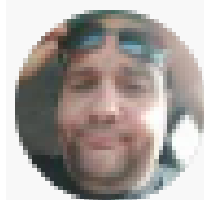


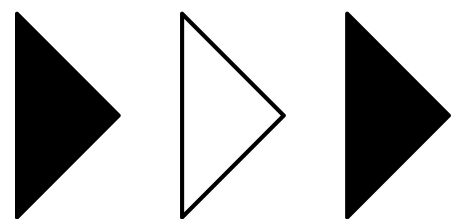
#LibraryTok

Libraries Embracing TikTok As a Form of Engagement



Chad B.

I have found library TikTok. I have come home. 🙄

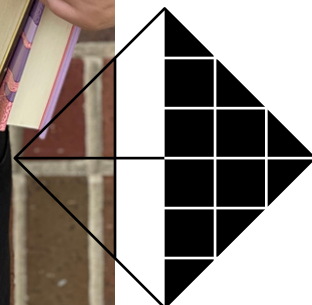


Amanda Belcher, Hannah Swale, Jenna Harte-Wisniewski



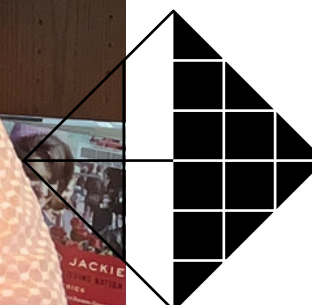
Amanda Belcher

Marketing Assistant,
Bourbonnais Public Library



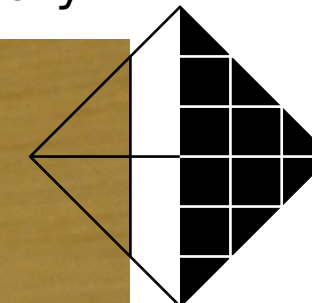
Hannah Swale

Adult Services Assistant
Supervisor, Media Coordinator,
Kankakee Public Library



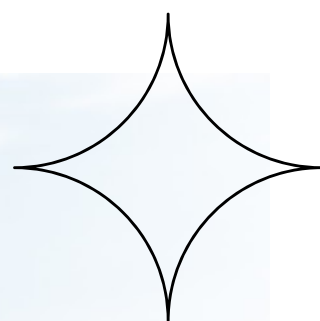
Jenna Harte-Wisniewski

Head of Adult Services,
Evergreen Park Public Library





Amanda @ Bourbonnais



@bourbonnaispublishlibrary

Treat Yourself TikTok

How I Got Started

- Booktok on my personal account
 - Library-related ideas came naturally
- Reader's Advisory
- Shift to shorter-form video content
- TikTok wasn't just a fad – it was something that had a lot of potential for us



Hannah @ Kankakee



@kankakeepubliclibrary

Wes Anderson TikTok

How I Got Started

- Was primarily using Facebook and Instagram
- Videos using Instagram just weren't cutting it
 - Not a videographer; I knew what I was envisioning and needed simple tools to create that
- TikTok opened up a world of creativity and inter-departmental collaboration that we were previously not achieving
- It's allowed for us to showcase our staff and building



Jenna @ Evergreen Park

@eppplibrary

"The Good Place" Cactus Video

How I got started

- Marketing Librarian in Texas
- Was already making short videos using InShot and other video editing apps
- Peer pressured into it
- This embarrassing webinar from April, 2020:
"I have an aversion to TikTok"





