safety 3000 miles further to the East.

Reply • Recommend

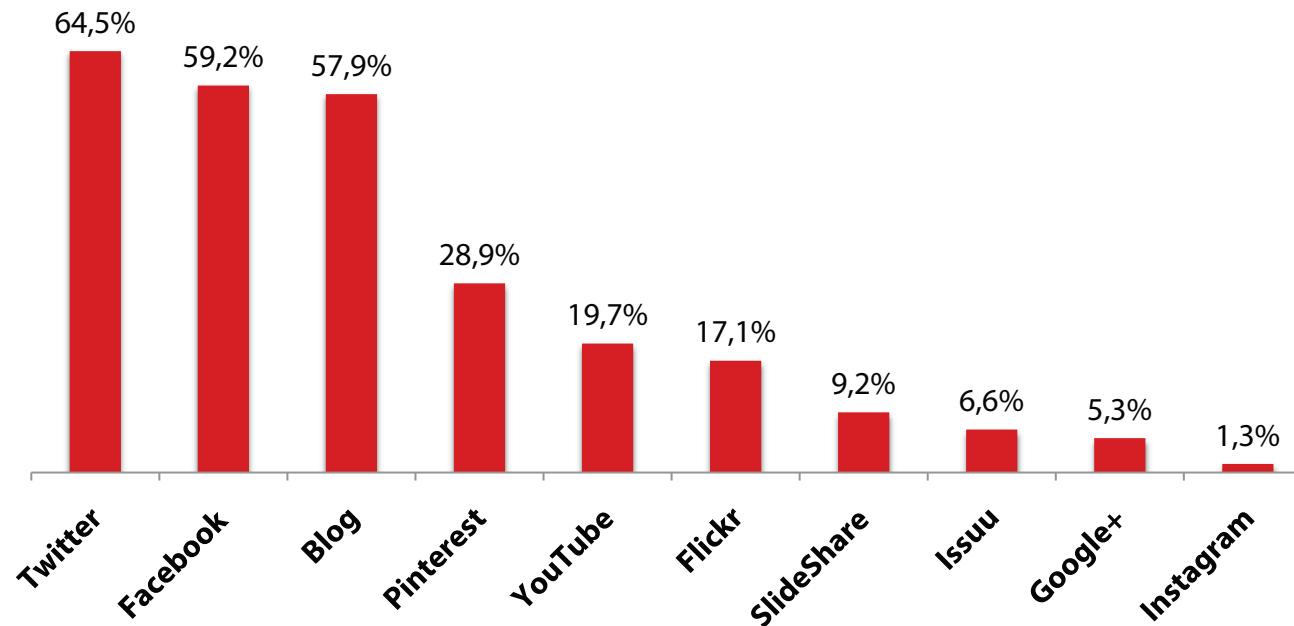
Joe B. Center City • 6 minutes ago

As a lover of Brie, stupid is wasting billions and billions of "cheddar" on paranoia-driven fantasy defense shields.

<https://nyti.ms/2hFEkw4>



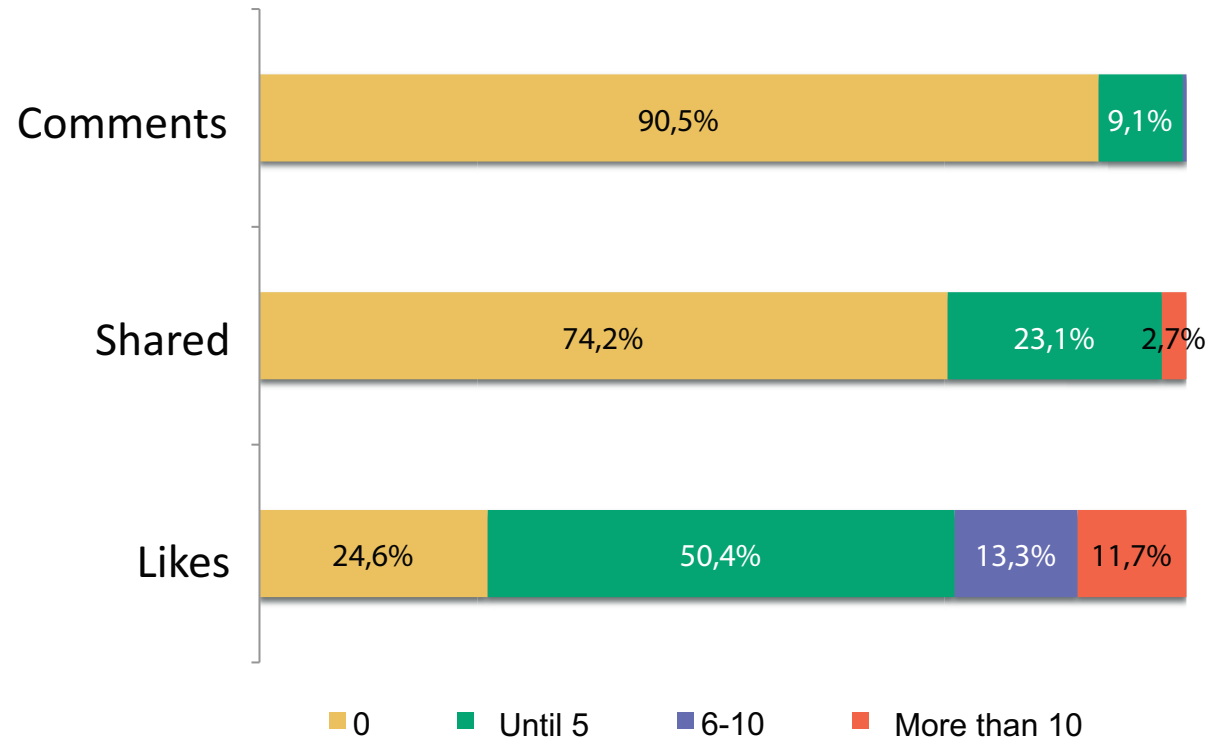
# Libraries are on Social Media



## Spanish University Libraries on Social Media

Source: Martín Marichal (2014). Las bibliotecas universitarias en las redes sociales. Rebiun <http://bit.ly/2f4u0Lk>

# The challenge of interaction



## Interactions received by publications

(264 publications analyzed)

Source: 44 Facebook pages of Spanish academic libraries, february 2016.

# **Basic Concepts about Marketing**

# Marketing

«The action of presenting something to someone.»

Michael Miller

«The role of marketing is to make unnecessary the task of selling. Its goal is to know customers so perfectly that what is offered is sold by itself.»

Peter Ducker

Google

amazon



ZARA

# Marketing

«Function of the organization that keeps it in constant contact with its customers, reads its needs, develops products that meet those needs and builds a communication program to express the purposes of the organization.»

Philip Kotler y Sidney Levy



Kotler, Philip; Levy, Sidney J. (1969). Broadening the concept of Marketing. *Journal of Marketing*, vol. 33, núm. 1, pp. 10-15. <http://www.jstor.org/stable/1248740>

# Marketing in libraries

1. Detecting needs
2. Creation or improvement of services
3. Widespreading of the product.



The success or failure of a service depends on the entire chain.

The **promotion** is only a part of the marketing process.



# Marketing mix o 4Ps

- **Product** or service offered.
- **Price** of the service.
- **Place**, determined by the points of service and the opening hours.
- **Promotion**, which refers to all actions aimed at favoring the use of services.

# Marketing Stages



1.0

The product



2.0

The client



3.0

The values

# Digital Marketing

**Digital Marketing** employs digital media to connect with potential users and to open a channel of communication with them.

## Techniques:

- Web Analytics: analyzing data to obtain conclusions.
- Search Engine Optimization (SEO).
- Search Engine Marketing (SEM).
- E-mail marketing: sending e-mails.
- Social Media.
- Viral Marketing: mouth to mouth to send a message.
- Mobile Marketing: based on mobile devices.

# Social Media Marketing

**Social Media Marketing** is just a kind of digital marketing that employs social media.



Unlike traditional marketing (press, TV, radio...), digital marketing and social media, provide a large amount of data about users and acts as a communication channel with users, to know their interests and needs.

# **Social Media Marketing Techniques**

# Inbound marketing

Techniques aimed at increasing the number of visits to a web site, a blog or a profile on social networks, in order to become them into leads and, finally, users of a service, even into persons who recommends.

Unlike other marketing tactics, the customer is attracted without pressing him.



HALLIGAN, Brian; SHAH, Dharmesh; SCOTT, David Meerman (2009). *Inbound Marketing: Get Found Using Google, Social Media and Blogs*. Hoboken: Wiley & Sons.



# Conversion Funnel



# Inbound Marketing Stages

1. **Atracción:** directing the customer to the web page.
2. **Conversion:** the customer provides his contact data to the brand.
3. **Education:** to send information to the client.
4. **Loyalty:** keep the customer satisfied.



