

This is how we do it

Seven years of social media at Christchurch City Libraries

Donna Robertson, Editor, Web Team



Shirley Lindsay Reading, 1970. [Flickr: CCL-Star-522](#)



Librarians in smocks - Shush 2.0 [Flickr: 31-August-2007](#)



Why we started

To create the online equivalent of the library desk - a friendly space where staff and customers could talk about books, local news, make recommendations, and share information.



Dennis and Camilla
Läckberg. [Flickr: 2014-05-15-IMG_0005](#)

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

12 April: [Christchurch kids blog](#) is launched.

Libraries after 4 September 2010



WiFi users outside the Central Library, 7 September 2010.

[Flickr CCL-CE-2010-09-07-DSC01928](https://www.flickr.com/photos/ccl-ce/4911111111/)

Social media timeline

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](#).

2 September

Our [Flickr site](#) passes one and a half million (1,500,000) page views.



Not The Voice – many voices

- A team of contributors blog, tweet, take photos, and more.
- Our Fingertip Library answer queries during opening hours.
- Library Web Team provides training, support, and guidance.
- Other teams are empowered to use Twitter and Facebook.



[Librarians in smocks. 2007. Flickr.](#)



What we talk about

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

Anything we think might interest our users.



Pin Group, Designer:
Ronnie van Hout
[CCL-Ephemera-Music-Rock-1980s-Poster0015](#)

Publishing plan

Each month, our website content works to a theme.

- January – Summertimes - Te wā Raumati
- February – Celebrating New Zealand - Te mana o Aotearoa
- March – Families - Whanau
- April – Thinking - Whakaaro
- May – NZ Music Month - Te marama pūoro o Aotearoa
- June – Celebrating Winter - Te mana o Hōtoke
- July – Creating - Waihanga
- August – NZ Book Month
- September – Growing - Tupu
- October – Looking - Titiro
- November – Playing - Takaro
- December – Season's Greetings - Ngā mihi o te wā



Opening of Lyttelton Road Tunnel 27 Feb 1964

[Flickr: HW08-IMG-FE062](https://www.flickr.com/photos/14814470@N00/14814470/)



NZ Music Month

An example of how the theme works in social media:

- Cherry pick our web resources on NZ music including Māori music, local venues, 1980s rock posters and promote on Facebook & Twitter.
- Make a FB album of our pics.
- Freegal Friday posts highlight free downloadable NZ music.
- Posts on NZ music in Naxos.
- Promote gigs, share photos of in library performances



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

Features

Some regular posts on our blog:

- [Freegal Friday](#)
- [Picturing Canterbury](#)
- [This week in history](#)
(also highlights anniversaries)
- [Star author](#) on the kids blog.



Freegal Friday – six album covers to tantalise.

Library events

- Social media gives us a space to promote library stuff.
- Taking photos means we have visuals to use for promotion of future events.
- We like to be able to show off all the excellent stuff happening – minecraft 3D! Science Alive! Pyjama parties!



Pyjama party at Shirley. 21 May 2014. [Facebook post.](#)



Content is king

We shamelessly pander to people's interests. When something is newsworthy and there is something relevant in our collection we share it.

See: [New Regent Street](#),
[Majestic Theatre](#),
[International Talk like a pirate day](#)



A halt on a trip to Akaroa,
at Barry's Bay 1886
[CCL PhotoCD 1](#),
[IMG0065](#)



Sustainability

We make our content across all platforms work hard:

- Re-use,
- Recycle,
- and Resurface.

It is good to be green.



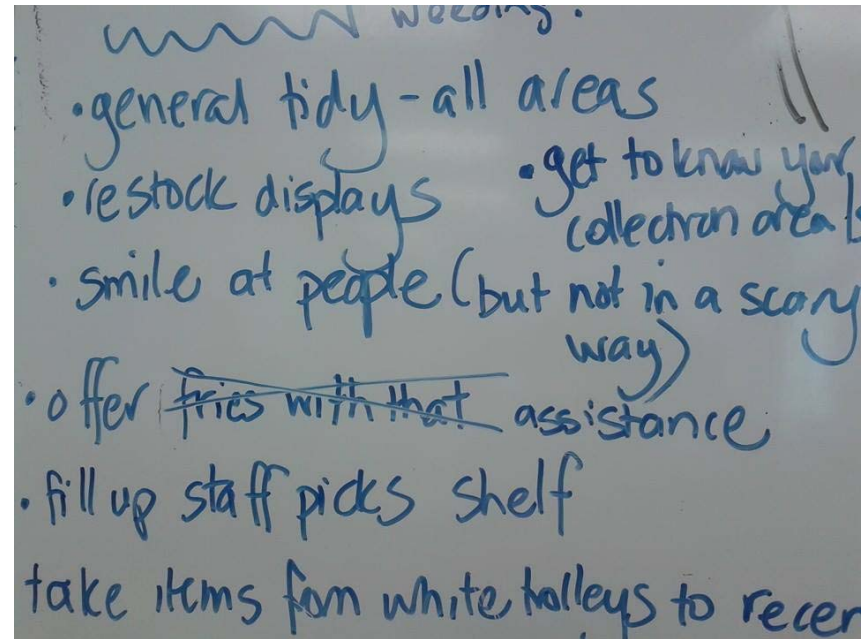
Pyjama party - NZ Post Book Awards for Children and Young adults Shirley Library. Wednesday 21 May 2014. [Flickr: 2014-05-22-IMG 0033-IMG 0021](#)



