



The Library Management Institute presents  
**The 2014 Library Communications Conference**

a two-day conference on the issues of library communications and management

Monday October 6<sup>th</sup> and Tuesday October 7<sup>th</sup>, 2014

**Description of the Conference:** This two-day conference will focus on library communications and outreach. Key library professionals will present their best practices in 60 minute workshops with a focus on how to promote libraries through public relations, fundraising, and innovative marketing strategies.

**Who Should Attend:** This conference is open to anyone directly involved in or having interest in library communications and management. Library administrators, program managers, training specialists, public relations/marketing directors, and fundraisers will enjoy the sessions of this conference.

**Conference Location:** The conference will take place at

**The Hotel ML**

915 Route 73

Mt. Laurel, NJ 08054

(856)-234-7300

<http://thehotelml.com>

The hotel features the **CoCo Key Water Resort**

**Conference Fee:** Early Registration: \$229.00 per person  
Regular Registration: \$249.00 per person

Your conference fee covers admission to all sessions, breakfast both days, breaks throughout the conference, and the Closing Lunch on Tuesday. The Keynote Luncheon on Monday is by reservation and is \$30.00.

**The Library Management Institute:** The Library Management Institute offers workshops and conferences for the library community with a special focus on the issues in library management and leadership. Topics include marketing and outreach, library human resources management, organizational dynamics, budgeting and financial management, and user dynamics.

**Lodging:** Our conference hotel will be The Hotel ML, Mount Laurel, NJ. All attendees must make their own reservations. The following list shows other hotels located around the area:

- Wingate By Wyndham Mt. Laurel/Philadelphia Area  
5000 Clover Road, Mount Laurel, NJ 08054 (856) 235-7500  
<http://www.wingatemtlaurel.com/>
- Red Roof Inn Mt Laurel  
603 Fellowship Rd, Mt Laurel, NJ 08054 (856) 234-5589  
<http://www.redroof.com/property/Mount-Laurel/NJ/08054/Hotels-close-to-I-295-New-Jersey-Turnpike/RRI066/>
- Fairfield Inn & Suites Mt. Laurel  
350 Century Pkwy, Mt Laurel, NJ 08054 (856) 642-0600  
<http://www.marriott.com/hotels/travel/phlfm-fairfield-inn-and-suites-mt-laurel/>
- Courtyard Mt. Laurel  
1000 Century Pkwy, Mt Laurel, NJ 08054 (856) 273-4400  
<http://www.marriott.com/hotels/travel/phlml-courtyard-mt-laurel/>

**Entertainment:** The Hotel ML is located near the Moorestown Mall (<http://moorestown-mall.com/>). On Monday, October 6<sup>th</sup>, the hotel will provide transportation for anyone wishing to get out for the evening to shop, see a movie, or dine. There will be a shuttle departing from The Hotel ML at 6:15pm, and pick-up times can be scheduled for your return.

The Hotel ML also has two on-location restaurants, Talia's restaurant and The T-bar. Talia's will be open Monday, Oct. 6<sup>th</sup> for lunch and dinner for conference attendees.

**CoCo Key Water Resort** (located within the Hotel): With over 55,000 sq. ft. of indoor water park, 150,000 gallons of water, state of the art arcade and multiple dining options CoCo Key Water Resort and The Hotel ML have A LOT to offer! If you're traveling with your family and want to attend the park, \$18.00 admission vouchers are available for Friday, Oct. 3<sup>rd</sup>-Sunday, Oct. 5<sup>th</sup>, 2014. If interested, please make prior arrangements with the Conference Director to secure these passes.

# **The Conference**

## ***Monday, October 6, 2014***

***8:30 am to 9:30 am***

**Registration & breakfast buffet**

***9:30 am to 10:15 am***

**The Terrace Room**

**Keynote Address: Dr. Curtis Rogers**



**Topic: Think Forward: Revitalizing Your Keeping Up Habits**

*Do you feel like you get behind on all the new technology innovations, e-books, communications, PR, and library and information science? This session will take a look at important resources for keeping up, and attendees will have an opportunity to share their experiences and methods they use for keeping up.*

**About Dr. Rogers:** Dr. Curtis R. Rogers is Communications Director for the South Carolina State Library and coordinates the SC Center for the Book. He has been in the library and information science field for 27 years and has worked at public, academic, and government libraries. Rogers conducted a national survey on how libraries use social media for public relations and has presented at ALA and the German Library Association annual conference. He holds a BA in Geography, MLIS, and EdD from the University of South Carolina as well as a certificate of study from the University of the Azores, Portugal. Rogers was the 2008 president of the SC Library Association and currently serves as secretary of the SC Academy of Authors.

