



# Toronto Public Library

## Online Communications and Social Media

December 9, 2013





# Online Communications and Social Media Goals

**Promotion & outreach**

**Information & service delivery**

**Customer service**

**Media and public relations**

**Accessibility**



## CONNECT WITH US



[twitter.com/torontolibrary](https://twitter.com/torontolibrary)



[facebook.com/torontopubliclibrary](https://facebook.com/torontopubliclibrary)



[youtube.com/torontopubliclibrary](https://youtube.com/torontopubliclibrary)



[pinterest.com/torontolibrary](https://pinterest.com/torontolibrary)



[flickr.com/torontopubliclibrary](https://flickr.com/torontopubliclibrary)



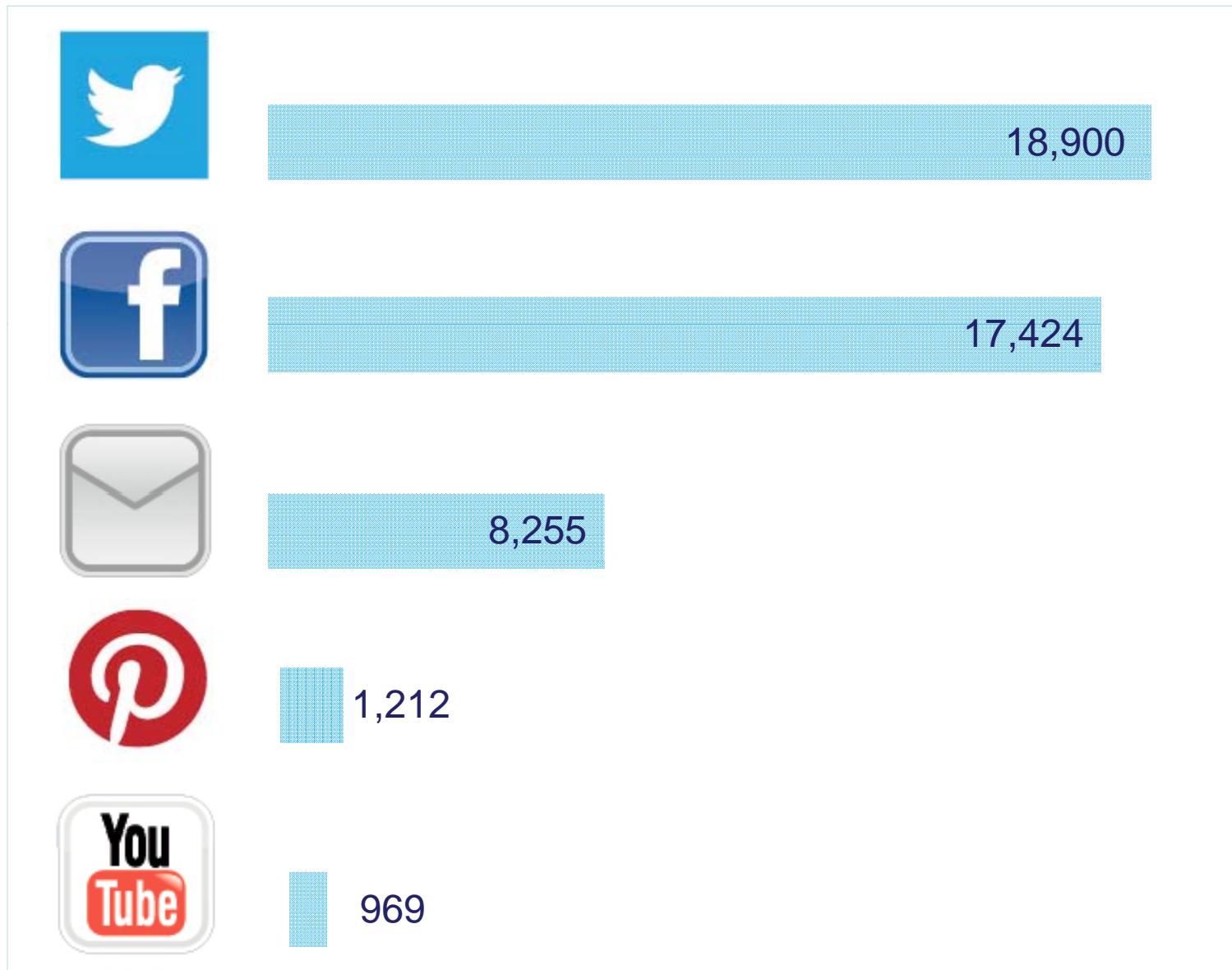
[torontopubliclibrary.ca/e-news](http://torontopubliclibrary.ca/e-news)