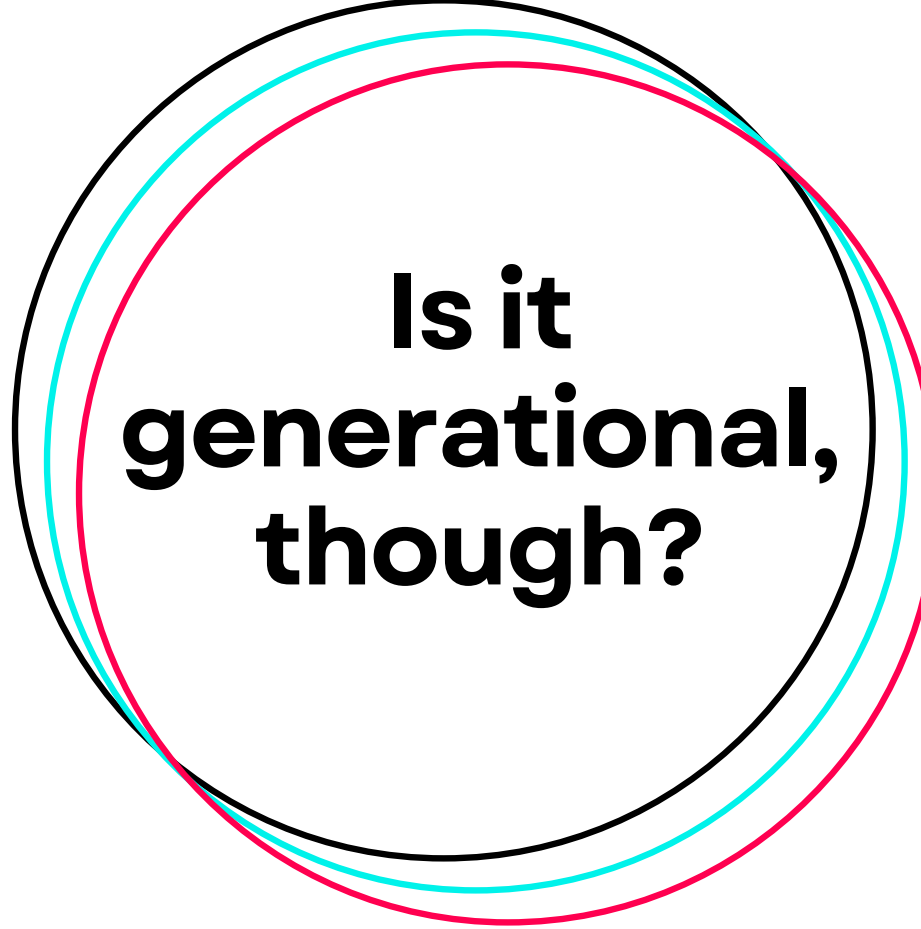
What Might Be Keeping You From Using TikTok at Your Library?



**Lack of time
and staffing**



**Lacking
videography
skills**



**Is it
generational,
though?**



Why Start A TikTok Channel?