Inbound Marketing: ¿Qué es? Origen, metodología y filosofía  
<http://www.inboundcycle.com/inbound-marketing-que-es>

Traditional marketing  
chase the client



Inbound marketing  
attract them



# Content Marketing

A way to get new customers and to boost your business is to share relevant content.

Content marketing is a part of inbound marketing, it is a way to attract customers.

# Brand-generated content

**LEROMERLIN**  
*De vida a tus ideas*

Registro | Mi Pedido | Mi tienda: Sin seleccionar ( [elegir](#) )

Ayuda compra on-line | Carrito 0€ (0 productos)

PRODUCTOS | PROMOCIONES | SERVICIOS | IDEAS Y CONSEJOS | TIENDAS | COMUNIDAD

Buscar

Todos | Videos | Especiales | Nuestras Guías | Cómo hacerlo | Decoideas | Renueva tu casa | Eco Opciones

🏠 > Ideas y Consejos > Todos

## Ideas y Consejos

buscar en ideas y consejos

**Categorías**

- Armarios
- Azulejos y suelos de cerámica
- Baños
- Calefacción y agua caliente sanitaria
- Climatización
- Cocinas
- Construcción
- Decoración
- Domótica y seguridad
- Droguería
- Electricidad
- Estanterías y mobiliario auxiliar
- Ferretería
- Fontanería
- Herramientas
- Iluminación
- Jardín
- Madera

**Prepara tu jardín para disfrutar de la primavera**

**Mampara ideal para ti**

**Haz cambio de armario**

**Renueva tu hogar**

[www.leroymerlin.es](http://www.leroymerlin.es)

# User-generated content

The screenshot shows the Amazon.es homepage. At the top is a navigation bar with the Amazon.es Premium logo, a search bar, and links for 'Todos los departamentos', 'Amazon.es de Natalia', 'Ofertas', 'Cheques regalo', 'Vender', 'Ayuda', 'Hola Natalia Mi cuenta', 'Suscríbete a Premium', 'Lista de deseos', and a shopping cart icon labeled 'Cesta'.

The main banner features two tablets: the Kindle Fire, described as 'Un tablet potente a un precio increíble desde 59,99€', and the Kindle Paperwhite, described as 'Nuestro e-reader más vendido, aún mejor desde 129,99€'.

Below the banner is a user profile section for 'Natalia' with the following details:

- Hola, Natalia
- Pedidos en curso: 0 artículos
- Amazon Premium: Suscríbete a Premium
- Saldo del cheque regalo: 0,00 €
- Ciente desde: 2013

The 'Basado en tu Lista de deseos' section displays a carousel of books:

- Fundamentos de Marketing
- Introducción al marketing
- EL ARTE DE EMPEZAR 2.0
- El plan de marketing digital en la práctica
- MARKETING ONLINE 2.0 by FERNANDO MACÍ
- SEO Técnicas avanzadas

On the right side of the page, there is a cookie notice: 'Amazon utiliza cookies. ¿Qué son las cookies?' and a product advertisement for a Rubson AERO 360° dehumidifier, which is rated 'El mejor deshumidificador' with 59 reviews.

[www.amazon.es](http://www.amazon.es)

# What is the Goal of Contents?

- To **educate**: tutorials, webinars...
- To **inform**: interviews, news, infographics...
- To **entertain**: *lip dubs*, videos, quotes...



**El Profesional de la Información**  
4 de abril a las 7:20 · 🌐

Papel socioeducativo de las bibliotecas públicas: nuevos perfiles profesionales para nuevos tiempos.  
Un artículo de Sandra Sánchez-García y Santiago Cubero publicado en acceso abierto en El profesional de la información.  
<http://recyt.fecyt.es/index....../article/view/epi.2016.mar.09>

**Las bibliotecas** deben trabajar para evitar que las circunstancias económicas y sociales SEAN UNA BARRERA que impida a algunos colectivos **acceder a la cultura,** a la **información** y a la **formación.**

 Sandra Sánchez García y Santiago Yubero

111 Me gusta · 2 comentarios · 169 veces compartido



Sanagustín, Eva (2013). *Marketing de contenidos*. Madrid: Anaya Multimedia.



# Blended marketing

Combination of both online and offline strategies within a campaign.

For example, in addition to social media advertising, we can post posters in strategic areas of the library.

# Social Media Optimization (SMO)

Set of techniques and actions to facilitate users to easily share contents of our website on social media.



# SMO techniques

- Include buttons to share on our websites.
- Place the links to the brand's profiles in a visible place.
- Adaptability of the contents to each medium.
- Follow a periodicity in the publications.
- Participation, allowing content to be shared easily.
- Reward those who help to share your content.



Moreno, Manuel (2014). *El gran libro del community manager: técnicas y herramientas para sacarle partido a las redes sociales y triunfar en social media*. Barcelona: Planeta.

# Social Media...

Doesn't bring magical solutions

You have to invest time

You can't improvise

You get long-term results

Have risks

# What can we expect from Social Media?

Social Media are a channel of recommendation, not of direct conversion.

They should be used as a step to lead our users to the website so that they can obtain more information there and finally become customers.

Only a percentage of our followers will end up being users.

<http://tristanlosegui.com/2016/01/25/la-realidad-de-las-estrategias-en-redes-sociales/>

## **2. Social Media Planning**



# Social Media Planning



We must plan our strategy in Social Media  
to obtain good results.

# Planning tools

1. Social media plan
2. Style guide
3. Comments policy
4. Protocol for online reputation crisis
5. Marketing campaign

# Social Media Plan

General document that defines the strategy of the library on Social Media and specifies the goals on social media. It must be aligned with the strategic plan of the library.



MORENO, Manuel (2014). *El gran libro del community manager: técnicas y herramientas para sacarle partido a las redes sociales y triunfar en social media*. Barcelona: Planeta.

# Style guide

«Document that unifies the voice and the identity of the library in social media.»

It outlines specific aspects such as the logos and graphic identity, the structure of publications, the voice or the language.

\* It is especially useful when there are several people who publish on Social Media and to establish a common framework in large institutions.



Jackson, Dominique (2017). How to Create a Social Media Style Guide: 10 things to include. SproutSocial, June 13<sup>th</sup>. <https://sproutsocial.com/insights/social-media-style-guide/>

New York University Style Guide

[http://www.nyu.edu/content/dam/nyu/cmsTeam/documents/socialmedia/NYU\\_SocialMedia\\_StyleGuide\\_092914.pdf](http://www.nyu.edu/content/dam/nyu/cmsTeam/documents/socialmedia/NYU_SocialMedia_StyleGuide_092914.pdf)

# Comments Policy

We should define a comments policy and publishing it in a visible place on our website.


We should avoid:

- Obscene, racist, sexist or homophobic language.
- Offtopics: comments that don't have to do with the topic of the webpage.
- Spam: advertising or promotional messages.
- Trolls: people who publish irrelevant and provocative messages.
- Capital letters: they are considered shouts.



Marketing Zen (2017). 16 Invaluable Guidelines for Managing Your Social Media Comments. Marketing Zen, April 12<sup>th</sup>.

<http://marketingzen.com/16-invaluable-guidelines-managing-social-media-comments>

<b>GSA</b>	TRAVEL	REAL ESTATE	ACQUISITION	TECHNOLOGY	POLICY & REGULATIONS	ABOUT US	
------------	--------	-------------	-------------	------------	----------------------	----------	---

Home > Reference > GSA Social Media Comments Policy >

**REFERENCE**

- Overview
- Executive Orders
- For GSA Employees
- Forms
- Freedom of Information Act (FOIA)
- Geographic Locator Codes
- GSA Bulletins
- GSA Logo Policy
- GSA Privacy Program
- > GSA Social Media Comments Policy
- GSA Social Media Navigator
- No FEAR Act Library
- Public Comment
- Reports
- Statutes

## GSA Social Media Comments Policy

We encourage the public to share thoughts as they relate to the topic being discussed on any of our social media sites such as Facebook, Twitter, YouTube, or GSA blogs.

We review and post comments in accordance with [GSA's Social Media Policy](#) [PDF - 42 KB] . (Also see GSA's [Social Media Navigator](#) for specific social media guidance.)

The views expressed in visitor comments reflect those of the comment's author and do not necessarily reflect the official views of the U.S. General Services Administration or the federal government.

We reserve the discretion to delete or not allow comments that contain:

- Vulgar or abusive language;
- Personal or obscene attacks of any kind;
- Offensive terms targeting individuals or groups;
- Threats or defamatory statements;
- Links to any site;
- Suggestions or encouragement of illegal activity;
- Multiple successive off-topic posts by a single user or repetitive posts copied and pasted by multiple users, or spam;
- Unsolicited proposals or other business ideas or inquiries; or
- Promotion or endorsement of commercial services, products, or entities. (Note that non-commercial links that are relevant to the topic or another comment are acceptable.)

To protect your privacy, please do not include information that identifies you (an email address or phone number) in the text of your comment.