[torontopubliclibrary.ca/blogs](http://torontopubliclibrary.ca/blogs)

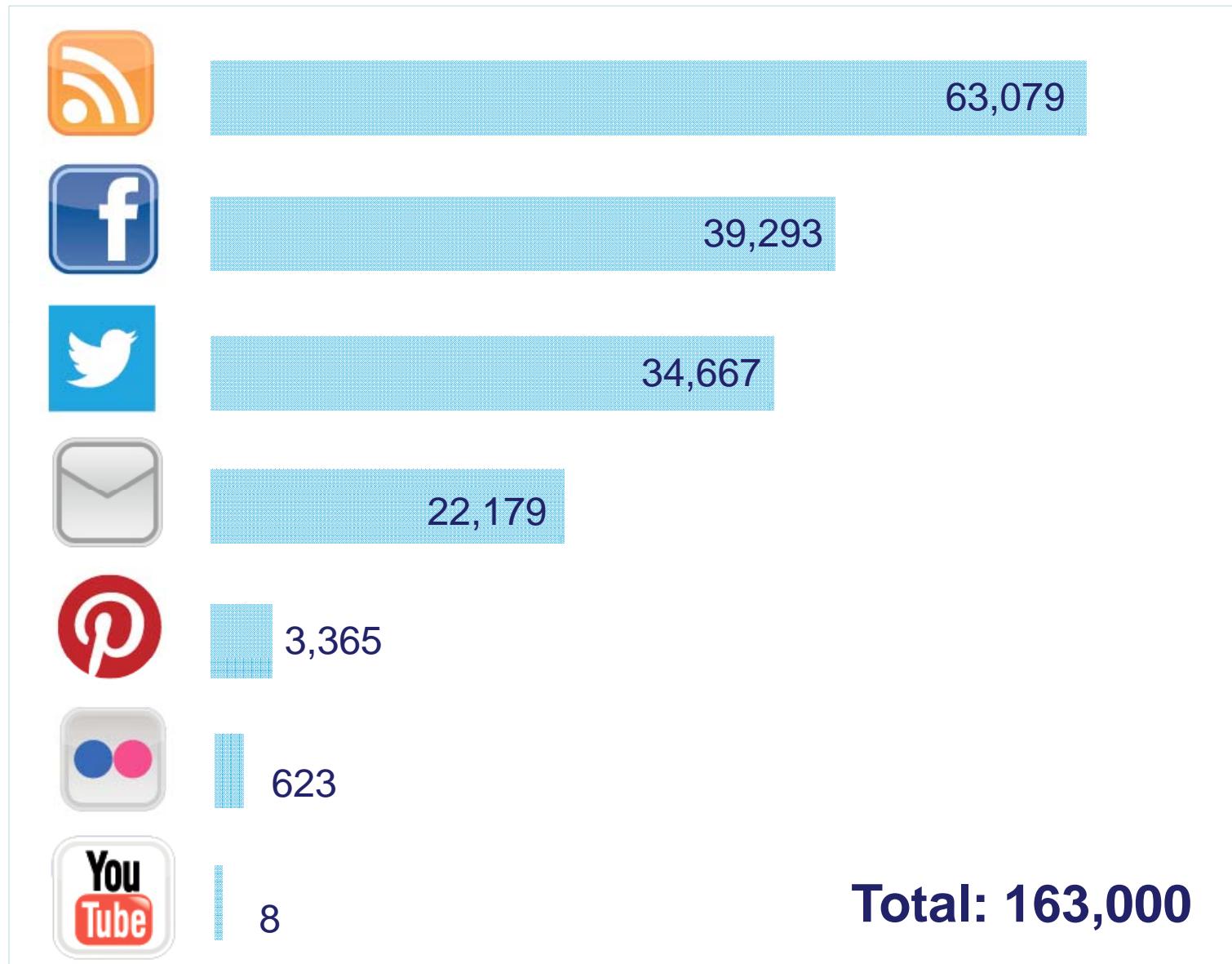


## Subscribers by channel (to Sept. 2013)





## Referring visits from online channel to TPL website (to Sept. 2013)





# Blogs

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[Books, Video, Research & More](#) [Programs, Classes & Exhibits](#) [Hours & Locations](#) [Using the Library](#)

## Blogs & Publications

### Blogs & Publications

[Open Data & Feeds](#)  
[Print Publications](#)  
[Connect with Us](#)

### Latest Blog Posts

**Web Team Blog**  
[Come preview our mobile account design at Bloor/Gladstone - Friday, Dec. 6](#)  
Dec 05 | Sandra

**Health and Wellness Blog**  
[Sleep Deprivation](#)  
Dec 07 | Emoke

**Entrepreneur in Residence**  
[#Leadership & #Legacy #EIR2013 @torontolibrary #Toronto #entrepreneurship #squash](#)  
Dec 06 | Jean Chow

### Topical Blogs

**Arts & Culture**  
[Book Buzz: The Buzz ... About Books](#)  
**Business & Personal Finance**  
[Career & Job Search Help](#)  
[Computer and Library Learning](#)  
**En français**  
[Growing a Reader: Kids Books, Tips and More](#)  
**Health & Wellness**

### Library Twitter Feed

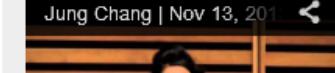
 **TorontoPublicLibrary** 4h  
@torontolibrary  
Blogger Kelli rounds up the ReLit Awards shortlist, the best new work released by Canadian indie literary publishers: [ow.ly/rxo3U](#)  
[Expand](#)

 **TorontoPublicLibrary** 11h  
@torontolibrary  
Free programs & services for aspiring and established small business owners available @torontolibrary: [ow.ly/rxohi](#)  
