

Strengthening Libraries in Oklahoma through Friends of Libraries

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Libraries Providing Literacy Services

As lifelong learning centers, libraries assist their communities to meet local needs. Low

literacy impacts family well-being, the economy, employment, potential, and health. Fourth grade students reading below proficiency level in OK is reported at 70%, according to Think Impact.

According to the National Center for Education Statistics, Oklahoma's adult illiteracy rate is 13%, those not able to compare and contrast, paraphrase nor make low level inferences.

Libraries are responding by providing equitable access to materials and programs for children - story times, parent education, STEAM programs, summer reading, online tutors, and more. For adults, libraries are offering reading literacy programs and tutors, citizenship classes, health literacy activities, digital literacy programs, and financial literacy opportunities.

At the Oklahoma Library Association Conference, Kristin Herr, Director, Lawton Public Library, led a session reviewing the Lawton literacy programs, which includes citizenship, adult literacy, and health literacy.

The Friends of the Lawton Public Library receives grants from the Oklahoma Department of Libraries (ODL) and the Institute for Museum and Library Services for a coordinator, equipment, materials and supplies.

They work with other organizations to help meet basic needs - housing, food, transportation, glasses, and hearing aids. Many considerations go into having a literacy program - space, staff volunteers, and training.

Herr encouraged any Friends or Libraries wanting to begin a literacy program to visit existing library programs - Altus, Duncan, Tulsa and Lawton. Find more info from the ODL Literacy Resource Office (libraries.ok.gov/literacy/), Okla. Literacy Coalition, and ProLiteracy.



“Expanding Your Partnerships” program at the Oklahoma Library Association Conference featured speakers Jackie Kropp and Susan Woitte of ODL, and Katie Dilks, OK Access to Justice Foundation. “Partnerships” are Friends of Libraries middle name. Friends are automatic partners with the Library and community to strengthen libraries.

When thinking about expanding partnerships, first, look at the mission and what needs to be accomplished. Are partnerships needed to reach a particular goal? Friends should have inclusive policies and be flexible to make partnerships a win-win, leaving room for partnerships to grow.

As you approach partners, practice your one-minute elevator pitch, a short synopsis of what the Library has to offer, in which this potential partner will be interested. (Create ambassadors of existing partners, people who know the library's value and can introduce Friends to other potential partners.) When a partnership has formulated, create a memorandum of understanding (MOU), with emphasis placed on listing more activities or resources on the Friends' side than what is expected of the partner organization.

A discussion of working with interns and their lessons learned is very applicable to working with volunteers and partners.

- Make sure instructions are clear and regroup, if needed.
- Plan the work and prioritize activities (“really need to get done” vs. “nice to have”).
- Give consistent feedback and regroup when necessary.
- Get to know them and help them reach their goals. (Do they want to: learn a new skill,

(continued on p. 2)

From the President. . .



What is the perfect storm? It depends on your point of view. Some would say it's a storm that lets you stay at home for a day or two of unplanned but welcome vacation. Others would say it's a storm that brings much-needed (but not too much) moisture. Still others would say it's a storm that misses you and goes elsewhere. The National Weather Service might say it's a storm that they perfectly predict, both in terms of timing and conditions.

Seen from the National Weather Service's viewpoint, the snow that swept across central and northeast Oklahoma the morning of March 11th came close to being a perfect storm. Their forecast was accurate in timing and predicting the quantity and type of wintry precipitation. Unfortunately, the storm was anything but perfect for FOLIO, because it kept a lot of our members, including Board members, from coming to Tulsa for FOLIO's day at the annual conference of the Oklahoma Library Association and FOLIO.

Which was a pity. At our annual Author and Awards program, Cherokee author Traci Sorell gave us valuable insights into what Oklahoma's young Native American readers need to know and understand about their heritage and why access to such books, including those she has written, is important for all of us. During the awards, we recognized five very deserving scholarship recipients, recognized the McLoud and South Oklahoma City Friends groups for winning the Friends of Libraries Week awards, and recognized FOLIO Emeritus Board member Eugene Earsom for his many years of valuable service on the Board by naming him to the FOLIO Hall of Fame.

A quorum of the FOLIO Board was not present, but we held the Membership meeting and reported on the state of FOLIO and what the Board would have been considering. The finances are in good shape. The Ready2Read @ Your Library program is off to a great start.