**CONTACTS**

- [Ori Hoffer](#)
- [View Contact Details](#)

General Services Administration (GSA). Social Media Comments Policy

<https://www.gsa.gov/reference/gsa-social-media-comments-policy>

# Protocol in case of a reputation crisis

This protocol defines all the steps on how to act if the negative comments received affect the reputation of our brand.

**Reputation:** The opinion that people have about someone or something.

**Reputation crisis:** a situation in which negative comments about a brand produce a deterioration of its reputation.

Who is criticizing? At what point is the criticism produced?  
Is it educated, aggressive...? What repercussions is that criticism having? Is it based?

# AIR FORCE WEB POSTING RESPONSE ASSESSMENT

AIR FORCE PUBLIC AFFAIRS AGENCY – EMERGING TECHNOLOGY DIVISION

## DISCOVER



\*Produced by  
Air Force Public Affairs Agency  
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## EVALUATE



## RESPOND



## RESPONSE CONSIDERATIONS





# Avoid conflictive topics

**NYPD NEWS**  
@NYPDnews

Seguir

Do you have a photo w/ a member of the NYPD? Tweet us & tag it [#myNYPD](#). It may be featured on our Facebook.  
[pic.twitter.com/mE2c3oSmm6](http://pic.twitter.com/mE2c3oSmm6)

[Responder](#) [Retwittear](#) [★ Favorito](#) [Pocket](#) [... Más](#)



RETWEETS  
**431**

FAVORITOS  
**220**



10:55 - 22 de abr. de 2014 Reportar archivo

**Stop The Wars**  
@sickjew

Seguir

NYPD officers are known worldwide for their timely and hands-on response to citizen grievances. [pic.twitter.com/wuJ8uicGgE](http://pic.twitter.com/wuJ8uicGgE)  
[#myNYPD](#)

[Responder](#) [Retwittear](#) [★ Favorito](#) [Pocket](#) [... Más](#)



RETWEETS  
**179**

FAVORITOS  
**56**



13:01 - 22 de abr. de 2014 Reportar archivo

### **3. Social Media Campaign**

# Social Media Campaign

«Action or actions that are carried out during a certain period of time and that focus on a particular subject with very elaborate own characteristics.

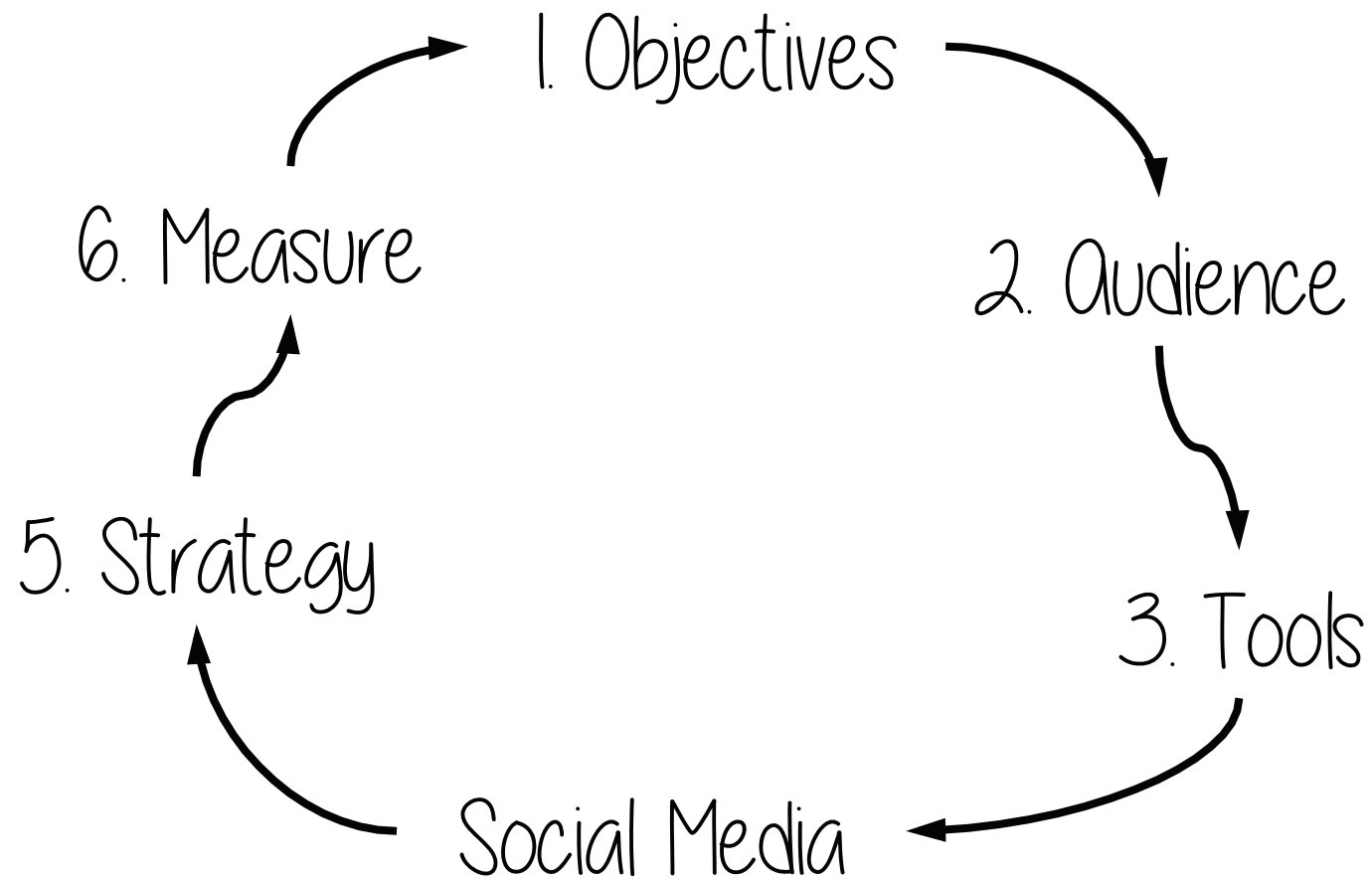
They are associated with promotional activities and contests on social networks, and are usually focused on a very specific audience.»



Rojas, Pedro (2012). ¡Cuidado! No te confundas al hablar sobre: Metas, Objetivos, Estrategia, Táctica y Acciones en Social Media. En: *El blog de Pedro Rojas*, 26 septiembre.

<http://www.seniorm.com/confundir-metas-objetivos-estrategia-tactica-acciones-campanas-social-media-redes-sociales-plan-marketing-digital-red/>

# Steps in a Social Media Campaign



# SMART objectives

- **S**pecific
- **M**easurable
- **A**chievable
- **R**elevant
- **T**ime-based

# SMART objectives examples

- To increase a 2% the number of visits to the website in a month.
- To reach 1.000 followers in Twitter in 15 days.
- To get 10% more interactions in the next month.
- To increase the number of loans of the audiovisuals in the next week by 30%.
- To improve the reach of publications by 25%.

# Not SMART objectives

- To be on Social Media.
- To open a communication channel with patrons.
- Position ourselves as a cultural reference within the community.
- Promote the library website.
- Attract new users.

## 2. Audience

- What group of users is the campaign targeting?  
Remember: they do not have to match the users of the library.
- Segmentation of the public in groups with certain characteristics.
- Geographical and sociodemographic characteristics, age, gender, personal interests.
- Buyer persona.
- Identify influential people.



# Buyer persona

A detailed description of a group of users to help us to understand their needs.

Data for a buyer persona description:

- Fictitious name
- Professional and personal situation
- Demographics
- Behaviour
- Objectives and challenges that it faces.
- What can we do to help you?
- Insights or thoughts
- Complaints and worries
- Description of the product or service.
- Elevator pitch.



<https://digitalmarketinginstitute.com/blog/2017-4-27-the-beginners-guide-to-defining-buyer-personas>

# Buyer persona



## **Σοφία Παπαδόπουλος**

Mother of a girl and a boy of 6 and 8 years old.

Challenge: To help their children to improve their reading skills.

How to help her: to send information about activities for 6-8 children; to select readings for children.

Insights: «¿How could I help my children to improve their reading skills?»

Complains and concerns: «There are no activities for families about reading in my city.»

Product or services: reading activities for families and reading selection for children.

# Knowing our audience



You can analyze periodically the profile of your followers in social media.

### 3. Resources

- **Economic:** budget for paid advertising, logos, designs, videos or impressions.
- **Materials:** photo and video equipment or other resources that will help us maintain our social media.
- **Human:** the people who are going to collaborate in the social media plan.

### 4. Social Media

Select the social media profiles to launch the campaign based on our audience and the characteristics of each one.

## 5. Strategy

It consists of defining actions that will drive us to achieve the objectives of the Social Media campaign.

The actions have to be related to the objectives and must be limited in time.