[Expand](#)

 **TorontoPublicLibrary** 14h  
@torontolibrary  
Nelson Mandela: July 18, 1918 - December 5, 2013: [ow.ly/rxnXc](#)  
[#RIPNelsonMandela](#)  
[Expand](#)

[Follow us on Twitter](#)

### Latest Video

 **Jung Chang** | Nov 13, 2011



# DON'T READ ALONE

## word out TEEN SUMMER READING

Summer Books Word Out Events Contests YAG Challenge You Recommend Polls

[Comics](#)

### Great Graphic Novel: Who is AC?

August 8, 2013 | Library Thomas | Comments (4)

[f](#) [t](#) [e](#) [p](#) [0](#)



Every now and then I stumble across a graphic novel that's totally ah-maaazing. I had that experience when I picked up **Hope Larson's** latest gem, **Who Is AC?**

Lin is fifteen, an aspiring writer, and an avid cyclist. When her family relocates to a small University Town in upstate New York, she's expecting her life to take a turn for the boring. Unbeknownst to Lin however, forces are conspiring to make her life... interesting. Suddenly Lin finds her life infected by a rogue computer program that turns her into the kind of hyper-powerful superhero that she so avidly writes about!

Like all of Hope Larson's other books, **Who Is AC?** is a blast to read (the illustrations by the awesomely named Tintin Pantoja only jack up the good on this one). Its also really smart. Not content to write just another gals-in-tights punch-em-up, Larson weaves internet trolling, writing zines, family conflict and all kinds of other interesting threads into her latest comic.

So checkitout! I'm a big fan of **Who is AC?**, and I think you'd like it too.