# **Monday, October 6, 2014**

**10:15 to 10:30 am**  
**Morning Break**

**10:30 am to 11:30 am**  
**Concurrent Workshops**

## Room A

**Topic: Beyond Facebook: Reaching Out to Teens and Young Adults through Social Media**

**Presented by:** Jennifer Evans

Project Librarian for the LEOtrain Project at the Gee Library  
Texas A&M University-Commerce  
College Station, TX

*The population of Facebook users is aging. We all know that youth love social media, but they view Facebook, the most commonly used platform, as boring, and mainly keep their accounts active to stay in touch with older friends and family members. Libraries need to learn to branch out to other platforms to reach their younger population. Avenues such as Twitter, Instagram, Vine, and YouTube are on the rise with tween, teen, and undergraduate user groups. This presentation will address best practices for library marketing to this population using these platforms. I will include examples for library usage and methods for cross-posting to different platforms.*

## Room B

**Topic: Using Free Library Webinars to Attract Donors**

**Presented by:** Cynthia Tysick and Kathleen Quinlivan

Cynthia is the Associate Librarian and liaison to Anthropology and Communications  
Kathleen is the University at Buffalo Libraries' Communications Officer  
University at Buffalo  
Buffalo, NY

*Students at colleges and universities never realize the wealth of quality information available to them through their academic libraries until it is taken away. Once students graduate and go out into the world, their need for quality information does not disappear; unfortunately, their ability to locate information without a price tag does. Last year the University at Buffalo Libraries sought to remedy that problem and created Library Live!, a series of free webinars aimed at providing research tips to University at Buffalo alumni. The webinars utilize free web conferencing software that allows pre-registration, event reminders and help documentation. Come learn how the University at Buffalo Libraries has turned these free alumni webinars into a good will PR dream, increased the number of potential library donors, and reached out to a university population woefully underserved by many academic libraries.*

## Room C

**Topic: Communicating During Times of Change**

**Presented by:** Linda Ong

Director, Communications and Marketing  
University of British Columbia's Library  
Vancouver, BC Canada

*Libraries are undergoing tremendous change and have had mixed success with communicating these changes to internal and external audiences. How do you develop key messages and ensure they are consistent with your spokespeople? How do you use internal communication channels to keep Library staff informed? How will you use media relations to communicate the changes? We will highlight how UBC Library managed its change communications strategy, sharing tools, tips, and advice on how to manage the flow of communications with multiple audiences and channels.*

**Monday, October 6, 2014**

**11:45 am to 12:45 pm**

**The Terrace Room**

**Keynote Luncheon (by reservation)**

**Keynote Address: Kathy Dempsey**



**Topic: It's Not About You! Ensuring a Great User Experience**

*If you want your library to be well-used and well-liked, then you have to make it all about the "user experience" (UX). This means taking a fresh look at everything, from your chairs to your policies. This keynote will help you see through patrons' eyes and give you a checklist of items to consider. If you offer great UX, you have a foundation for success.*

**About Ms. Dempsey:** Kathy Dempsey is a consultant and trainer through her business, Libraries Are Essential, and is the author of *The Accidental Library Marketer* (Information Today, Inc., 2009). Her work is dedicated to helping librarians and information professionals promote their value and expertise in order to gain respect and funding. Kathy has been the Editor of the *Marketing Library Services* newsletter for 20 years and was formerly Editor-in-Chief of *Computers in Libraries* magazine. She also blogs at The 'M' Word. Kathy is an active member of the New Jersey Library Association and serves on its Newsletter Editorial Board.

**1:00 pm to 2:00 pm**

**Concurrent Workshops**

Room A

**Topic: Reaching Our Students Using Instagram, #hashtags, and National Library Week**

**Presented by:** Mallory Jallas and Stephanie Bowen

Mallory is the Reference and Instruction Librarian

Stephanie is the former Barbara Holley Intern

Gettysburg College's Musselman Library

Gettysburg, PA

*Academic librarians are striving to outreach and promote libraries to students where they are. We oftentimes find ourselves asking... how do we find the students and how do we interact? At Gettysburg College we tackled these questions and devised engagement opportunities using social media and anchoring activities around popular spaces in the library.. Our session will explain the planning, execution, and assessment of our projects and how it can be adapted to other libraries.*