Making connections

Social media has hooked us up with people and organisations – SCAPE, Science Alive, Art Gallery, Digital NZ, journalists, publishers, authors, other libraries ...

We like to promote cool stuff others are doing, not just talk about ourselves.



What librarians say in the backroom. [Facebook post 31 January 2014.](#)

Where we're at

As at 21 May 2014:

Flickr 2,843,066 views
(18863 photos)

Facebook 3806 likes

Twitter 2983 followers,
(20,600 tweets)

Blog 542,080 views (3994
posts, 718 followers)

Kids blog 161,368 views
(1225 posts, 1035
followers)



New Brighton kites. 31 January 2014.
[Facebook post.](#)

Most viewed

- Blog post: [Christchurch: words can not explain](#) 19 March 2011
- 2013's most popular blog post was on [New Zealand best book covers](#).
- Tweet: May 2013 Shand's Emporium



Shand's Emporium
Wednesday 26 September
2012.

[CCL-2012-09-26-IMG 7991](#)

I have grouped my favourites around themes. The standout for me is how cartoonists/comic artists are creating awesome covers, and not just for comics but for novels too. My two favourite New Zealand covers are Sarah Laing's stunning illustration for Emma Martin's *Two Girls in a Boat* and the weird skewing of space in the cover image of Pip Adam's *I'm working on a building*. You can read about Sarah's creative process in her blogpost [The making of a book cover](#).



Viva comics



Colourful eye-pleasers



Most viewed

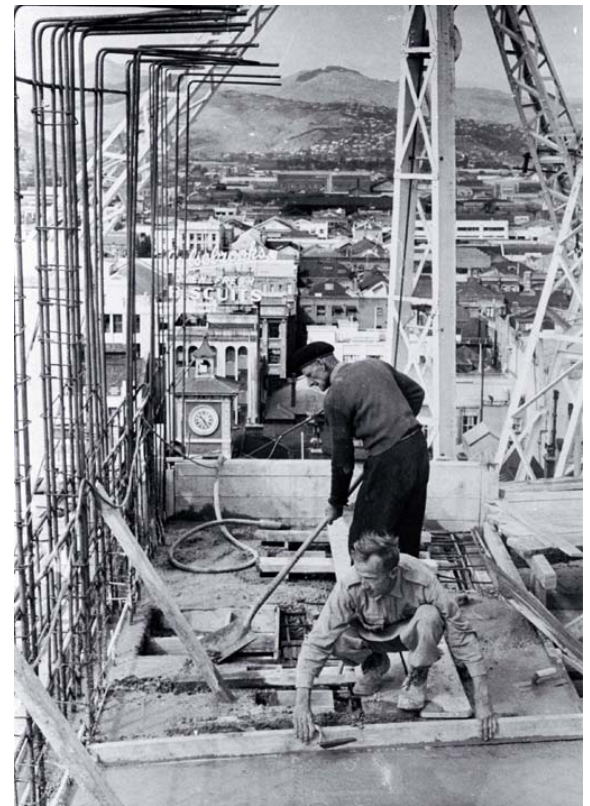
- Photograph on Flickr: [Flooded Avon River on Oxford Terrace](#) 4 and 5 March 106,297 views of flooding photos.
- Facebook post

Reach	Engagement
7.5K	49.8K 657



What next?

- New Central Library consultation and communication.
- WW100.
- Library website to incorporate blog posts.
- Working with library teams.
- Make more connections with the community.



The Post Office tower is dwarfed in this view, taken from the top of the Government Life Insurance building in the Square
[Mar. 1963] [CCL PhotoCD 11, IMG0059](#)

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
- [Top of the web 2013](#)