

Crossing the channel

Taking website content on to blogs and social media



Women rowing on the Avon River, Christchurch 191-? Flickr CCL-KPCD-04-057

Donna Robertson, Editor, Web Team

Launching your content

Social media involves taking something from one place to another, using different channels. What content are you sharing? What's the vessel – what is it carrying? Where is it going? What's the best method of getting where you want to go?

What channels work best for what you want to share? Think about the content channels available to your organisation:

- Library magazine
- Events calendar
- Web page
- Blog post
- Facebook post
- Facebook promoted posts or adverts
- Tweet
- Newsletters

Logistics – The Publishing Plan

How do you decide what content you'd like to share on social media?
 Reactive is ok, but it's also necessary to have a bit of military planning. Think about the timeframes for promoting events.

39	Deaf Awareness week	Friday, 23 September 2016		
40	Banned Books week - 2016 theme is diversity	Sunday, 25 September 2016	http://www.bannedbookweek.org/	New post
41	Tuvalu language week	Sunday, 25 September 2016	http://my.christchurchcitylibraries.com/tuvalu-language-week/	Update
42	Older adults expo - Positive Ageing Expo	Monday, 26 September 2016	http://my.christchurchcitylibraries.com/blogs/post/positive-ageing-expo-monday-28-september-2015/	New post
43	Children's book sale 29 and 30 Sept at Fendalton	Thursday, 29 September 2016		Blog post, promote on Facebook, Facebook event.
	International coffee day	Thursday, 29 September 2016		Highlight

What is on board?

We focus on organisational priorities, but also pick things to highlight:

- Library stuff
- Community information
- Literary events
- New things
- Local happenings
- News
- eResources
- Heritage and contemporary photos
- Digital collection.

Anything we think might interest our users.



A motor boat approaches a moored yacht on the Estuary at Redcliffs. ca 1960. Flickr CCL-KPCD-11-032

Where is your dock?

If you are tweeting or Facebooking, you probably can't include all the detail you want to – so where are you going to send people?

The dock is the place that has the most information.

Our options:

- Webpage –general information
- Events calendar
- Blog post – information on the current year's event, links to the webpage
- Someone else's website or blog post



Area adjoining the Canterbury Yacht and Motor Boat Club's shed at Lyttelton during the second day of the regatta. Dec. 1964. Flickr CCL-KPCD-11-026



Flotilla or rowboat?

How keen you are to promote and share the information will influence your plan of attack:

- A quick tweet
- A series of tweets
- Facebook post
- Web page
- Blog post
- Interview

Figure out how much resource and effort to spend.



Regatta Day on the Avon, circa 1921. Source: The Imperial album of New Zealand scenery, p. 154. Flickr CCL-KPCD-12-030

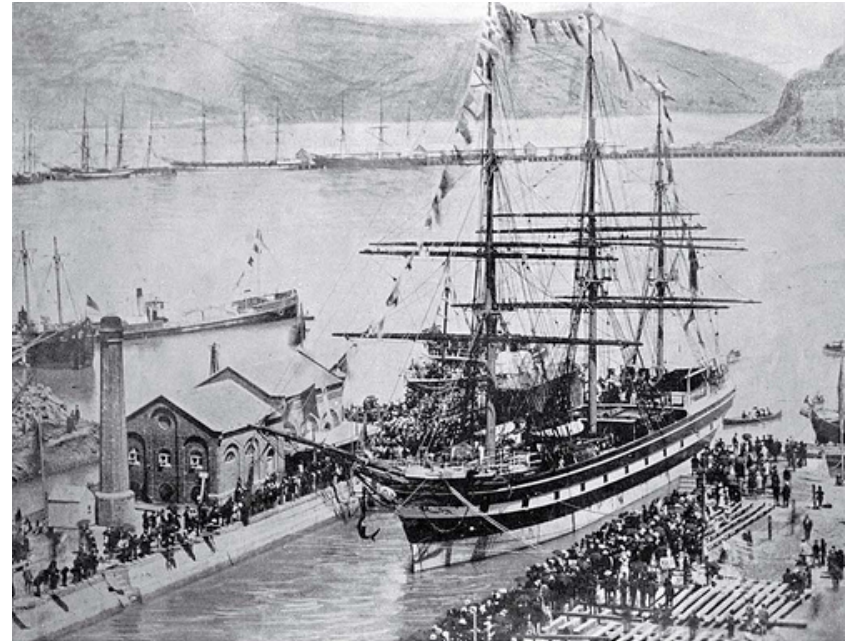
Visiting someone else's base

How do you show other people something you think they – and their network – will be interested in?