State Librarian Melody Kellogg brought us up-to-date on the legislative situation and what is happening at the Oklahoma Department of Libraries (ODL). Special thanks to Sharon Saulmon for stepping in and taking minutes, even though nothing could be voted on. (A Zoom meeting of the Board was set for Friday, April 1, at 11:00 a.m. No fooling.)

After a most interesting, timely, informative, and abundantly illustrated program on StoryWalks® and other outdoor library programs, we were able to pack up and head home. The snow had passed and the roads were already cleared and in good shape. I got home to McAlester in time for supper.

And that reminded me of one of the best things about a "perfect" storm: what could be better than to have some extra time to settle in with a good book?

The trees are blooming like crazy as I write this, but don't let the spring weather keep you from reading and sharing the joys and rewards of reading with others.

Wayne Hanway, President

Partnerships (continued from p. 1)

network, find out more about library services, explore other partnership opportunities?)

The speakers recommended having a succession plan, developing future leaders, and utilizing advisory groups to guide new projects. Developing partnerships helps build networks for the Friends and the Library and has "exponential potential."

Jackie Kropp, Director, Library Development, ODL, and Sharon Saulmon, FOLIO Past President

FOLIO Board Actions

The FOLIO Executive Committee met on February 2, 2022 and the Board met on April 1, 2022.

- The Executive Committee approved giving five scholarships this year.
- Karen Alexander was elected to the FOLIO Board.
- A Letter of Interest has been sent to ask for matching funds from the Kirkpatrick Family Fund.
- Membership - A reminder post card campaign was approved. (*Join FOLIO at okfriends.net/membership.html*.)
- A Membership Meeting Ad Hoc Committee will be appointed to explore options for membership meetings.
- New officers were elected: Judy Haught (president), Angie Lewis (vice president), Sandra Austiin (secretary), Candace Baird (treasurer), and Gerry Hendon (assistant treasurer).
- These board members have agreed to serve on the FOLIO Board for three more years: Sharon Douthitt, Jon Douthitt, Diane Pennington, Sharon Saulmon.

In Memoriam... Jeannine Spencer



Jeannine Spencer (1928-2022), a longtime member of the FOLIO Board, passed away February 13, 2022. Jeannine served as Board Secretary several times and made valuable contributions to many committees. She was known as the FOLIO "go-to person" – always ready

to lend a helping hand, whether with membership, newsletter mailings or anything else that needed doing. She was named to the FOLIO Hall of Fame in 2016.

In Okmulgee, she enjoyed working as the Children's Librarian of the Okmulgee Public Library. Often children would see her in town and run to hug "the lady that read them stories." Later as a member of the Okmulgee Friends of the Library, she served as President. She had a sincere interest in free libraries and a willingness to fight for them.

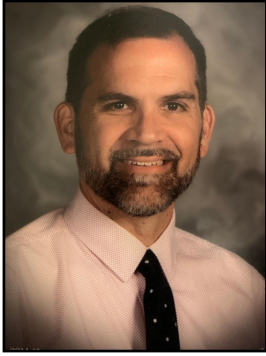
You may choose to honor Jeannine with a gift to the FOLIO Endowment. Send to FOLIO, PO Box 702585, Tulsa, OK 74170

Gerry Hendon, FOLIO Board Member

Congratulations, FOLIO Scholarship Winners!

Thanks to everyone who assisted with FOLIO's endowment campaign. This year FOLIO was able to give five \$600 scholarships. Your gift does make a difference. Britni McGuire said, "Receiving this scholarship would have a huge impact on the financial situation that I will be in upon graduation and student loan repayment."

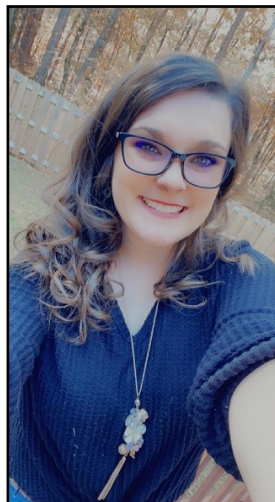
Matthew Christian is the Primary School Librarian at Holland Hall Primary School (Tulsa). Matthew has an MLIS and is working on a Ph.D. in Education: Learning, Design and Technology at Oklahoma State University. He grew up in a reading family. His mother loved using the library, and his father was president of the Friends of the Stillwater Public Library. He tries to instill "this excitement for libraries in my students." His goals in his advanced degree is "to strengthen the makerspace program in my



library and research how libraries can help integrate technology into schools and, when it is appropriate, for the youngest learners."