**Tell Us!**  
**Word Out Survey**

**Truth or Dare!**

- Truth!
- Dare!
- Double (dog) dare
- Promise to Repeat

**Vote** [View Results](#)

**Recent Posts**

[Eyebomb Photo Winner](#)

[Raptor's Jersey Winner](#)

[Goodbye until 2014!](#)

[A fantasy that ties in with the real world](#)



## Facebook and Twitter (To Sept 2013)



- 42 posts/month by TPL staff
- 17,400 followers/fans
- 10.5% increase over 2012

# Facebook and Twitter (To Sept 2013)

Rescue - recommended by Toronto

Like · Comment · Share

4 people like this.

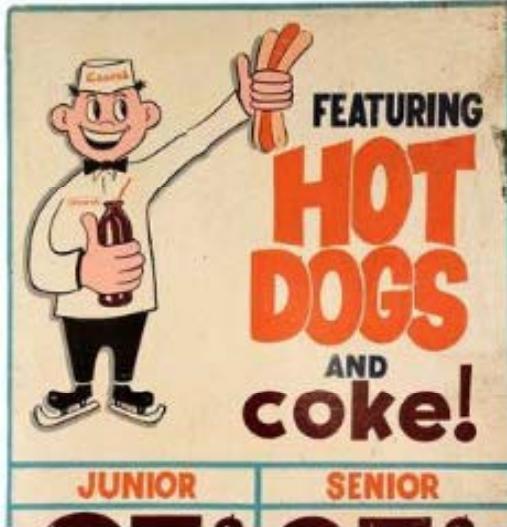
Write a comment...

375 people saw this post

Boost Post

Toronto Public Library December 3

Come Together to Create a Digital Exhibit of the World's Longest Street! <http://ow.ly/rpa4i>



Like · Comment · Share

20 people like this.

Top Comments

Write a comment...

Anna Good I can't believe they use to be a hot dog shop.

Like · Reply · December 5 at 3:57pm

Sam Litvin wow,seven Tim Hortons.even Hamilton got one.

Like · Reply · December 3 at 8:57pm

View 1 more comment

Admin Panel

Promote Page

Recent

2013  
2012  
2011  
2010  
2009  
Launched

The answers you seek may be found at the library.

Like · Comment · Share

1,417 people like this.

Top Comments

Write a comment...

Laurie Harrison Poirier Do any of the Library Staff know what this says?? 😊



Like · Reply · 5 · December 4 at 9:07am

Toronto Public Library replied · 5 Replies

Kimberly Dawn 398.2 is the Dewey number for fairy tales

Like · Reply · 1 · December 4 at 2:54pm via mobile

View 12 more comments

87,364 people saw this post

Boost Post

Toronto Public Library shared a link.

Celebrate the winter holidays to the festive rhythms of South America at NYCL on Dec 27.



# Customer Service

**Toronto Public Library** | Timeline | 2013 | Admin Panel

You are posting, commenting, and liking as Linda Hazzan — **Change to Toronto Public Library**

July 12

Richview and Black Creek branches remain closed after Monday's storm. Holds at Richview have been redirected to Eatonville and are available for pick-up. Holds at Black Creek can be picked up at Jane Sheppard branch.

Like · Comment · Share

5,354 people saw this post

July 11

Come listen to unique voices from the Older LGBT Writing Group. Receive your own free copy of their new chapbook, "Writing from the Heart." Thurs. July 18, 6pm. Yorkville Branch.

Details: <http://www.torontopubliclibrary.ca/detail.jsp?Entt=RDMEVT143571&R=EVT143571&recordType=event>

Like · Comment · Share

5,644 people saw this post

July 10

Jane/Dundas branch is now open, although the children's area remains closed. Black Creek, Richview and Spadina Road branches are closed. All other library branches are open.