**Monday, October 6, 2014**

**1:00 pm to 2:00 pm**

**Concurrent Workshops**

Room B

**Topic: Tools for Being a Dynamic Workshop Presenter**

**Presented by:** Jason Broughton

Outreach Coordinator/ Global Career Development Facilitator/ Business & Employer Services Professional  
State Library Communication Dept.  
Columbia, SC

*Learn how to make your workshop or presentations engaging, informative, and more thoughtful. The following topics will be covered.*

- **Types of Presentation Styles**
- **Telling a Story:** Quotes, fables, using humor, using your experiences, and online resources
- **Use of Space:** Room styles for maximum usage
- **What are you saying to your audience?:** Living in the present moment, non-verbal's, verbal pollution, being verbose, and tone
- **Gaining their Attention:** fonts, graphics, drawings, images, and music clips
- **Finding Creativity and Information:** Presentation websites & blogs, Wordle, Tagxedo, and using Power Point games for engagement, and many others
- **Evaluations and Endings:** Effective presentations visuals, gauging the audience, knowing when to shift gears, effective endings

Room C

**Topic: Ramp up the Moxie! – Use a Marketing Language Bank to Dig Out of Your Library Marketing Rut**

**Presented by:** Paula Watson-Lakamp

Communications Manager  
Poudre River Public Library District  
Fort Collins, CO

*Are you up to your eyeballs in content calendars, social media schedules, SEOs, CRMs, and the next big thing? Get back to the basics of good customer relationships and tame your work load with this proven approach. Learn how to construct and use a “Language Bank” that will help you manage your workload and put the fun back into marketing fundamentals. Bring a pen and a sense of humor and get ready to walk out of this session with a smile on your face and actionable items to take back and use today!*

**2:00 pm to 2:15 pm**

**Afternoon Break**

**Monday, October 6, 2014**

**2:15 pm to 3:15 pm**

**Concurrent Workshops**

Room A

**Topic: Digital Photography to the Rescue!**

**Presented by:** Dr. Curtis Rogers

Communications Director

South Carolina State Library

Columbia, SC

*Improve your library's image through better digital photography. Taking pictures is more than just pointing the camera and pressing a button. To get the kind of photos libraries need for promotional purposes, attendees will learn more about the basics of digital photography and how to get the most out of digital cameras. Concepts such as framing, lighting and ISO will be reviewed. Working with a DSLR camera will be highlighted. Attendees will review images and discuss how library photos can be improved through simple editing techniques. Transition from taking just snapshots to producing inspired images that will make your library shine!*

Room B

**Topic: Community Outreach Activities at the Elihu Burritt Library: Collaboration with the University's Office of Institutional Advancement**

**Presented by:** Dr. Carl Antonucci and Renata Vickrey

Carl is the Director of Library Services

Renata is the Special Collections and Community Outreach Librarian

Elihu Burritt Library, Central Connecticut State University

New Britain, CT

*One of the goals of the Elihu Burritt Library Strategic Plan, 2012-2015 is to collaborate with the University's Office of Institutional Advancement to create a vibrant Friends of the Burritt Library group that serves to significantly increase the Library's endowment. To help in accomplishing this goal, a new position was created. The new University Archivist, Special Collections and Community Outreach Librarian is a unique position and works twenty-five percent of her time under the supervision of the Vice President of Institutional Advancement. This presentation will discuss the creation of this new position and how this arrangement has benefited the Burritt Library. The formation of the Friends of the Burritt Library group, fundraising activities and the community outreach efforts of the Library will also be discussed.*

Room C

**Topic: Tying it all together: Utilizing Market Research to Inform a Marketing Plan and Further Library Branding**

**Presented by:** Laura Tomcik

Assistant Professor, Outreach Librarian

Wheaton College, IL

*It is easy to learn the concepts of what a brand is or the ideal marketing plan, but it is hard to put this knowledge into practice. At this session, you will learn how one library at a small liberal arts college took best practice information and tied it all together to create a cohesive marketing plan that fit the community and communicated the library brand. This presentation will reveal how libraries can incorporate internal analysis with market research to determine target audiences, develop a marketing plan, and coordinate measurable promotional activities.*

**Monday, October 6, 2014**

**3:30 pm to 4:30 pm**

**Concurrent Workshops**

Room A

**Topic: Designing Space and Interactive Events to Draw Students In**

**Presented by:** Rebecca Jones

Library Public Relations and Event Coordinator

University of Wisconsin–Whitewater.