Britni McGuire is a Library Aide at the Village Library (Metropolitan Library System). She has a BA in Public & Nonprofit Administration and is working on an MLIS degree at Louisiana State University. Her love of reading throughout her life made her known as the "Library Girl" in school. She hopes to combine her passion of learning and sharing information as a public services librarian in future positions. Her past customer service experience will assist her in working with others, understanding others' viewpoints, and having compassion towards others and their experiences.

Laura Myers is the Learning Commons Coordinator at Eastern Oklahoma State College and is working toward her MLIS degree at OU-Tulsa. She was a middle school science teacher and coached the robotics team. She plans "to use my love for education and my ability to integrate technology to help create digital citizens that are better prepared for the future." Her goals are to create a "safe learning place where all types of learners from all different backgrounds can grow." She notes, "There has to be a balance between maintaining a reverence for the history and traditions of a library, yet space to adapt and expand to meet current and future generations with new needs."



Elyssa "Elizabeth" Szkirpan is Director of Bibliographic Services at the University of Tulsa McFarlin Library. She received her MLIS in 2017 and is working on a Master of Science in Business Analytics to pursue a doctorate in Big Data, data ethics, and their relationship to libraries in the next decade. Sharing her primary career goals, Elizabeth said they are "to communicate the value of libraries to my community and provide free and low-cost continuing education to other librarians." She is learning to analyze large data sets, new coding languages, how to generate and apply her own mathematical models to data sets, data visualization, project management specific to data projects, and Big Data as research topics.

Beverly Theige is a children's services manager at the Norman Public Library Central (Pioneer Library System). She utilized her music background to grow a program called *Rhythm Babies* and recorded a CD which is used with the *Growing Like a Read* pre-reading skills program. Beverly also crafted early literacy tips to share with caregivers that are used weekly in programs. A parent shared her appreciation knowing how the elements of a program connect with her child's learning and is excited to leave with activities she can do at home to help her child's development. Beverly began her Master's program last fall wanting to implement strategic program initiatives, partner to meet community needs, maintain diverse collections, and exchange ideas with other professionals.



State of America's Libraries

During National Library Week the American Library Association released the *State of America's Libraries Special Report: Pandemic Year Two*. The report is wide-ranging on a variety of issues, i.e., most challenged books, federal legislation, disinformation and library support. You may find the full report at: <https://www.ala.org/news/state-americas-libraries-report-2022>.

Public libraries are providing access to the Internet and computers, but rural libraries are not generally able to provide high-capacity broadband. Federal funding from the American Rescue Plan Act is being used to expand and improve access.

People are still reading with 65% preferring print, but 30% have moved to eBooks (a 5% increase over 2019). Costs for eBooks are a challenge for libraries. An example is that eBook vendors charge \$55 for a trade eBook access for two years, as opposed to a hard cover book cost of \$15-18. Libraries need our support now more than ever. Get involved. Spread the word about the library's value.

News from Around the State



Friends Provided Connection

The Shattuck Public Library received a grant last fall for computer desks, surveillance cameras, and cleanable furniture. However, the data drop or installation was not included. The Friends of the Shattuck Public Library stepped in to complete the project, donating the remaining costs.

The grant was funded by the Oklahoma Department of

Libraries, Institute of Museum and Library Services, and American Rescue Plan Act.

Pergola Added to StoryWalk®

Friends of the Duncan Public Library helped improve the StoryWalk® (SW) with this beautiful pergola on the Library's front lawn. The SW ends in front of the Library. It's on Highway 81; so it can be seen by everyone.

The Friends also purchased a heat laminator for the SW, reducing the number of preparation hours significantly.