Like · Comment · Share

4,376 people saw this post

July 9 via mobile

Update: Black Creek, Brentwood, Davenport, Humber Bay, Jane/Dundas, Northern Elms, Parkdale, Richview, Spadina Road

Like · Comment · Share



# Customer Service



## Tweets

Tweets with links   Tweets near you   People



**torontolibrary** TorontoPublicLibrary

Blush...thx :) "@jacqua83: Have to say, very impressed w/  
@torontolibrary twitter team. Very helpful and quick to respond. :-)"

1 hour ago



**jacqua83** Jaclyn Qua-Hansen

Have to say, very impressed w/ @torontolibrary twitter team. Very  
helpful and quick to respond. :-)

1 hour ago



**Andrew Crump** thank you for your help .. I can finally say that

maybe there really is a use for Facebook

March 22 at 5:37pm · Like · 3 people



**Toronto Public Library** Haha....it was my pleasure!

March 22 at 5:46pm · Like

Write a comment...





## Promotion & Outreach



**TorontoPublicLibrary** @torontolibrary



We're giving away iPad Minis courtesy of **@TPL\_Foundation!**  
Download **#TPLereads** to win. Details: [ow.ly/rgQrm](http://ow.ly/rgQrm)



**Elaine Mah** @e\_mah

If I didn't already love my ereader, here's yet another reason: I downloaded [@ConsumerReports](#) for free [@torontolibrary](#) **#TPLereads**



**Lily Wong** @wonglily

I downloaded The Economist for free [@torontolibrary](#)  
**#TPLereads** Go ebooks/emagazines!



**KEYZUS CHRiiST!@KEYZyhw**

I downloaded The Human Brand (audiobook) for free [@torontolibrary](#) **#TPLereads**.



**Chris Ciavaglia** @ChrisCiavaglia

I downloaded An Astronaut's Guide to Life on Earth for free  
[@torontolibrary](#) **#TPLereads**

I KNOW I'm going to enjoy this one!



**DrArleigh** @DrArleigh

I downloaded [ASP.NET MVC 4 and the Web API: Building a REST Service from Start to Finish](#) for free [@torontolibrary](#) **#TPLereads**



### Twitter

- To generate interest in our own stories.
- To monitor issues & developing stories.
- To develop relationships and build a following
- To correct misinformation
- For media, a source of news tips & to generate interest in their stories.

[Forward this E-mail](#)[View e-mail as a Web page](#)Share:     

## What's On at the Library

May 22, 2013



### Celebrate the Largest Aboriginal Community in Canada

In collaboration with the [Native Canadian Centre of Toronto](#) and the [National Film Board of Canada](#), Toronto Public Library celebrates the largest Aboriginal community in Canada this June, with [programs](#) all across the city.

Kick off our Aboriginal Celebration with [Thomas King](#) and his latest novel, "[The Inconvenient Indian](#)," hear [Aboriginal stories](#) and find out about the [Wisdom Box](#). All programs are suitable for the whole family.

[Join us for Aboriginal Celebration this June.](#)

### Recommended Reading List



[June is Seniors Month.](#)

### Celebrate Seniors Month this June

June is Seniors Month, but at the library we celebrate seniors all year round. Check out our collections, programs and services designed especially for older adults, including book clubs, computer and library training programs, volunteer opportunities and more.

[New Large Print Books](#)

[Thought Exchange Programs](#)

### Your Next Great Read

#### New for Adults

[Fiction](#)  
[Science Fiction](#)  
[Mysteries](#)

#### New for Children

[Fiction](#)  
[Non-Fiction](#)  
[French Fiction](#)

### Recent Blog Headlines



[Writer in Residence - Alissa York](#)  
[Week Fourteen](#)



#### New for Teens

[Fiction](#)  
[Graphic Books](#)



#### We Recommend

[Asian Heritage Month 2013](#)  
[Romance 2013](#)

[Arts & Culture](#)  
[Drama "Played in Britain"](#)

[Barbara Frum District](#)  
[Spring Clean the Natural Way](#)

[Computer and Library Learning](#)  
[Learn to Use Safari Tech Books Online](#)

[The Buzz... About Books](#)  
[Louise Penny Makes History at the Agatha Awards](#)

[More Blogs by Library Staff](#)