Whitewater, WI

*The program will focus on event and space planning in academic libraries. How to plan low-cost events, collaborate with other campus entities, and design a student friendly space. I will discuss how these changes have brought our academic library from a seldom used or talked about location to a campus hotspot.*

Room B

**Topic: You Have the Tools, Now Get the Chops: How to Instantly Improve Your Printed Pieces by Applying Graphic Design's Basic Principles.**

**Presented by:** Joanne Quinn

Communication & Service Promotion team leader

Falvey Memorial Library at Villanova University

Philadelphia, PA

*In the digital age, everyone has the tools for making great printed pieces right at their fingertips, but not everyone has the ability to make them sing! Fortunately, there are fundamentals that anyone can easily apply to improve their work instantly. If you have to occasionally do design work or direct others to do so, it is beneficial to learn the basic rules of graphic design and be able to judge between strong and weak work. I will cover the basic principles of graphic design as well as reveal great almost-free resources I have found for anyone who needs to create effective promotional material.*

Room C

**Topic: How to Write Really Effective Survey Questions**

**Presented by:** Kathy Dempsey

Consultant and trainer through her business, Libraries Are Essential, and is the author of *The Accidental Library Marketer* (Information Today, Inc., 2009).

Medford, NJ

*Do you conduct surveys to find out whether people want or like certain programs, services, or ideas? Are the responses you get back truly helpful, or are they vague? There is an art and science to writing questions that will deliver unbiased, useful answers. Learn which words not to use and exactly how to phrase your questions in order to ensure that your survey responses will be worthwhile and insightful.*



**Monday October 6, 2014**

**4:45 pm to 5:30 pm**

**Concurrent Workshops**

Room A

**Topic: Coffee and Donuts, Puppies and Legos: Finals Stress Relief Activities in Academic Libraries**

**Presented by:** Joan Petit

Communications and Outreach Librarian

Portland State University Library

Portland, OR

*Many academic libraries, working either alone or in conjunction with student groups or campus wellness organizations, offer stress relief activities and snacks during finals time. These events, especially those that provide free coffee or bring therapy animals into the library building, are often quite popular with tired, stressed students. What kinds of activities are libraries offering for students? Who organizes and promotes them? How much money and time do they spend? And how do libraries measure the success of these events? In this presentation, learn about Finals Weeks activities in libraries and how you might implement or improve your own.*

Room B

**Topic: Storytelling in 140 Characters or Less**

**Presented by:** Angel Gondek

Library Supervisor, Circulation and Multimedia Services

Columbus State Community College

Columbus, OH

*This workshop would delve into the best practices and tested methods of utilizing Twitter to tell the story of your organization or collection. While Twitter demands that writers are economical in their words, it is still possible to effectively promote your resources and garner local attention with an optimized content strategy and story arc. The Columbus State Community College Library was awarded a grant from the American Libraries Association to create a variety of exhibits and activities pertaining to Banned Book Week. While much of this story can be told through pictures and direct participation, each member of the College's Social Media Team will highlight the importance of this issue. This workshop will highlight how one particular media outlet, Twitter, went about creating a content rich story, highlighting campus and local activities and resources, in one hundred and forty characters or less.*

Room C

**Topic: Promoting Library Collections through Media Partnerships**

**Presented by:** Nathan Masters

Manager of Academic Events and Programming Communications

USC Libraries

Los Angeles, CA

*Today's changing media landscape offers libraries an unprecedented opportunity to promote their collections directly to the general public. Media organizations—especially online media—are hungry for original content, but often they can't afford to pay writers, photographers, and other content creators. Enter libraries. By pairing unique visual collections with skilled staff writers or expert librarians, libraries can create original digital packages that local media find irresistible. Since 2011, the USC Libraries have forged several productive partnerships with media organizations, including public television station KCET, Los Angeles magazine, and Gizmodo. Participants in this workshop will learn strategies for forging partnerships with local media, brainstorm relevant library collections, and discuss how to create online content that both enhances the visibility of library collections and provides an engaging and informative reader experience.*