- Share information on the relevant Facebook pages or groups.
- Don't go overboard in posting on other people's pages. Be selective.

How do you promote events that aren't yours, but you think will interest your users?

- Facebook works well for sharing these
- Compile a blog post, linking to relevant resources in your organisation.
- Interview an organiser, publish the interview and link to resources you have on the topic.



Lyttelton Harbour, showing sailing ship, ca. 1921, Flickr CCL-KPCD12-024

Examples

Here are some example of “crossing the channel” and the variety of approaches we use.

Note:

- If you can get your content into the library catalogue, do it! Target it to the search.
- Photos and graphics are always useful. Photos of last year’s event is useful to promote the current one.
- Share other people’s tweets and Facebook posts.
- Facebook adverts and promoted posts work slightly differently but are both effective. Get familiar with how they work. (Adverts can come through on Instagram as well as Facebook).

Waitangi Day

[Waitangi Day webpage](#)

[Waitangi Day webpage for kids](#)

On the blog

[Waitangi Day in Christchurch and Canterbury – Saturday 6 February](#)

[2016](#) (there isn't a web page that lists all local events, so each year we pull them together and send out a blog post). Then Facebook posts and tweets can dock back to that page).

Facebook posts – including a promoted post. It linked to our webpages, and to the blog post.

<https://www.facebook.com/ChristchurchCityLibraries/posts/1025175044220077?match=d2FpdGFuZ2kgZGF5>

Tweets and Facebook – highlight related resources like our Treaty Zone for kids.



Christchurch City Libraries ✓

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Kia ora! **Waitangi Day** is on Saturday 6 February. We have information on the Treaty of Waitangi for adults <http://ow.ly/XF1yy> and kids. <http://ow.ly/XF1BX>

Find out what is happening on **Waitangi Day** - the Ngai Tāhu Treaty Festival is on at Ōnuku Marae. Libraries are closed on Saturday, but some are open on Monday 8 February. <http://ow.ly/XF1Is> *Donna



The Treaty of Waitangi – Te Tiriti o Waitangi

The Treaty of Waitangi - Te Tiriti o Waitangi - was an agreement made between Māori and the British Crown in 1840. Today it is considered...

MY.CHRISTCHURCHCITYLIBRARIES.COM

14,345 people reached

[View Results](#)

👍 Like 💬 Comment ➦ Share

👤 Katrina Herbert, Tony Dowson and 98 others Top comments ▾

13 shares 2 comments

SUGGESTED GROUPS



Beckenham Neighbourhood

1 friend · 2,270 members

[+ Join](#)



NZ car related street scenes

1950s-1980s

2 friends · 9,055 members

[+ Join](#)

[See All](#)

FRIEND REQUESTS

[See all](#)



Kathy Lowry

3 mutual friends

[Confirm friend](#)

SPONSORED

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Matariki

[Matariki webpage](#)

[Matariki webpage for kids](#)

On the blog

[Matariki – Māori New Year 2016](#)

Facebook posts – including a promoted post. It linked to our webpages, and Facebook event.