A calendar of actions is a good help.



The strategy is a mix of planning and creativity.

# Branding actions

- Create an easily identifiable logo.
- Customize the header and other graphic elements.
- Define your own language.
- Generate your own contents...
- ... and include your logo.
- Create viral actions.
- Participate in collective actions.
- Define keywords of the brand.
- Contests with products of the brand.
- Intervene in other forums about brand contents.
- Show our work, bring it closer.



# **Actions to increase the number of followers**

- Link our profiles in social media on the website.
- Include the URLs to our profiles in posters and brochures.
- Create specific contests among followers.
- Generate own and original contents.
- Create content that generates interaction.
- Become a reference on a subject.

# **Actions to promote services and contents**

- Make selections of contents about a topic.
- Publish posts or content explaining services.
- Take advantage of the ephemeris.
- Extract interesting content.
- Make infographics.
- Use hashtags.
- Show pictures and images.





Papel socioeducativo de las bibliotecas públicas: nuevos perfiles profesionales para nuevos tiempos.

Un artículo de Sandra Sánchez-García y Santiago Cubero publicado en acceso abierto en El profesional de la información.

<http://recyt.fecyt.es/index.../.../article/view/epi.2016.mar.09>

**Las bibliotecas** deben trabajar para evitar que las circunstancias económicas y sociales SEAN UNA BARRERA que impida a algunos colectivos **acceder a la cultura,** a la **información** y a la **formación.**



Sandra Sánchez García y Santiago Yubero

# **INFORME SOBRE SISTEMAS BIBLIOTECARIOS**

un artículo de  
*Marshall Breeding*

El profesional de la  
información



## **DATOS ECONÓMICOS**

**805 mill. \$ de beneficios**



**2% más que en 2013**

**1.850 mill. \$ en ventas**



El profesional de la  
información

\* Datos correspondientes a EUA y Canadá, 2014. Fuente: Marshall Breeding.



SEDIC @SEDIC20 · 17 feb.

Aprende a crear una campaña de marketing en medios sociales con este curso online [sedic.es/como-crear-una...](http://sedic.es/como-crear-una...)

## Cómo crear una campaña de marketing en medios sociales



### 1. Prepara tus perfiles

Cuéntales a tus usuarios y amigos que tienes una página en Facebook

### 2. Aprende algunos trucos

Lo que mejor funciona en cada caso y algunas herramientas

### 3. Planifica todos los detalles

Objetivos, segmentación, estrategia. ¡Veniga que no es tan complicado!

### 4. Evalúa los resultados

Uno, dos, tres. Cuéntalo todo y saca tus propias conclusiones

Aprende más con el curso online <http://bit.ly/1Q55f21>

**SEDIC**

## **Actions to increase the number of visits to a website**

- Include links in all publications on social media.
- Generate new content frequently and regularly.
- Promote the new contents of the website in social media.
- Send newsletters with the contents of the website.
- Include the URL in posters, brochures and other publications.

## **Actions to promote contents**

- Make selections of content with a thread on a topic.
- Publish posts or promotional content.
- Take advantage of the ephemeris.
- Extract interesting content.
- Make infographics.

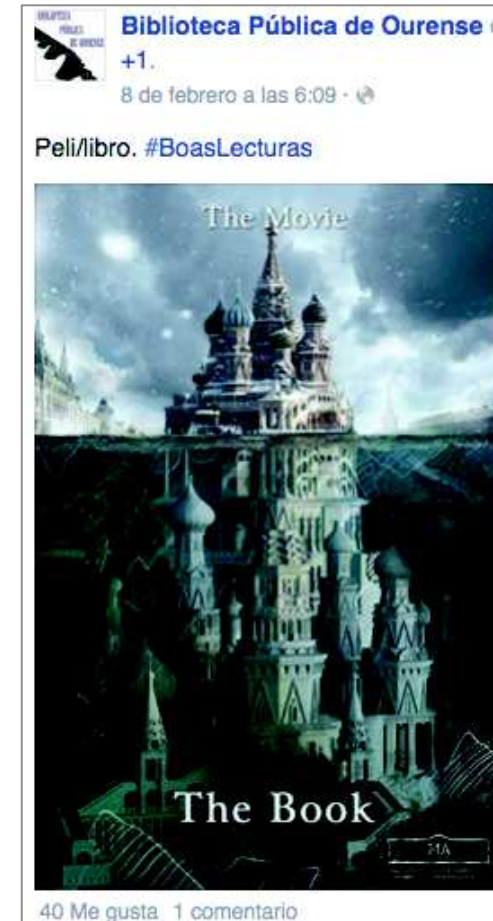
## **Actions to increase interaction**

- Empathy: contents with which people identify.
- Topics of local interest.
- Launch questions, encourage debate.
- Contact people according to their interests.
- Own, original contents.
- Review the statistics to check which are the most interesting content to our followers.

# Publications that generate interaction



Librarians, people



Books



# Publications that generate interaction



Local traditions



The weather



# Publications that generate interaction

**Biblioteca Pública de Palencia**  
4 de febrero a las 7:13 · 🌐

Hoy, 4 de febrero, Día Mundial contra el Cáncer.  
Para todos los que luchan contra el cáncer y los que nos dejaron su ejemplo y fuerza.



23 Me gusta · 14 veces compartido

Social compromise

**Biblioteca Pública Provincial de Córdoba**  
9 de febrero a las 6:57 · 🌐

El ICAA pondrá a disposición de todos los ciudadanos el buscador «verpeliculasonline.mecd.gob.es», que reúne a los principales videoclubs online y que ofrece al espectador la posibilidad de elegir entre miles de títulos.



**El Ministerio de Cultura lanza un buscador con más de 14.000 películas para ver «on-line»**  
La web verpeliculasonline.mecd.gob.es recogerá los catálogos completos de los principales videoclubs online de España para comparar fácilmente precios y calidad  
HOYCINEMA.ABC.ES | DE HOYCINEMA

37 Me gusta · 49 veces compartido

Free resources

# Viral contents



**Biblioteca Nacional de España**

12 de febrero a las 13:55 · Madrid, España ·

#taldíacomohoy (1888) nacía Clara Campoamor, impulsora del derecho al sufragio femenino en España



Me gusta Comentar Compartir

6903

Mejores comentarios

4260 veces compartido



**Canal Lector**

8 de marzo de 2014 ·

Hoy, día internacional de la mujer, deseamos a todas las mujeres un feliz día, y a las más pequeñas que disfruten de la lectura durante toda su vida.

[www.canallector.com](http://www.canallector.com)



**La lectura convierte a las niñas en mujeres más fuertes.**

Me gusta Comentar Compartir

455

Mejores comentarios

1362 veces compartido



# Contents that generate conversation



Respond to comments, intervene in the conversation.



**Don't loose your identity**

# Conversion

- **Attract visitors:** include links to your own contents.
- **Attract leads:** use calls to action, rewards when leaving your data.
- **Attract offline actions:** use an intermediate step online (Eventbrite for entries, for example).



Create contests, use a blog to publicize the services, use influential brands, create e-mail marketing campaigns.

# Avoid invasiveness

We have to respect the space of our users in social media.  
We should avoid:

- Sending private messages.
- Writing on their walls.
- Mentioning them in the tweets to get their attention.
- To invite them to events.
- Any other action that involves intrusion.



Spam are unsolicited messages that usually contain advertising.  
Every day we receive hundreds of messages and notifications.

**How to measure the results**

# How to define indicators

- The indicators must be as simple as possible.
- We don't need indicators that do not say anything about our objectives.
- The objectives must be measurable: take it into account when preparing the plan.
- Attention to the measurement of physical actions, more complicated.



# Indicators

- Following: the number of followers.
- Publishing: number of publications/posts.
- Reach: It is the real number of people our publications have reached.
- Engagement: number of interactions received (likes, shared and comments).
- Web traffic: number of the visits to the website from social media.

# **Examples of social media campaigns**

# ThinkEPI reports

linked open data

acceso abierto

profesión

web semántica

automatización

altmetrics

ebooks

asociaciones

tecnología móvil

moocs

comunicación

medios sociales

Consiguelo en: [www.thinkepi.net/informes-thinkepi-2015](http://www.thinkepi.net/informes-thinkepi-2015)

**El Profesional de la Información**

Me gusta esta página · 21 de septiembre de 2015 · Editado ·

Si aún no lo tienes, te recomendamos que te hagas con un ejemplar de los Informes ThinkEPI 2015 sobre Documentación y Comunicación. Contiene catorce informes sobre temas de gran actualidad en Bibliotecas, Documentación, Información y Comunicación escritos por los mejores expertos.

Consiguelos aquí: <http://www.thinkepi.net/informes-thinkepi-2015>

Etiquetar foto · Agregar ubicación · Editar

Me gusta · Comentar · Compartir

29

13 veces compartido

Escribe un comentario...

Objective: to increase the sales of this publication.