In addition, the Friends assisted with providing the Teen Closet. Paint, carts, and supplies were provided for teens



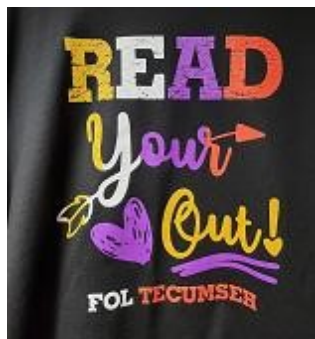
to create all kinds of art (painting and drawing with paints, pencils, charcoal, watercolor, canvas, paper; quilting supplies; beading supplies; yarn; sculpting; and craft supplies). Youth have given it a lot of use. It's perfect for the homeschoolers, kids on break, or hanging out after school. y D. Ryker, Director



“Future Friends” Wanted in Tecumseh

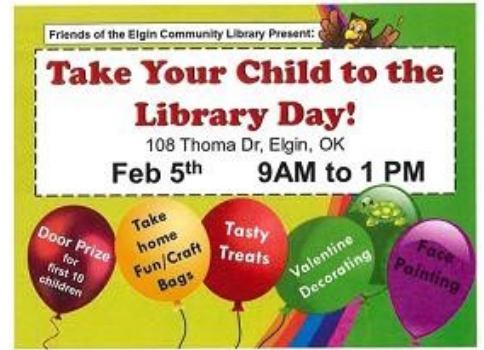
Tecumseh Friends had a membership drive in February and created these t-shirts. A new membership category - Future Friends - was created for youth participation.

Beth Lyle



Library Lovers' Month at Elgin

Friends of the Elgin Community Library had lots of plans for February - stocking blessing boxes, donating books to shelter, giving all kindergarteners a free book, providing lunch for the Chamber meeting, holding a silent auction, selling coffee/soup mugs, and celebrating “Take Your Child to the Library Day” with door prizes, face painting, craft activity, and refreshments.



Jeanne Gabbard Cook

Elk City Friends of the Library— A Force for Good

Elk City Friends of the Library is an active organization, involved in a wide range of activities. Their recruitment motto is “Join the Friends of the Library and be a force for good in our community.” Some of the Friends' ongoing projects are the annual book sale; Bundles for Babies, which provides books for newborns at Great Plains Regional Hospital and library information for their parents; Operation Summer Reads, which provides books to summer school students along with library information; author visits; Traveling History Trunks from Oklahoma History Center; an annual poetry contest during National Poetry Month in April; and prize baskets for summer reading participants, both children and adults.



This year the Friends are teaming with the City of Elk City and adding a StoryWalk® to one of the city parks. They are also starting a “books for daycare” program. This program will donate discarded children's library books to daycare centers to enhance their libraries. Along with the books will be information about the library's summer reading program.

In addition, Elk City Friends of the Library provides extra amenities for the library, such as artwork and children's learning tablets. The Elk City Friends truly strives to be a force for good in the community.

Judy Haught, Friends of the Elk City Carnegie Library and FOLIO Vice President

Congratulations Stilwell Friends!



Seated Treasurer Cathy Unger holding the check; Vice President Donna Boecher holding the scrapbook, and Secretary Regina McLemore holding the plaque. Standing behind them is President Grace Ferris.

The Stilwell Public Library Friends Society was awarded the **2021 FOLIO Best Friends Award** for their outstanding contributions to the library and the community.

Some of the highlights of their great work to support the Library in 2021:

- Held an inside book sale and invited elementary teachers to bring their students for a special one-time \$.25 or free book.
- Had a fundraiser garage sale.
- Joined with Indian Capital Technology Center to plan and implement a landscaping project for the library.
- Provided space for a teacher to meet virtually with her students.
- Participated in a virtual training conference conducted by the Cherokee Nation.
- Funded craft kits for the Summer Reading Program, which reached over 100 youth.
- Funded teen cooking classes.
- Purchased a Cricut Machine.
- Spent \$1500 on children's books.
- Hosted a member appreciation dinner.
- Worked closely with the library and raised money to build a children's wing.

President Grace Ferris and Vice President Donna Boecher compiled a scrapbook of SPLS contributions and achievements which also featured some of its members, including Barbara Brown; John Bankel; Cathy Unger, Regina McLemore and Donna Boecher.

Because there were no submissions for the Oklahoma Best Friends Award, and in recognition of the resourcefulness and service of Stilwell Friends, especially during a difficult year due to the pandemic, FOLIO awarded them the first place prize for the John Harkey and Best Friends Awards in the amount of \$1,000 and a plaque. Stilwell Friends plan to use the money toward their current project to purchase a digital sign for the library.