***Tuesday, October 7, 2014***

***8:30 am to 9:30 am***

**Registration & breakfast buffet**

***9:30 am to 10:15 am***

**The Terrace Room**

**Keynote Address: Angela Montefinise**



**Topic: Promoting Reading and Libraries in the Age of 140 Characters**

**About Ms. Montefinise:** Angela Montefinise joined The New York Public Library's Media Relations Department in January 2010 after spending nearly a decade as a reporter and editor in the New York media. At the Library, she has helped greatly increase the institution's positive press mentions, has contributed to the growth of the Library's robust social media presence, has launched and driven editorial content on a successful Library Tumblr blog, has written multiple articles about the Library for a weekly column on Huffington Post, and has led several creative marketing initiatives, including partnerships with a LEGO artist, the Food Truck Association, and Coney Island Beer Company. She has played key roles in multiple campaigns – including the successful 2014 #ireadeverywhere campaign (that had participation from Hillary Clinton, Mindy Kaling, Jim Parsons, and countless authors) an award-winning advocacy campaign to fight budget cuts in 2010, and the celebration of the Centennial of the Library's landmark 42nd Street building. Prior to the Library, Montefinise worked at The New York Post and Queens Tribune newspapers. Montefinise, a New York City native, graduated from Queens College in 2001.

***10:15 am to 10:30 am***

**Morning Break**

**Tuesday, October 7, 2014**

**10:30 am to 11:30 am**

**Concurrent Workshops**

Room A

**Topic: Celebrating Promotion and Tenure through the Libraries**

**Presented by:** Dr. Molly D. Boyd

Assistant to the Dean of Libraries

University of Arkansas Libraries

Fayetteville, AR

*Each year, the University of Arkansas Libraries hosts a reception for those faculty who earned tenure or promotions during the past year. As a part of the celebration, the Dean of Libraries asks the honored faculty to recommend a book that has made the biggest impact on their lives or career, and to write a description of their choices. The books and explanatory placards are mounted in an exhibit in the library, and a commemorative booklet is created. The faculty members' families, department heads, and deans are invited to the reception, at which the Chancellor and Provost speak.*

*Besides being fun to do, the annual event (now in its fifth year) serves several outreach purposes: it brings faculty into the Libraries, acquaints them with staff, and promotes good will, it allows the faculty members' friends, families, and colleagues to experience and celebrate their achievement in a way that reinforces the achievement's impact, and it allows everyone else in the community—staff, faculty, students, and administrators—to browse the selection of books on display, to gain an insight into a faculty member's development, and to be inspired.*

Room B

**Topic: Establishing a Library Marketing Consulting Practice**

**Presented by:** Bob Kieserman

Founding Executive Director

Library Management Institute

Cherry Hill, New Jersey

*This workshop will focus on how to successfully establish a full-time or part-time library marketing consulting practice. We will look at the various areas of specialization as well as the legal, financial, and administrative requirements necessary to be in business. We will also discuss how to find clients, how to write proposals, and how to handle the actual consulting engagements.*

Room C

**Topic: Let's Work on Your Elevator Speech**

**Presented by:** Kathy Dempsey

Consultant and trainer through her business, Libraries Are Essential, and is the author of *The Accidental Library Marketer* (Information Today, Inc., 2009).

Medford, NJ

*Everyone who works in or supports libraries should have a ready-made elevator speech about why they still matter. If you do not know how to respond when someone says, "We do not need libraries anymore now that everyone has the internet," then this interactive session is for you. We will craft short, effective elevator speeches via group participation and individual help. Attendees will leave with useful responses. (This session can also serve as a "train the trainer" for those who want to go back to work and use it as an all-staff exercise.)*

**Tuesday, October 7, 2014**

**11:45 pm to 12:45 pm**

**The Terrace Room**

**LUNCH** (included in registration)

**1:00 pm to 2:00 pm**

**Concurrent Workshops**

Room A

**Topic: Publish and Thrive: Navigating Publishing Opportunities for Librarians**

**Presented by:** Joel A. Nichols

Branch Manager & Children's Librarian

Charles L. Durham Library-Free Library of Philadelphia

Philadelphia, PA

*This workshop will give an overview of different publishing opportunities for Librarians, which range from web content, such as blogs and reviews, to articles in both popular and peer review journals, as well as the current landscape of book-length projects in Library Science. This workshop will show librarians how to find publishing opportunities, navigate predatory publishers and calls for submissions, and turn their passion for their daily work into published material. There will be a special emphasis on using writing and publishing opportunities to document and share the work of public librarians. It will also walk participants through a sample book proposal.*

Room B

**Topic: Technology Petting Zoo**

**Presented by:** Jason Broughton

Outreach Coordinator/ Global Career Development Facilitator/ Business & Employer Services Professional

State Library Communication Dept.