Actions: posts in Facebook and Twitter. Contents promotion.

Advantages: well-known and reputed brand in an specific field. A huge number of followers.

Results: sales increased a 72.7%.

# #vivalabiblio

(Long live to the library!)

Contest to celebrate the Library Day in 2015.

They awarded the best tweets containing a declaration of love to libraries.

Objective: to encourage participation.

Rules: <http://bit.ly/1X989Pm>

Results: <http://bit.ly/1XJBxfn>

**#vivalabiblio**

Del 19 al 25 de octubre de 2015  
**¡declara tu amor por las bibliotecas!**

**24 de octubre**  
Día de la Biblioteca

¿Cuál es esa biblioteca en la que pasaste las horas rodeado de libros, apuntes, revistas, pelis, cedés o, por qué no, te encontraste con tus amigos? ¿en qué actividad participaste que aún recuerdas con tanto cariño? ¿qué bibliotecario te recomendó aquel libro que marcó tu vida?....  
**¿Nos lo cuentas?**

Participa a través de Twitter en nuestra campaña  
**#vivalabiblio**  
**¡y declara tu amor por las bibliotecas!**

Para participar solo tendrás que enviar a **@observalibro** tu "declaración" a través de una ilustración, fotografía, vídeo, grabación sonora, texto o cualquier otro medio que se te ocurra

¡Podrás ganar un lote de libros y una visita guiada, exclusiva y personalizada por la Biblioteca Nacional de España! Tendrás del 19 al 25 de octubre para enviarnos tu mensaje. No olvides incluir en él la etiqueta **#vivalabiblio**

# #23díasdelibro

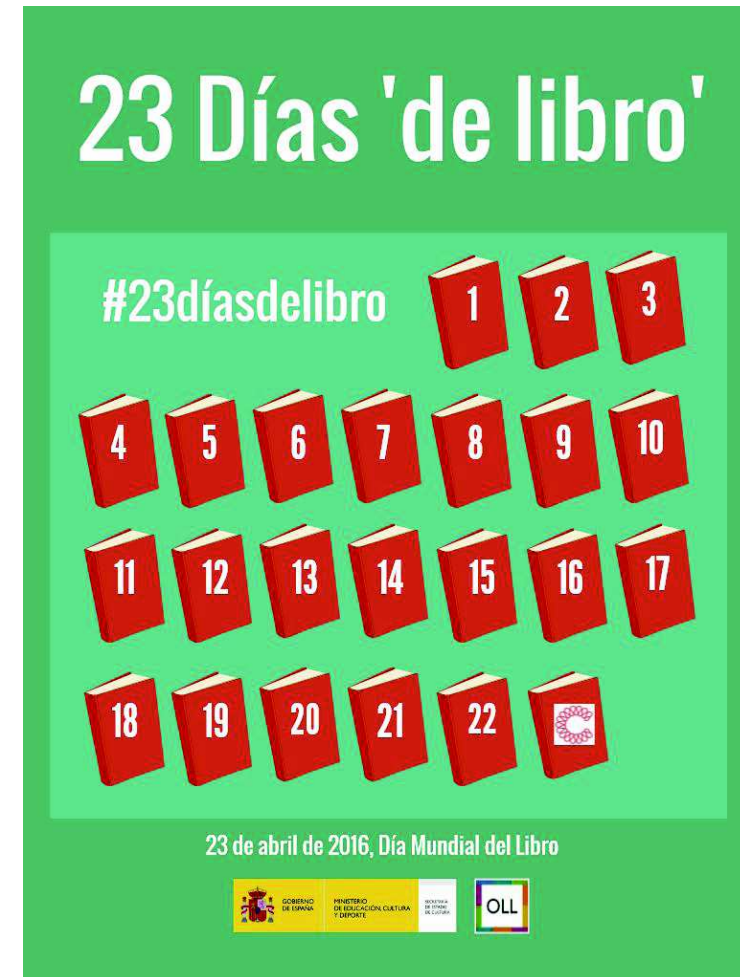
(23 days of books)

Contest to celebrate the  
International Book Day in 2016.

It proposes to publish tweets with  
everyday objects that are related  
to books.

Objective: to encourage  
participation.

<http://bit.ly/23hxih2>

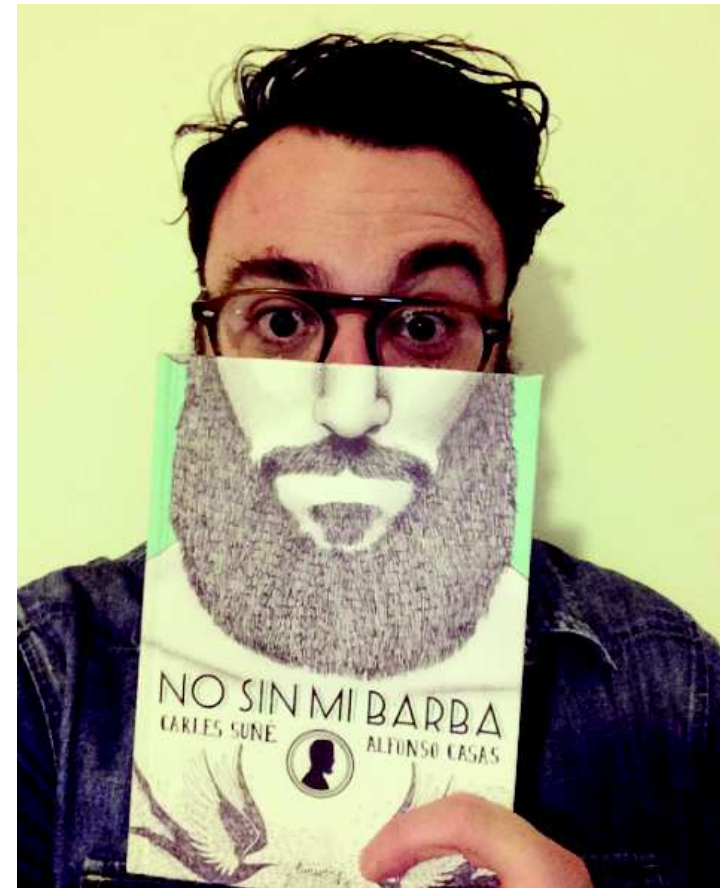


# #BookFaceFriday

This campaign launched by the New York Public Library proposes to share pictures that mix the cover of a book with reality on Instagram.

It has become a viral campaign.

<http://bit.ly/23hxih2>



carlosg.miranda

155 Me gusta

carlosg.miranda Alternativa al a  
@nosinmibarba @csuneg @alfo  
@lunwerg #bookface

lunwerg 🤔🤔🤔 @carlosg.mir

diazfaes Jaja, sigues siendo tú  
@carlosg.miranda !

marilu\_cuadernos.artesanales  
vos! @lvcascist.ilustrador

irenegarrcia @javiersempere

nosinmibarba 🙌🙌🙌🙌🙌🙌

sebaquila @cotebinimelis ya sa  
regalarme Jeje

📄 Añade un comentario...



# #biblioteca #library

Every August 10th, since 2009 Spanish speaking librarians collaborate to put the #library hashtag between Twitter trending topics.

<http://bit.ly/25RfFn9>

Tendencias: España · [Cambiar](#)

[#FelizLunes](#)

[Bill Murray](#)

[#biblioteca](#)

[Kylie](#)

[#EsImposibleDormirSi](#)

[Daniel Scioli](#)

[#MarianoVoxNoSeRinde](#)

[Ferguson](#)

[Soria y Wert](#)

[#MondayMotivation](#)

## **4. Tools for Social Media Campaigns**



# **Social Media Elements**

# Cover picture

1.500 px.

500 px.

400 x 400 px

The image shows a Twitter profile for 'Revista EPI' (@revista\_EPI). The profile picture is a black square with 'EPI' in white. The header area contains the text 'Piensa...' with a brain icon, 'Por muy poco', and 'El profesional de la información' in a stylized font. The main banner features the large red text 'SUSCRÍBETE' and the website 'www.elprofesionaldelainformacion.com'. Below this, it says 'Factor de impacto JCR 2015: 0,710' and 'epi.iolea@gmail.com'. The profile bio states: 'El profesional de la información (EPI), revista científica de Información, Documentación y Comunicación.' It also lists 'Barcelona' as the location, 'elprofesionaldelainformacion.com' as the website, and 'Se unió en marzo de 2009'. The tweet section shows two tweets, both from 'Revista EPI'. The first tweet is a retweet of a tweet about a public library in Colombia. The second tweet is about a study on 'bellas durmientes' (beautiful sleepers) from a perspective of solutionism, by Sergio D'Antonio-Maceiras. The profile has 3,817 tweets, 581 followers, 7,786 following, 2,260 likes, and 6 lists. A 'Siguiendo' button is visible. The 'A quién seguir' section is partially visible on the right.

The cover picture is a branding and promotion tool.