Diane Pennington, Committee Chair,
FOLIO Best Friends Awards

Author/Producer Faith Phillips SPFLS Guest

Local author and now movie producer Faith Phillips came to the Stilwell Public Library on January 13, to share her experiences with the film industry. One of her books, *Now I Lay Me Down*, based on the murders of two little girls in Weleetka, OK, in 2008, has been made into a true crime movie. In addition to this accomplishment, she is currently filming a movie based on the Camp Scout Girl Scout Murders, which occurred near Locust Grove in 1977.

Author Phillips also spoke about her life, including her recent short, successful career as a high school English teacher. Her students won second place in an NPR video competition. In addition, three of her students will soon have their work displayed in a prestigious Chicago museum.

Phillip's most recent project is to establish an arts and cultural district in Stilwell. She has already procured the building and will soon make another dream into a reality. SPLFS is behind her all the way.

Regina McLemore, SPLFS Secretary

Friends of Libraries Week Honors



At the FOLIO Awards meeting on March 11, all of the FOLIO Awards and Scholarship winners were recognized. Friends of the SOKC Library won the Friends of Libraries Week Award for large libraries. McLoud Friends won the FOL Week Award for small libraries and were represented by Angel Wilde.

Pictured are FOLIO President Wayne Hanway and Angel Wilde.

Hall of Fame Award

The FOLIO Hall of Fame Award honors outstanding and dedicated service to FOLIO. This award is not given every year, but in recognition of someone who has made ongoing, exceptional efforts. The plaque hangs at the Oklahoma Department of Libraries on the first floor.



This year the Hall of Fame Committee named Eugene Earsom to the FOLIO Hall of Fame for his many years of excellent service as a FOLIO board member. None of us remember when he began on the Board, but all knew he was a willing worker for whatever was needed. He served on numerous committees during his tenure including Seed Grant Chair for many years, Bylaws committee, Literary Landmarks and more. In his "real" life Eugene was a teacher and then joined the State Department of Education before his retirement. He always shared great stories of history and life, told jokes, and had salient quotes. We miss you, Eugene.

Encouraging Health and Literacy with Nature

FOLIO sponsored and moderated the last session of FOLIO Day activities on March 11 with a panel presentation entitled “Encouraging Health and Literacy with Nature.” FOLIO Board Member Angie Lewis moderated the panel. The purpose of the program was to present outdoor activities that libraries could develop in their communities. Among other activities, StoryWalks® have become increasingly popular. In 2007 Anne Ferguson and Rachel Senechal of the Kellog-Hubbard Library in Montpelier, VT founded the first StoryWalk® in an effort to get families to be more active. Since then StoryWalks® have been implemented in all 50 states and more than a dozen countries. StoryWalk® is a registered trademark and must be used accordingly.

Courtney Mayall, the Youth Services Librarian at the Chickasha Public Library, was a panelist. She recently graduated from OU with a her Masters in Library and Information Studies and currently serves on the OLA’s Children Sequoyah Reading Team. Also a panelist, Robyn Burris, a retired Library Media Specialist and Elementary Teacher from Eufaula, is very involved with the local Friends group, currently serving as Vice President.

Burris and Mayall explained the process they used in implementing their StoryWalks®. There are several things to consider, including: working with various community groups and government, especially if implementing on a city property. Eufaula’s walk is lakeside and offers views and experiences that other walks might not be able to copy. Each community should embrace their uniqueness and build their walk around that. Other things to consider are funding options, community resources, and seasonal or permanent installations. Courtney talked about how she and volunteers change out the stories on a regular basis and what is involved in selecting a book for the walk.

A PowerPoint presentation showed the audience in attendance numerous variations that a StoryWalk® could take in a community. Mayall narrated the presentation. Among ideas are: Braille-Enhanced StoryWalk®, pop-up walks, exercise element, art exhibit, a location downtown involving local businesses, an incorporated activity or critical thinking question, nighttime stroll, scavenger hunt, sidewalk obstacle course, and many other outdoor activities that could be integrated into the walk. The possibilities are really limitless! The PowerPoint presentation and considerations for starting a SW are at: https://www.oklibs.org/page/ola2022_Day03_healthlit

Mayall and Burris both encouraged the audience to pursue a StoryWalk® in their communities. The benefits to citizens include having an outdoor activity, getting children to read and getting families together. Benefits to the Library include a wider reach in the community and an opportunity to serve a population it may not have reached.