Columbia, SC

*This workshop can get your staff, users, and citizens discussing new ways of interacting with your library. The technology petting zoo allows attendees the chance to interact with tablets, e-readers, and other devices. The workshop includes the following:*

- *The most current vendors of ereaders and tablets on the market*
- *Ebook vocabulary*
- *Proprietary vs. open standard file formats*
- *Readers, Tablets, and software formats*
- *Adobe Digital Editions account set up*
- *Amazon and Barnes and Noble account set up*
- *Ebook downloading from a catalog, Amazon, Barnes & Noble, and other ebook websites*
- *Where patrons can find free ebooks for almost any topic or subject*
- *Trouble shooting devices*
- *Assisting with mobile devices such as iPad's & tablets*
- *Customer service tips when assisting with ereaders and tablets*
- *News & blogs to be aware of on news and developments*
- *Tips on helping users connect to your library catalog*
- *How to create your own ereader outreach or technology petting zoo*

**Tuesday October 7, 2014**

**1:00 pm to 2:00 pm**

**Concurrent Workshops**

Room C

**Topic: What is Content Marketing + Why Aren't You Using It?!**

**Presented by:** Jennifer E. Burke

President of IntelliCraft Research LLC.

Quakertown, PA

*Content marketing is applicable well beyond the business world, but what can your library do to take advantage of this new way of communicating with core audiences? What is content marketing, and what is it not? What are common mistakes to avoid? Why are you probably not using this technique and why you should care? We will also cover the basics of a content strategy and the 6 types of content all organizations need to have in their creative tool kit. The presentation will include examples of strategies and content you can use for building content marketing plans as part of your outreach. There will be exercises, handouts and opportunity for interaction and questions.*

**2:15 pm to 3:15 pm**

**Concurrent Workshops**

Room A

**Topic: Ten Years of Chasing the White Rabbit: Planning and Staging the USC Libraries Annual Wonderland Award**

**Presented by:** Tyson Gaskill

Executive Director of Communications and Events

USC Libraries

Los Angeles, CA

*In spring 2014 the USC Libraries celebrated the tenth anniversary of the Wonderland Award; a multidisciplinary competition open to Southern California College students, which encourages new scholarship and creative work related to the Victorian polymath Lewis Carroll. The primary purpose of the award is to promote and encourage the use of the Cassidy Lewis Carroll Collection, held in USC's Doheny Memorial Library.*

*To celebrate the ten-year mark, the Libraries hosted a multimedia spectacle, "remapping" the façade of Doheny Library using rare materials from the collections. In addition, we have begun publishing some of the "greatest hits" of the contest, including poetry, fiction, and art submissions. This workshop will cover the joys and difficulties of establishing such a competition in a library, and nurturing it as it grows into an increasingly complicated undertaking with ever more complex logistical needs and demands from the award sponsors and collection donors.*

**Tuesday October 7, 2014**

**2:15 pm to 3:15 pm**

**Concurrent Workshops**

Room B

**Topic: Getting the Right Results with Social Media**

**Presented by:** Jessica Woolman

Web Communications Coordinator

UBC Library's Communications and Marketing Department

Vancouver, BC, Canada

*Libraries and library organizations are in a great position to use social media for community engagement, promotion and outreach, but how do you know if you are getting the right results? And how do you figure out the story behind the numbers? In the fall of 2013, UBC Library conducted a comprehensive review of how its social media accounts compared to other libraries in the US and Canada. The result is an in-depth look at how and what to measure when looking at social media.*

*Using real-life examples, this session is both a presentation on myths versus realities in the world of social media, and a discussion on how your organization can gauge its social media effectiveness. Participants will learn about key indicators to measure their social media results, along with measurement tools to determine both qualitative and quantitative results. The discussion will focus in particular on: when and what to measure, how often to measure, and how to use these results.*

Room C

**Topic: #InfoEthics for Libraries in the Age of Social Media Marketing**

**Presented by:** Kelley Cotter

Marketing & Electronic Communications Librarian

Duquesne University

Pittsburgh, PA

*Libraries have a deeply rooted sense of ethical responsibility that guides our work. The rise of social media complicates ethical matters for libraries by introducing new contexts. The American Library Association (ALA) has maintained a code of ethics for many decades. As libraries adopt social media for marketing and outreach, some of ALA's code warrants further consideration and reconciliation. Amidst an environment where private spaces have become increasingly public and copyright violations run rampant, libraries must find ways to uphold their ethical values. This workshop will outline some of the ethical dilemmas confronting libraries in their use of social media and discuss ways to address them.*