Library Advocacy

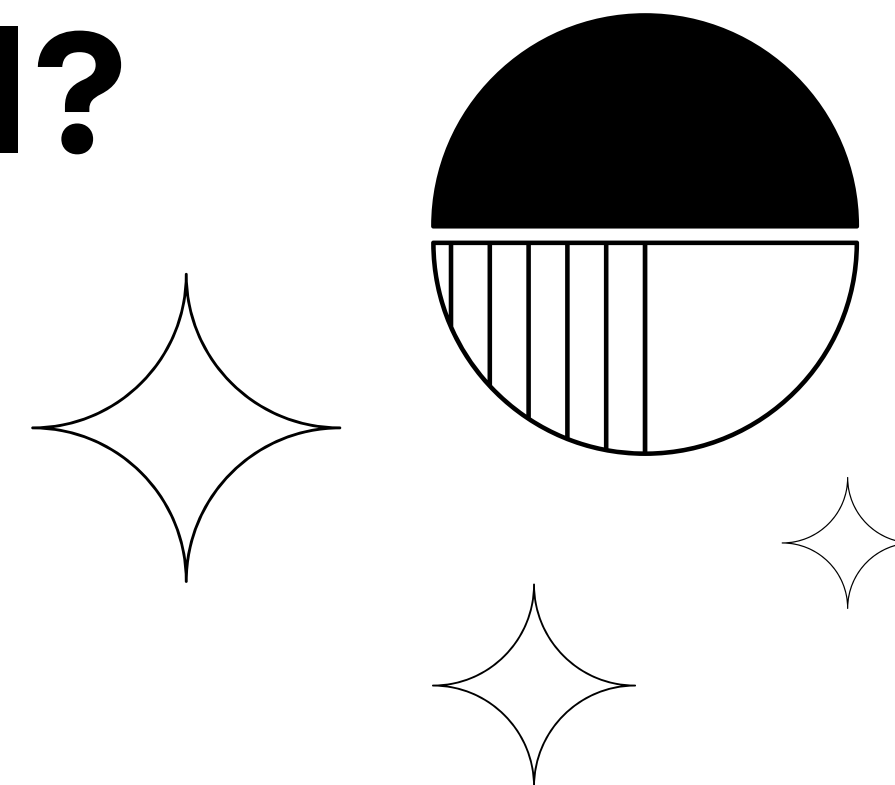
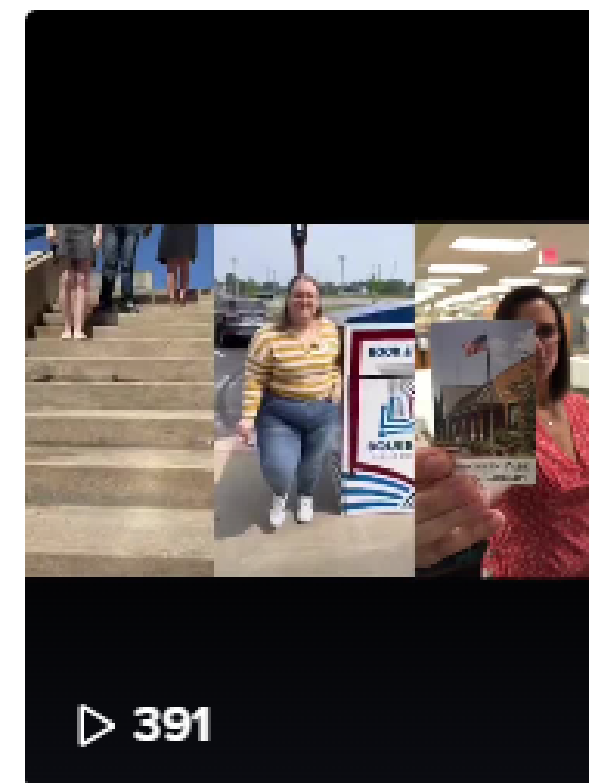
- Lesser-known resources & services
- Reader's Advisory, promoting collection

Comradery & Collaboration

- Among the broader library world
- Within staff of your own library

Reaching Your Community

- Breaking library stereotypes
- Welcoming the public into the library





Getting Started!