# Posts

text

link

picture

Publish high  
quality pictures.

Control the size of  
the picture.

Include your logo.



**EPI** Revista EPI @revista\_EPI · 13 oct.

Nuevo número de El profesional de la información, con 9 artículos en acceso abierto [recyt.fecyt.es/index.php/EPI/...](http://recyt.fecyt.es/index.php/EPI/...)

**Observatorio**  
Evaluación de la ciencia: tan necesaria como problemática  
Lluís Codina

**Artículos**  
Transparency and access to information on research projects in Spanish public universities  
A.R. Pacios, M. Vianello and B. Rodríguez Bravo  
Presence of alleged predatory journals in bibliographic databases: Analysis of Beall's list  
M. Somoza, J.M. Rodríguez-Gairín and C. Urbano  
Indicaciones éticas en las revistas de educación indexadas en la WoS  
Jesus Diaz-Campo y Francisco Segado-Boj  
Estudio de las "bellezas durmientes" desde la perspectiva del solucionismo  
Sergio D'Antonio-Maceiras  
Políticas científicas públicas en Latinoamérica: el caso de Ecuador y Colombia  
Patricio Álvarez-Muñoz y Mario Pérez-Montoro  
Corporate social responsibility and corporate foundations in building responsible brands  
Abel Montori and Nuria Villagra  
Uso de la inteligencia competitiva en los procesos de colaboración en el sector farmacéutico español  
M.P. Fernández, R. Quevedo y A. Hidalgo

**Film content analysis at six major Spanish film libraries**  
R. Domínguez Delgado and M. E. López-Vicente

**Las redes sociales como fuentes de información periodística: motivos para la desconfianza entre los periodistas españoles**  
Daniel Toranzo-Arocas y Daniel Sánchez-Muñoz

**Participación del público en televisiones públicas autonómicas: una propuesta a partir de la reforma 2016 de la RBC**  
Ana Acosta-Rodríguez y Mercedes Muñoz-Suñer

**Analistas**  
Bibliotecas públicas en Colombia: territorio de paz  
Orlando Jaramilla  
El libro-arte, libro de artista en su dimensión digital: el e-libro-arte y el hiperlibro-arte

08:34 AM - WORKING ON NEW PERSPECTIVES

34 23

# Hashtags and mentions

## Hashtags #

Participate in collective actions.  
Keywords.

## Mentions @

They make reference to  
someone.  
You can tag people in the  
images.  
Use with caution in  
promotions.



# Optimize pictures on your website



Non-optimized picture



Optimized picture  
(470 x 246 px)





# Twitter cards

When someone shares the contents of our website or blog on Twitter they can be viewed in rich format if we previously configure it.



<https://dev.twitter.com/cards/overview>

# Twitter cards in practice

- **Sitio web:** insert on the web pages the code provided by Twitter.
- **Blogger:** <http://bit.ly/2eurxJp>
- **WordPress.org:** plugins like Jetpack, JM Twitter Cards and WordPress SEO by Yoast.
- **WordPress.com:** authorize your Twitter account.
- **Tumblr:** <http://bit.ly/2f4u0Lk>
- Twitter cards validator: <https://cards-dev.twitter.com/validator>

<https://dev.twitter.com/cards/cms-integration>

# Schedule posts

The image shows the Facebook post creation interface. At the top, there are tabs for 'Estado' (with a pencil icon), 'Foto/video' (with a camera icon), and 'Oferta, Evento +'. Below these is a text input field with the placeholder 'Escribe algo...'. Underneath the text field are icons for adding photos, emojis, location, and a link. To the right of these icons are two buttons: 'Promocionar publicación' and 'Publicar'. A red arrow points to the 'Publicar' button, which has a dropdown arrow next to it. The dropdown menu is open, showing three options: 'Programar', 'Asignar fecha anterior', and 'Guardar borrador'. A dialog box titled 'Programar publicación' is also open, showing options for scheduling the post.

**Programar publicación**

**Calendario de publicación**

☒ **Publicación**  
Selecciona una fecha y hora futuras en las que quieras que se realice tu publicación.

23/10/2016 12:08 UTC+02

**Calendario de distribución**

☐ **Detener distribución en la sección de noticias**  
Selecciona la fecha y hora en que quieres que tu publicación deje de aparecer en la sección de noticias. La publicación seguirá estando visible, pero dejará de distribuirse en la sección de noticias.


**Cancelar** **Programar**

**Promocionar publicación** **Publicar**

Programar  
Asignar fecha anterior  
Guardar borrador



# Segmentation



Facebook post creation interface showing the 'Promocionar publicación' button highlighted with a red arrow.

Estado Foto/video Oferta, Evento +

Escribe algo...

Promocionar publicación

### Segmentación de la sección de noticias

Restricciones de público x

Elige quién puede ver esta publicación en la sección de noticias. Si alguien interactúa con la publicación, sus amigos también podrán verla.

**Intereses** ⓘ

por ejemplo, "béisbol", "guardería", "chicago", "Kendrick Lamar"

**Edad** ⓘ

13 ▼ - 65+ ▼

**Sexo** ⓘ

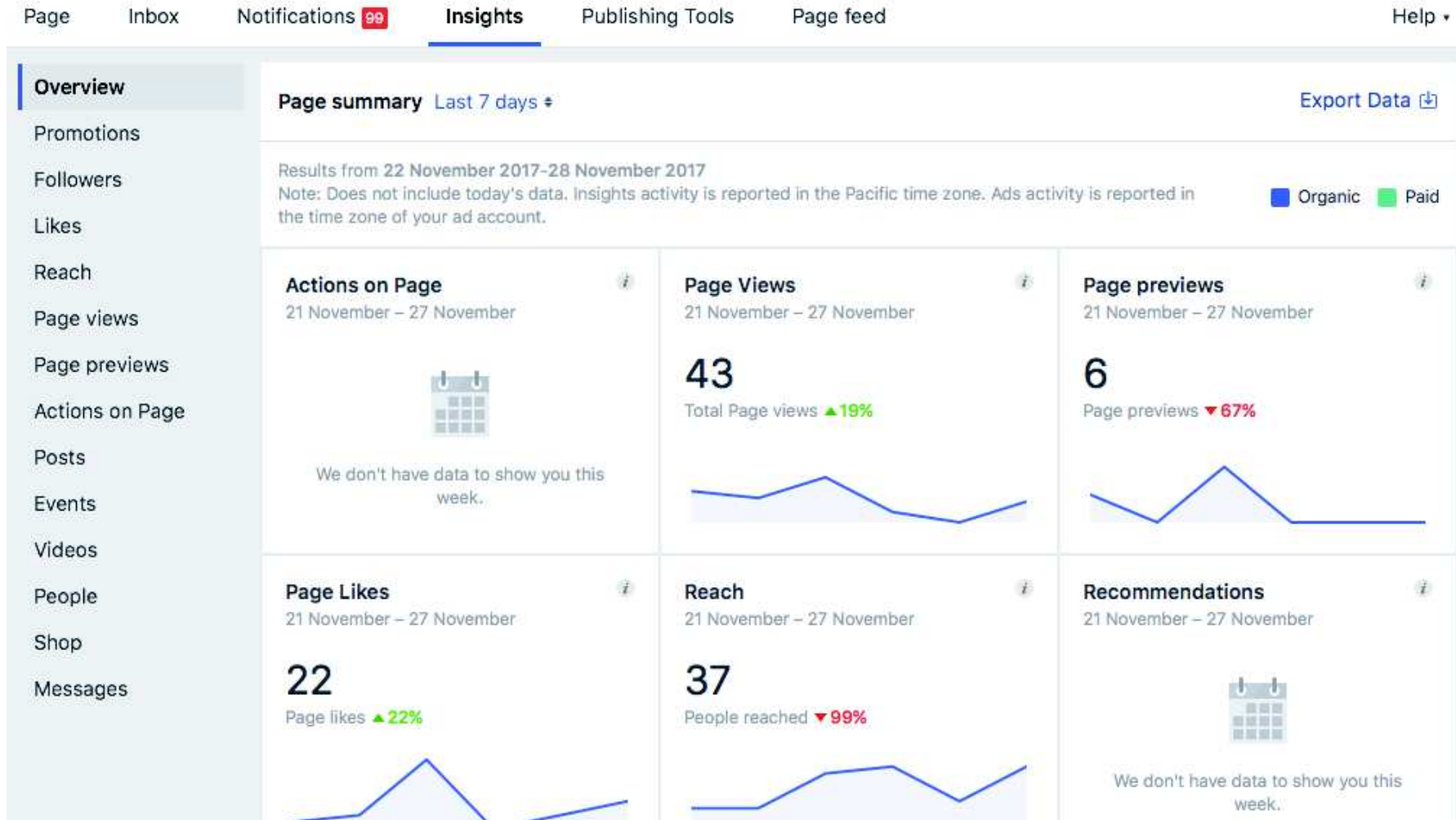
Todos Hombres Mujeres

**Lugares** ⓘ

Cancelar Guardar

If you have more than 5.000 followers you can segment the publication.