### Photo Moment



### Weddings at the Bram and Bluma Appel Salon

Conveniently located on the second floor of the iconic Toronto Reference Library, The

## Promotion & Outreach

### Keep Toronto Reading Festival



KEEP  
TORONTO  
READING  
FESTIVAL 2011

[keptorontoreading.ca](http://keptorontoreading.ca)

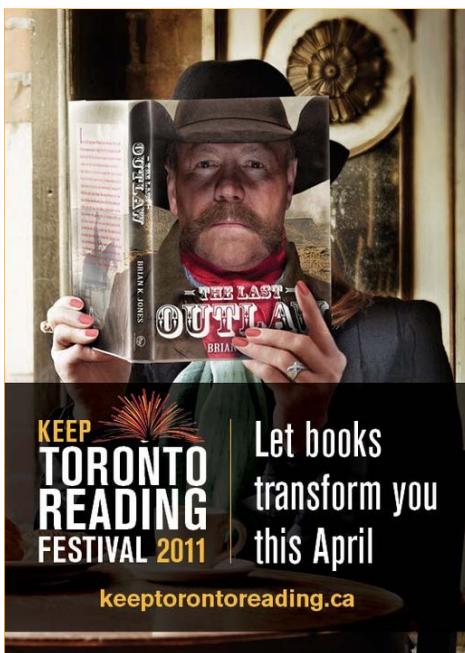
Let books  
transform you  
this April



KEEP  
TORONTO  
READING  
FESTIVAL 2011

[keptorontoreading.ca](http://keptorontoreading.ca)

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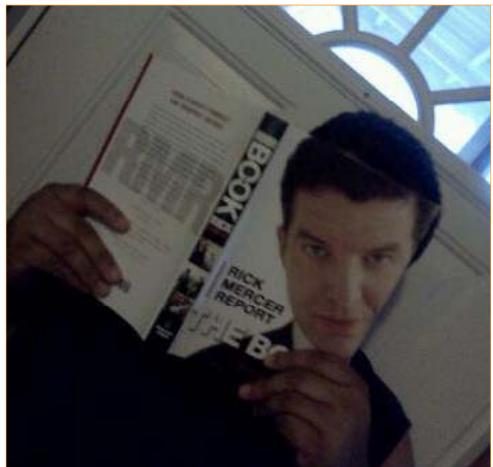
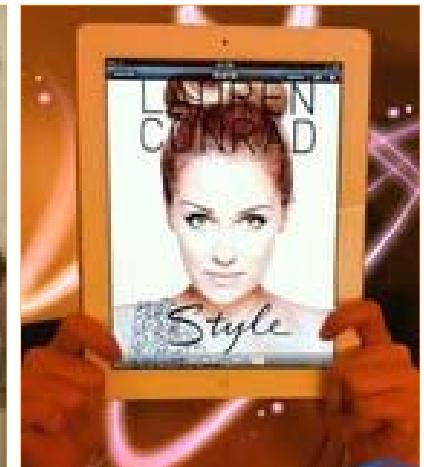
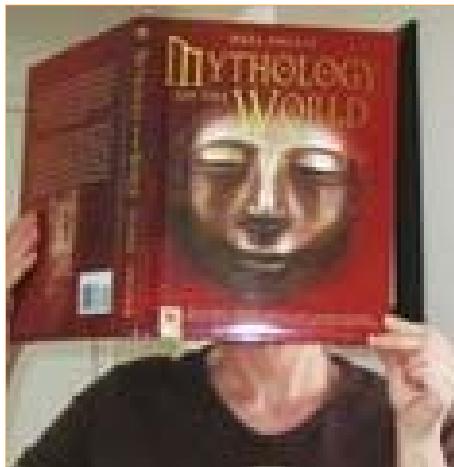
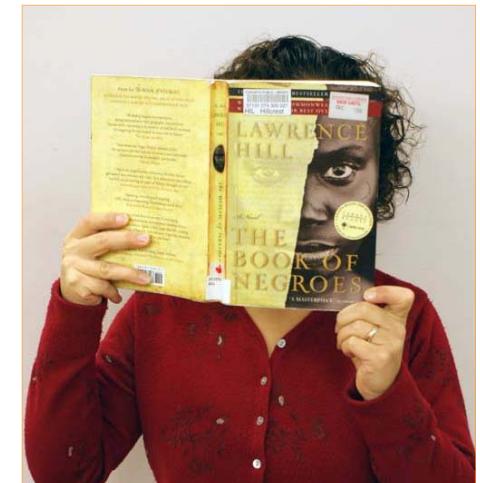
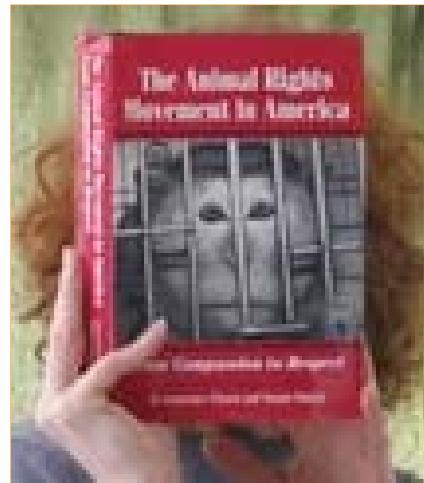
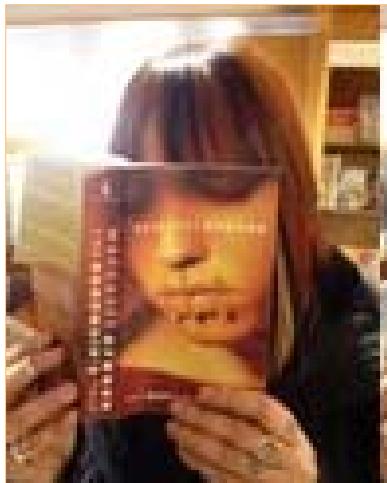
KEEP  
TORONTO  
READING  
FESTIVAL 2011