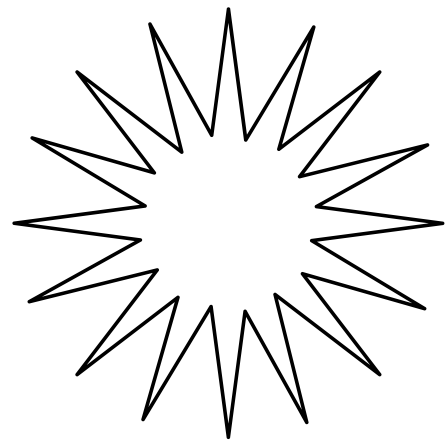
Dip your toes in

Spend time browsing for inspiration

Designate a staff member to manage the account

Start with easy content / videos



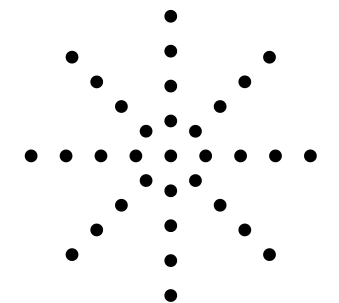


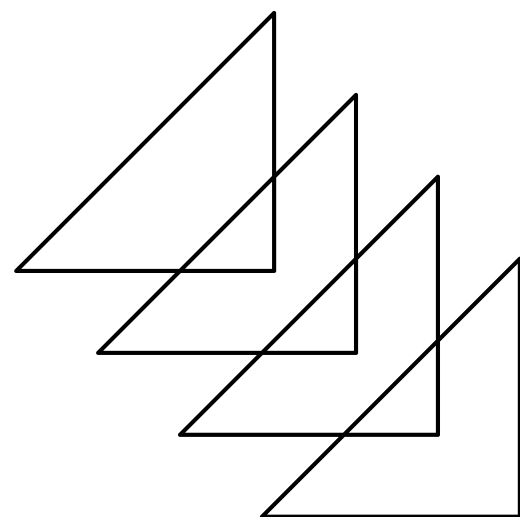
Staying On-Trend

- For You Page
- Keep a running list of ideas
- What's the angle? How does this sound or idea work for our library?
- Keep your library and audience as the main focus
- Know your audience: Creator Tools

Building A Workflow

- Build time into your weekly schedule to film
- Plan some content ahead of time, leave room for new ideas and trends
- Some videos take 10-15 minutes, like this one, 30 Thousand?

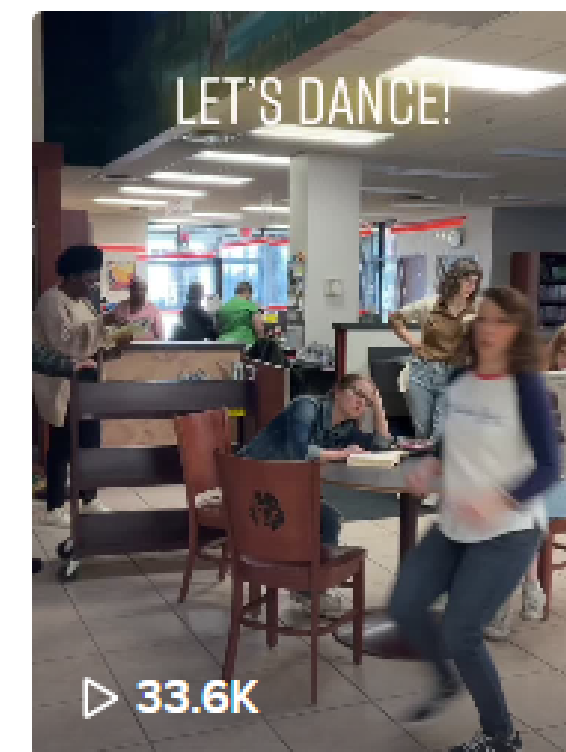




Overcoming Obstacles

Help!

- Oversight, collaboration, staff coordination
 - Balancing regular duties while making sure TikTok is consistent and relevant
- Understanding algorithms
 - Making trends with a library twist (catching a trend and making it work!)
 - Don't be discouraged when something underperforms!
- Brainstorming and creativity amongst staff





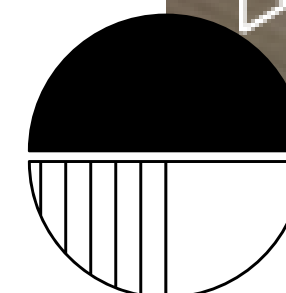
How Do You Get Staff Involved?

Have a direct vision

Show them an example

Start with simple videos & ease them into more complicated ones

Capitalize on their talents / personalities



... Impacts



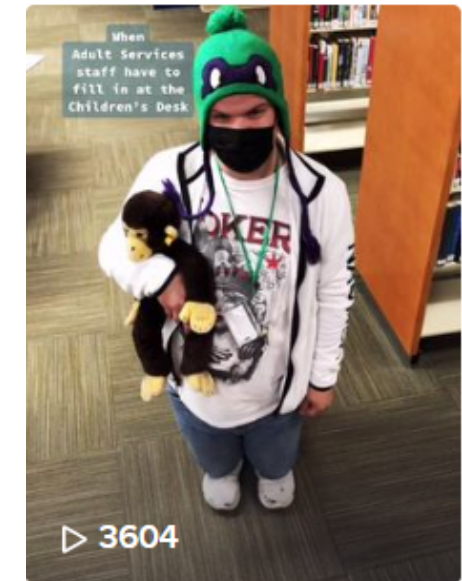
Connection

- Great for reader's advisory
- Opportunity to connect and share ideas
- Humanizes your brand
- Allows staff to be involved in marketing strategies while showing off their personalities and sense of humor