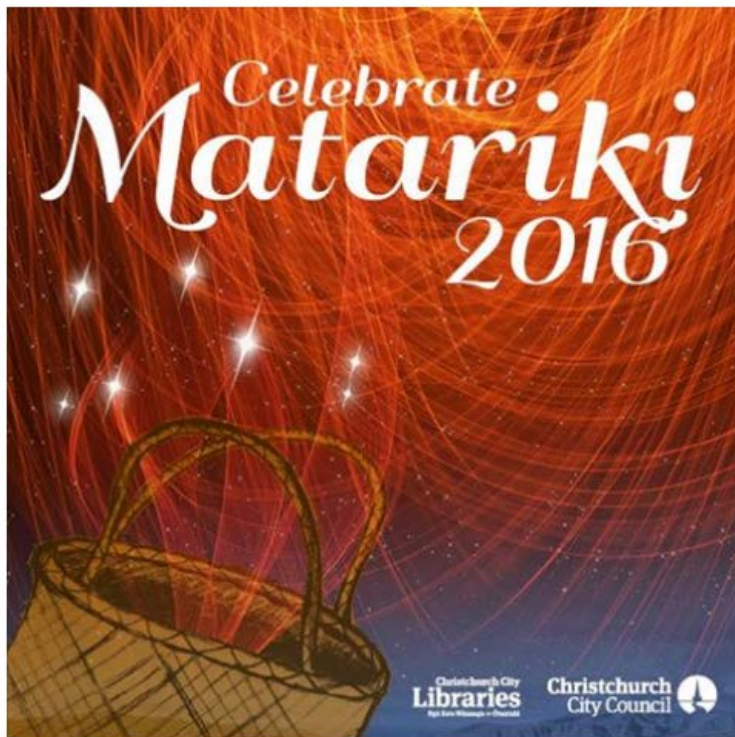
<https://www.facebook.com/ChristchurchCityLibraries/photos/a.413856215351966.94176.135193066551617/1108655219205392/?type=3&theater>

Tweets about events and resources.

[Photos on Flickr](#), can be used with posts.

Booklists.

Celebrate Matariki with Christchurch City Libraries. There's a free, family fun day at Te Hāpua: Halswell Centre on Saturday 11 June with storytelling, the Science Alive Star Dome, arts, crafts, 3D printing, virtual reality, kapa haka and more! ... There is a whānau fun day at Rehua Marae on Saturday 25 June. Explore Matariki events and resources, including storytimes, community art, colouring in and more.



7,925 people reached

View Results

164 likes

2 Comments 47 Shares

Boulder Bay Classic 10.5km... 30 October at Taylors Mistake 2 friends are interested

Interested

2016 Crater Rim Trail Run 16 October at Hansens Park 2 friends are going

Interested

Performance: Cardboard C... Saturday at 91 Hereford St, C... Brett is interested

Interested

Louis Theroux's My Sciento... 14 October at Alice Videoland 2 friends are interested

Interested

English (UK) · English (US) · 中文(简体) · 한국어 · Español



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Facebook © 2016

NZ Music Month

- Cherry pick our NZ music content online including Māori music, local venues, 1980s rock posters and promote them on Facebook & Twitter.
- Make a Facebook album of our music pics.
- Make Facebook events for gigs.
- Blog posts on NZ music in the eResource Naxos.
- Promote gigs, share photos of in library performances



Christchurch Symphony Orchestra - NZ Music Month Central Library Peterborough. [Flickr: 2014-05-10-](#)

Suffrage Day / White Camellia Day

Article in the new library magazine [uncover – huraina](#)

Blog post on Suffrage Day event [Celebrate Suffrage Day / White Camellia Day – Monday 19 September 2016](#)

Sent as soon as information available.

Resurface the magazine article on the blog. [Mothers of the Present: Christchurch women and the vote](#) on the 19 September. Share it on Facebook, using a quote.

Plenty of [photos of Kate Sheppard Memorial](#) on Flickr and website.

Christchurch Zinefest

We have a webpage on [zines](#). Update it with 2016 Zinefest information.

Interview with organiser [Start Making! An interview about zines with Alice Bush of Christchurch Zinefest](#)

Share information on Facebook and Twitter, using photos taken at a previous event.

Fun Palaces

[Fun Palaces web page](#)

[Fun Palaces – Saturday 1 and Sunday 2 October 2016](#) blog post

Facebook event, sharing info on Facebook and Twitter. Highlight activities, use photos supplied and from previous events. Include in school holidays info. Interview with organiser coming up.



School holidays

Events in the calendar.

[Library and Learning Centre School Holiday Programmes](#) specifically includes terms and conditions for in house programmes. Video on upcoming classes.

[School holidays! Holiday programmes, events, and activities – September / October 2016](#) page includes calendar in the page and features lots of non-library events. Send out as a blog post too.

Facebook and Twitter – using the graphics supplied. Facebook cover graphic.



WORD Christchurch Writers and Readers Festival

Tight relationship requires strong content focus. Long lead in – from announcement to festival.

Two main docks:

[WORD Christchurch Writers and Readers Festival 2016](#) which includes a table of contents of blog posts and interviews, as well as catalogue searches for authors.