[keptorontoreading.ca](http://keptorontoreading.ca)

Let books  
transform you  
this April

# Promotion & Outreach

## Keep Toronto Reading Festival





# Promotion & Outreach

## Keep Toronto Reading Festival

facebook

Search

Welcome to your upgraded page! [Take a Tour](#) [No Thanks](#)

**Toronto Public Library**

Local Business [Edit Info](#)

**Wall** [Toronto Public Library · Most Recent](#) [Status](#) [Photo](#) [Link](#) [Video](#)

Write something...

**John Elmslie** Enter history. Open a book.

about an hour ago · Like · Comment

**Likes** [See All](#)

[Toronto Reference Library](#)

[Bloor/Gladstone Library](#)

[Young Artists For Haiti](#)

[Keep the Canada Census Long Form](#)

**Admins (18)**

[Use Facebook as Toronto Public Library](#)

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[View Insights](#)

[Suggest to Friends](#)

**You and Toronto Public Library**

[4 friends like this.](#)

**Quick Tips**

Get more people to like your Page with Facebook Ads today!

[Get More Connections](#)



## Promotion & Outreach

### Keep Toronto Reading Festival



**ab81** Ab. Velasco

Andrew's watching a Celine Dion documentary. Just kill me now.

1 hour ago



**femwriter** Anne Marie Aikins by [windybinks](#)

If you find a red [@torontolibrary](#) journal, share your fav book & tweet [#KTRjournal](#) <http://bit.ly/gM6nEa> [#KeepTorontoReading](#)

22 Mar



**windybinks** Wendy Banks

Hey guys! Here's an emoticon for the moon tonight: O

19 Mar



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[torontopubliclibrary.ca/e-news](http://torontopubliclibrary.ca/e-news)



[torontopubliclibrary.ca/blogs](http://torontopubliclibrary.ca/blogs)



**What next**

- Enhance and expand metrics
- Increase customer subscription and engagement
- Expand to new channels
- Increase integration across channels



**TORONTO  
PUBLIC  
LIBRARY**