#LibraryTok

Libraries Embracing TikTok As a Form of Engagement

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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

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

@epplibrary

"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
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

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

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I had NO idea the library could be such FUN! 😍❤️❤️❤️❤️

Librarians are the coolest

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

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

Librarians are the most awesome people in the world!

I love that I've found library tiktok!!

I need to visit the library! 😊❤️❤️❤️❤️

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

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

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!! 😢

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

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

I came back to watch this again. Library tiktok is now my mecca 😊

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

The fact that libraries are FREE and have computers, books, movies, games, and more. Libraries are so undereappreciated 😍

I get so much joy from your tiktoks 😊

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

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

 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

#LibraryTok #Libraries #LibrariesOfTikTok #LibraryLove #LibraryLife #ReadersOfTikTok #BookTok #LitLovers #ReadMoreBooks

(TagWisely!)
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