# Analytics



[www.facebook.com/insights](http://www.facebook.com/insights)


[analytics.twitter.com](http://analytics.twitter.com)


# Promotions







Ads Manager

Search



 Natalia



Help 

Natalia Arroyo (26307972)

Campaign

Objective

Ad account

Create new

Ad set

Audience

Placements

Budget & schedule

Ad

Format

Full-screen experience

Media

Additional creative












Create new campaign

Use existing campaign

Campaign: Choose your objective.

Help: Choosing an objective

What's your marketing objective?

Awareness	Consideration	Conversion
 Brand Awareness	 Traffic	 Conversions
 Reach	 Engagement	 Product Catalogue Sales
	 App Installs	 Store Visits
	 Video Views	
	 Lead Generation	
	 Messages	

Close

[www.facebook.com/ads/create](https://www.facebook.com/ads/create)

# **Tools for Creating Contents**

# Pixabay



Quality pictures under Creative Commons license in the public domain.

[pixabay.com](https://pixabay.com)

# Flickr & The Commons

## Muestras del Patrimonio público

Búsqueda en el Patrimonio público

BUSCAR



**Sandymount, Dublin**  
from [National Library of Ireland on The Commons](#)



**Fancy a Cuppa?**  
from [National Library of Ireland on The Commons](#)



**The Boys of Ballydehob**  
from [National Library of Ireland on The Commons](#)

Pictures under Creative Commons license in the public domain.

[www.flickr.com](http://www.flickr.com)

[www.flickr.com/commons](http://www.flickr.com/commons)



# Shutterstock

shutterstock

Buscar imágenes, vectores y videos



Todas las Imágenes ▾



Haga su búsqueda más específica

## Resumen del plan

En este momento usted está usando una **Cuenta Gratuita**.

### Imágenes A Demanda

Descargue imágenes cuando las necesite

a partir de  
**39 €**

5 descargas

### Suscripciones

Cientos de imágenes al mes

a partir de  
**125 €**  
per month

[Ver planes y precios](#)

### ¿Necesita ayuda?

¡Podemos ayudarle! Póngase en contacto con nosotros llamando al 900-866409 o envíenos una nota. Uno de nuestros representantes le

## Imágenes vistas hace poco

## Sus búsquedas recientes

[Borrar imágenes](#)



## Lightboxes destacadas



Cinco de Mayo



All About Mom



Queen Elizabeth



Spring



Book Cover Ideas



Let's Eat!

Payment pictures, exclusive and quality.

[www.shutterstock.com](http://www.shutterstock.com)

# More pictures

**Unsplash** [unsplash.com](https://unsplash.com)

Database with free images in high resolution. It promotes discovery.

**Wikimedia Commons** [commons.wikimedia.org](https://commons.wikimedia.org)

Repository of images, audio and videos in public domain and free use in education.

**Pond5** [www.pond5.com/es/free](https://www.pond5.com/es/free)

Images, videos and other resources from historical archives and in the public domain.

**Google** [www.google.es/imghp](https://www.google.es/imghp)

Search for images with CC license.



# Creative Commons Licenses



## Attribution

Others can copy, distribute, display, perform and remix your work if they credit your name as requested by you



## No Derivative Works

Others can only copy, distribute, display or perform verbatim copies of your work



## Share Alike

Others can distribute your work only under a license identical to the one you have chosen for your work

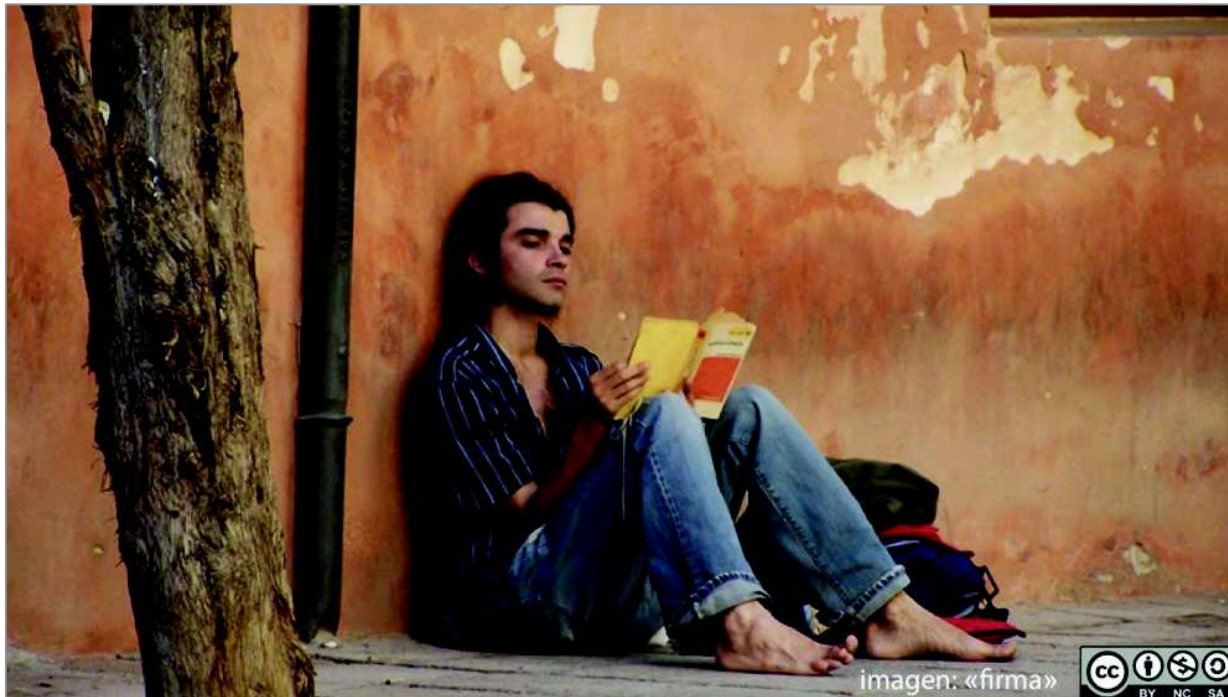


## Non-Commercial

Others can copy, distribute, display, perform or remix your work but for non-commercial purposes only.



# Creative Common Licenses



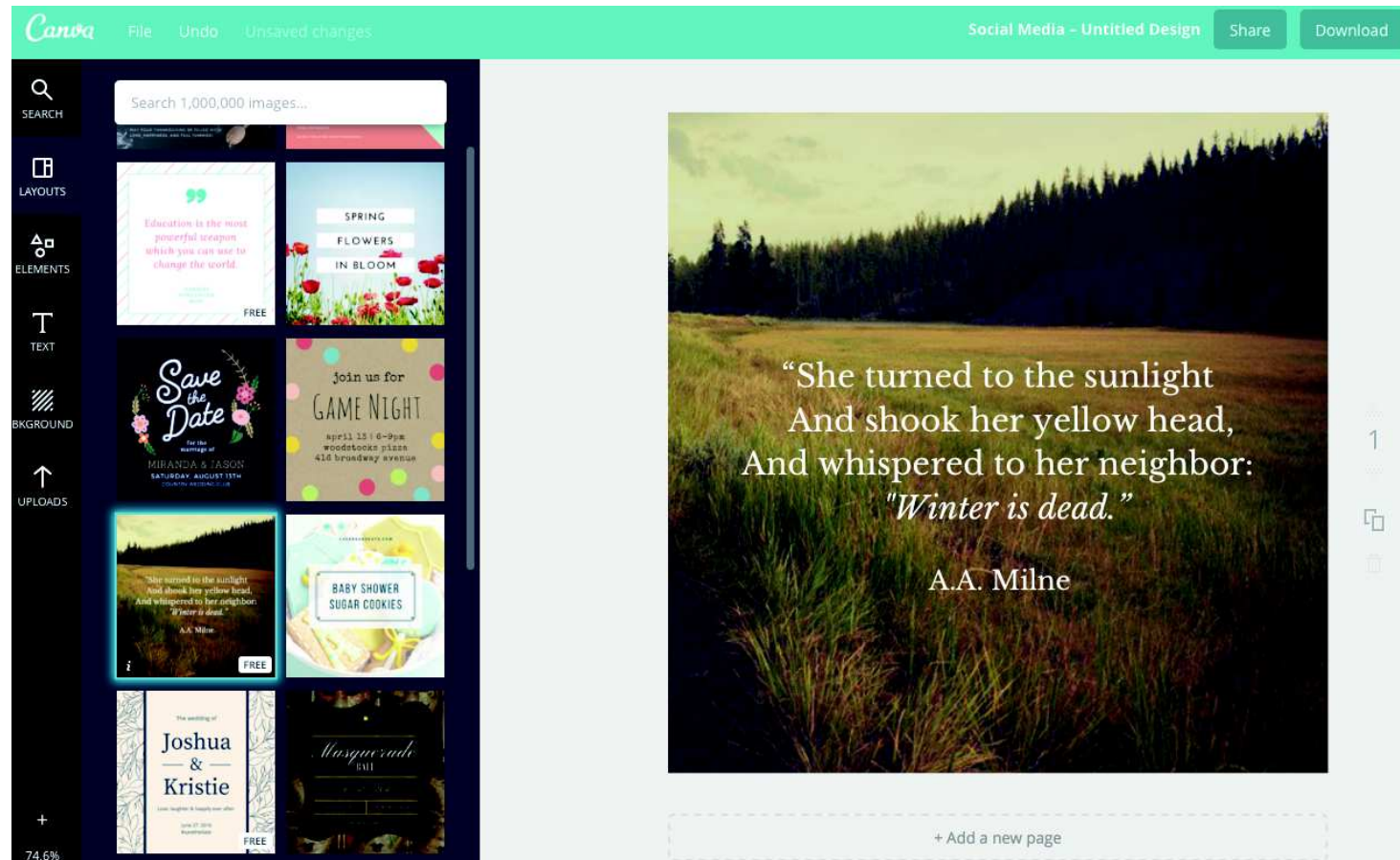
**El desarrollo de la lectura en el ámbito universitario se hace hoy si cabe más imprescindible que nunca.**