[WORD Christchurch Writers and Readers Festival, and events](#)

Lots of interviews with authors including Quick Questions

[“Christchurch is where it all started for me” – an interview with Roger Shepherd – WORD Christchurch](#)

Choose other angles:

[WORD Finder: Things to do in Christchurch – WORD Christchurch](#)

Share content on Facebook and Twitter #wordchch

Storify #wordchch coverage

Embed Twitter feed

WORD Christchurch Writers and Readers Festival



Photos – useful for illustrating blog posts. One general set, one for 2016, and sets for individual sessions. Can include flickr albums in web pages.

Picturing Canterbury

[Kete Christchurch blog posts.](#)

Highlighting Kete Christchurch content, a resource that may be overlooked. Blog posts written by expert in another team.

Perfect for sharing on both Facebook and Twitter, and filling a customer appetite.

George LeBrun up ladder at McLean's Mansion: Picturing Canterbury

September 16, 2016 ([Edit](#))

By Suecie

CATEGORIES

[Art and Architecture](#)
[Christchurch and Canterbury](#)
[History](#)
[Kete Christchurch](#)
[Local history](#)
[Photography](#)

MORE POSTS

George LeBrun up ladder at McLean's Mansion: Picturing Canterbury >

Sep 16, 2016

Orana Park: Picturing Canterbury >

Sep 9, 2016

How Fathers Occupied themselves at the Beach: Picturing Canterbury >

Sep 2, 2016

Christchurch Botanic Gardens Children's Paddling Pool: Picturing Canterbury >

Aug 26, 2016

Cashel Street, 14 December 2009: Picturing Canterbury >

Aug 19, 2016



[George_LeBrun_up_ladder_at_McLean_institute_building_Manchester_St_ChCh](#), CC BY-NC-SA 3.0 NZ. Kete Christchurch. Entry in the 2014 Christchurch City Libraries Photo Hunt by Sandra Serra.

George LeBrun, plumber, working on the roof of the McLean's Mansion. Note the ropes on either side of the ladders to keep it steady, the only visible sign of health and safety requirements in those days. No hard hat, no Hi Viz vest, no cones, no harness. I am told that when transporting these long ladders 2 apprentices would carry it, each on his own bicycle with the ladder on his shoulder along with tool bags. Must have been interesting negotiating corners!

McLeans Mansion, 387 Manchester St, was completed in September 1900, but in recent years has been threatened with demolition. Recently plans were released to [turn the building into an art gallery](#).

[Kete Christchurch](#) is a collection of photographs and stories about Christchurch & Canterbury, past and present. Anyone can join and contribute.

- Visit [Kete Christchurch](#)
- View more [Picturing Canterbury](#) posts
- View more [images](#) or [information](#) on McLean's Mansion

Kōrerorero mai - [Join the conversation](#)

Analytics

Save any analytics and metrics you can, but also keep tuned into what works well:

Google analytics on your web pages. Does your promotion result in more views?

Facebook insights are very useful – you can pin down when most people are looking at your page.

Have a look at Twitter analytics.

We assemble some of this information into a monthly blog post called Top of the web.

Social media timeline

2007: 22 May: [Christchurch City Libraries blog](#) is launched, with the first posts from the 2007 Auckland Writers and Readers Festival.

7 June: [Bibliofile blog](#) is launched, with the [first posts](#) coming from a conference in the United Kingdom on joint school/public libraries.

2008: August: Christchurch City Libraries joins [Flickr](#).

2010: 15 September: Christchurch City Libraries joins Twitter as [@ChristchurchLib](#).

2011: January: [BiblioCommons catalogue](#) is launched. Users can rate items, make lists, and share opinions by using this [social catalogue](#).

22 February & after: Library staff work in social media / Web section of EOC including Share an idea.

March: Christchurch City Libraries establishes a [Facebook](#) presence.

2013: 1 September

Ahead of WW100 commemorations, we established a Twitter account [100chch](#). Read the [first tweet](#).

Find out more

- [Seven years of socialising: Social media at Christchurch City Libraries](#)
- [This is how we do it: Social media at Christchurch City Libraries](#)
- [Spread the word: Using social media to promote community programmes and events](#)
- [Top of the web](#) monthly posts