Education

- Behind the scenes
 - Teaching the public some of the inner-workings of the library
- Resources the public might not take advantage of - getting the word out!
- Breaking barriers down between the community and the library



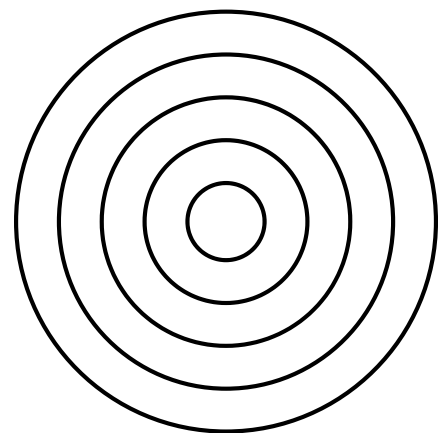
Most importantly... **FUN!**

- Creative and FUN to make these!
- Good feelings among staff and in the TikTok world
- Music, funny quotes... these are fun things!
- It's bringing younger demographics back in



Successes

- "Your TikToks brought me back to the Library" -30something y/o
- Library Love on TikTok is sky high!
 - "I still remember getting my first library card!"
 - "This was the motivation I needed to go renew my library card at my own library!"
- Comradery in the Library World
- Going viral





ba_ily

I love and appreciate my local library branch with all my heart but now I'm suddenly mad that they don't have a bunny!!!



kha

I live about three states away but I would very much like to join the Lego club



Alex

Before watching this video, I didn't know about this library. Now I want to go to the library.



thom

i came back to watch this again. library tiktok is now my mecca



sasha

I had KNOW idea the library could be such FUN!! ❤️❤️❤️❤️😊



Jeff

I'm not even kidding I've been meaning to go check out my local library forever and this convinced me to go today



user2223721505514

I get so much joy from your tiktoks 😊



Charles Books

welp the creativity here as made me want to go to the library



Plea

Don't know how I made it onto library tiktok but I do love it and want more!

5-27 Reply 1



lee

Librarians are the coolest



ryyyyy

how did the algo know to send me the librarian tiktok !!!



thato

This is my sign to go to the library. I wish it was nicer out 😭



melina

Librarians are the most awesome people in the world !



sarahb

I love that I've found library tiktok!!



there

I need to visit the library! ❤️❤️❤️🎵🌟



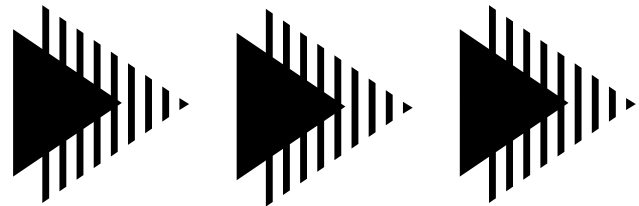
devan

oh my god!! ADORABLE!!!!🥰🥰🥰 I'm moving so this can be my library 🥰🥰



broo

I'm about to book my flight to Kankakee just to hang out at the library. 🥰

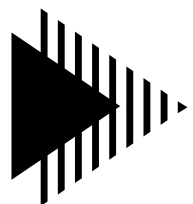


Accounts we follow for inspiration:

- **Cincinnati Public Library**
- **Brentwood Public Library**
- **Marshall County Public Library**
- **Fowlerville District Library**
- **Milwaukee Public Library**
- **Middlesbrough Libraries**
- **Great Valley High School Library**

Resources for Further Consideration:

- **TikTok in the Library: Tips & Tricks to get your Library Trending**
- **TikTok: 8 Ways Libraries are Using it: Blog post**
- **How to be Successful on TikTok: Skillshare class by content creator Erin McGoff**
- **Simple BookTok Transition tutorials: Blog post**
- **@ManagedBySkye: Social Media Coach, breaks down trends, engagement tips**



#LibraryTok #Libraries #LibrariesOfTikTok #LibraryLove #LibraryLife
#ReadersOfTikTok #BookTok #LitLovers #ReadMore Books

(Tag Wisely!)



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