**Santiago Yubero y Elisa Larrañaga**

El profesional de la  
información

<http://bit.ly/1SaikkS>

# Canva



Service to design pictures for social media, posters, brochures, etc.

[www.canva.com](https://www.canva.com)

# More online design tools

**Pixlr** [pixlr.com](https://pixlr.com)

Free online image editor that offers retouching.

**Piktochart** [piktochart.com](https://piktochart.com)

Design infographics, presentations, posters and reports.

**PicMonkey** [www.picmonkey.com](https://www.picmonkey.com)

Web service to retouch and edit pictures, design images and make collages..

**Quotes Cover** [www.quotescover.com](https://www.quotescover.com)

Create images based on famous quotes..

# Edition software

**Camtasia Studio** [www.techsmith.com/camtasia.html](http://www.techsmith.com/camtasia.html)

Capture image or video from the computer screen, video editing. Free version 30 days, educational sector discounts..

**Gimp** [www.gimp.org](http://www.gimp.org)

Free image editing program. It works on different operating systems.

**iMovie** [www.apple.com/es/mac/imovie](http://www.apple.com/es/mac/imovie)

Mac video editing software.

**PhotoShop** [www.adobe.com/es/products/photoshop.html](http://www.adobe.com/es/products/photoshop.html)

Professional image edition software.

**Windows Movie Maker** [windows.microsoft.com/es-es/windows/movie-maker](http://windows.microsoft.com/es-es/windows/movie-maker)

Edit movies and add sound to presentations in ppt.



# URL tracking

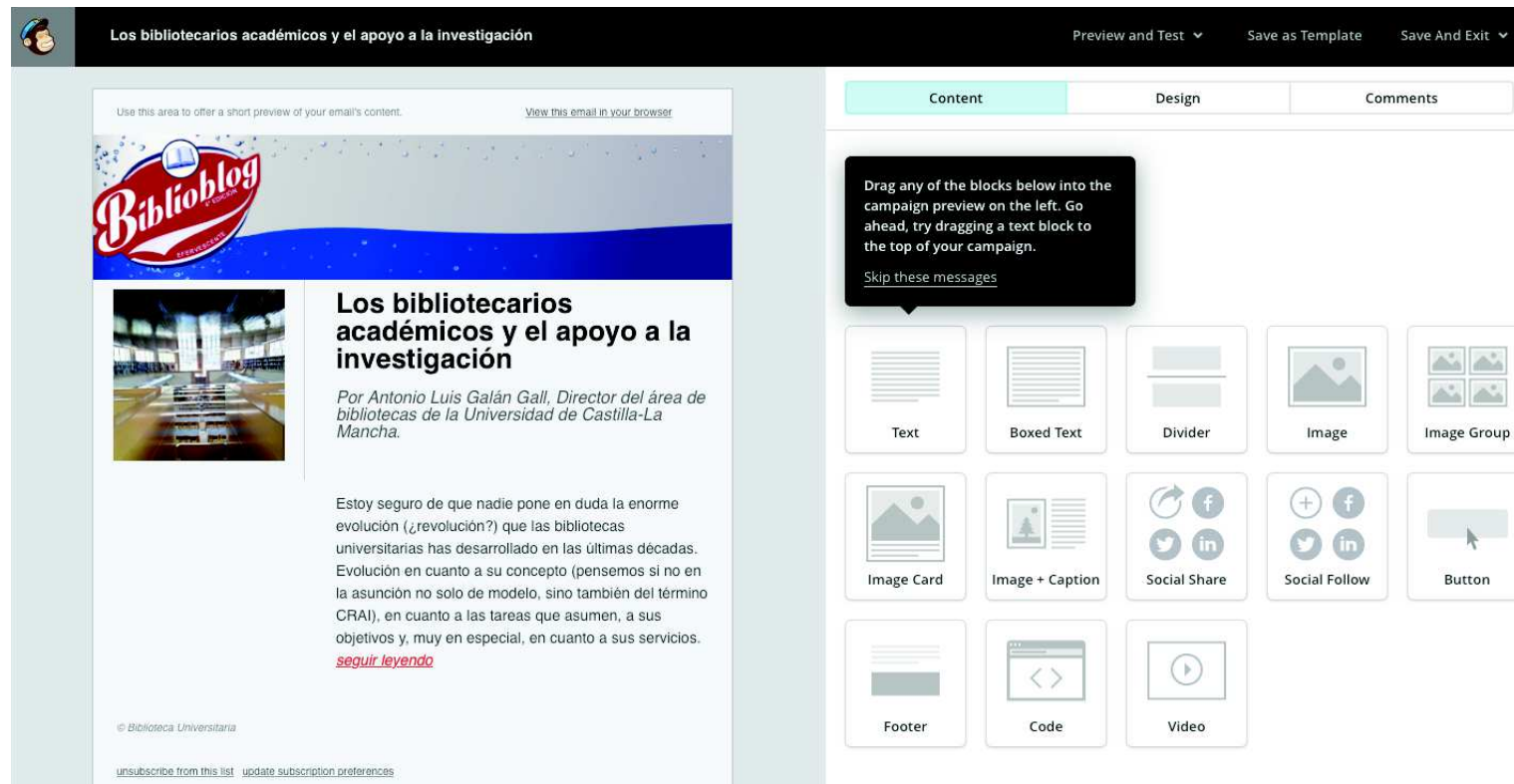
The screenshot displays the Bitly homepage with a blue background. At the top left is the Bitly logo. Navigation links include TOUR, ENTERPRISE, RESOURCES, and ABOUT. On the right are LOGIN and SIGN UP buttons. The main content area features a large circular gauge showing '120,987' and two smaller gauges showing '58,011' and '62,976'. The text 'SHORTEN. SHARE. MEASURE.' is prominently displayed in the center, followed by 'Join Bitly, the world's leading link management platform.' Below this is a white input field containing the URL 'http://bit.ly/1NoiFfj' with a red 'X' icon and a red 'COPY' button. Underneath the input field, the original URL 'elprofesionaldelainformacion.com/' is shown, along with a smaller version of the shortened URL and a 'COPY' button. A small bar chart on the right indicates '483' visits.

URL shortener that tracks the number of visits of a webpage.

<https://bitly.com>

<http://goo.gl>

# Mailchimp



Design of newsletters and management of submissions and subscribers. It's free up to 2,000 subscribers and 12,000 monthly e-mails.

[mailchimp.com](https://mailchimp.com)

# Readings

Barber, Peggy; Wallace, Linda K. (2009). *Building a Buzz: Libraries & Word-of-mouth Marketing*. American Library Association.

Koontz, Christie; Mon, Lorri (2014). *Marketing and social media: A Guide for Libraries, Archives, and Museums*. Maryland: Rowman & Littlefield.

Romero, Nuria Lloret (2011). ROI. Measuring the Social Media Return on Investment in a Library. *The Bottom Line*, vol. 24, núm. 2, pp. 145-151.

Solomon, Laura (2013). *The Librarian's nitty-gritty Guide to Social Media*. ALA Editions. ISBN-13: 978-0-8389-1160-0.

Steiner, Sarah K. (2012). *Strategic Planning for Social Media in Libraries*. The Tech Set, 15. Chicago: ALA TechSource. ISBN: 978-1-55570-779-8.

Thomsett-Scott, Beth C. (ed.) (2014). *Marketing with social media : a LITA guide*. Chicago: ALA TechSource. ISBN: 978-1-55570-972-3.



# ευχαριστώ

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@narroyo