Libraries interested in implementing a StoryWalk® or other outdoor literacy programs are encouraged to reach out to these panelists. Other resources can be found at: <https://www.kellogghubbard.org/storywalk> and <https://letsmovelibraries.org/storywalk>.

Other outdoor programs were highlighted. Some libraries are creating outdoor spaces specifically designed for programs outside - hooptastic, dance, walking book

discussions, adventure walks, tai chi, yoga, hikes, gardening, and more. Some libraries are installing sensory or gaming hardscapes, such as plants or pathways with different textures, painted hopscotch sidewalks or checkers tabletop, for example. You are limited only by your imagination!



Children enjoying Altus Public Library’s StoryWalk®

Combating Invisibility and Erasure

Traci Sorell, a 2021-22 Tulsa Artist Fellow and award-winning author, was FOLIO’s keynote speaker at the FOLIO Annual Meeting. She addressed “Combating Invisibility and Erasure: Why I Write Fiction and Nonfiction for Young People.” Sorell grew up in northeast Oklahoma and is a Cherokee Nation citizen. She didn’t have picture books that accurately represented Native Americans when growing up and her mother challenged her, asking “What is your contribution to solve the problem?”

She began writing books and encourages other Native Americans to share their stories and art. She advises authors to keep their day jobs, challenge themselves, keep learning and growing, and go beyond the norm.

Sorell highlighted her books. *We Are Grateful: Otsaliheliga* is an American Indian Youth Literature Award (AIYLA) Honor Book; *At the Mountain’s Base* is an AIYLA Honor Book; *Indian No More* won the AIYLA Middle Grade. Her 2021 nonfiction, middle grade picture books include *Classified: The Secret Career of Mary Golda Ross*, *Cherokee Aerospace Engineer* and *We Are Still Here! Native American Truths Everyone Should Know*. Her most recent title is *Powwow Day*, a fiction picture book.

Access to historically accurate history is important for both fiction and nonfiction materials. Books for K-12 youth should provide information about the 25,000 years of history in North America, not just beginning with Columbus.

Sorell related the long process of publishing with many books projected over the next few years. She retreats to concentrate when needed. One of her tricks is to read the book aloud to assess the flow. She shared wonderful insights into writing, the importance of historical accuracy, and the intricacies of the publishing process.

Need Help? Call your FOLIO Ambassador

FOLIO has Outreach Ambassadors who are ready and willing to talk or consult with your Friends' group or your officers. We want to help you be successful and strengthen your library. Let us know how we can assist you.



Northeast

- Jon and Sharon Douthitt
douthittsharon60@gmail.com

Northwest

- Karen Neurohr
karen.neurohr@okstate.edu

Southeast

- Dr. Bill Hagen
whagen41@gmail.com
- Teresia Harrison
teresiamharrison@gmail.com

Southwest

- Judy Haught
haughtjc@gmail.com
- Carla Garrison
cgarrison@cableone.net



- Oceans of Possibilities, June and July - summer reading program
- ALA's Privacy Week, May 1-7, 2022, discussing privacy in the digital age
- Children's Book Week, May 3-8, 2022
- FOLIO Board Meeting via Zoom, June 10, 2022
- American Library Association Conference, Washington, DC, June 23-28, 2022
- National Library Legislative Visits will be during annual conference.
- Library Card Sign-Up Month, September
- Banned Books Week, Sept. 18-24, 2022

Be a Friend of FOLIO Join (or Renew) Now!

Your membership dues and donations are the primary source of funds to support FOLIO's mission: Strengthening Libraries in Oklahoma through Friends of Libraries.

Contributions above the minimum dues further support FOLIO's mission, are greatly appreciated, and are tax deductible as a charitable contribution.

New members are always welcome!

Basic Dues are as follows:

Individuals	\$20.00
Friends of Libraries	\$25.00
Library or Corporate Business	\$30.00

Dues are paid for the fiscal year of July 1 through June 30 of the following year. All membership payments made after April 10, 2022 will be considered paid through June 30, 2023.

Name: _____

(Name of Individual, Friends group, Library or Corporate Business)

Address: _____

City: _____

Zip: _____

Email: _____

Dues Enclosed: _____

Gift Donation enclosed: _____

An Endowment has been established with Oklahoma City Community Foundation. Funds from the endowment are used to provide scholarships and to fund special FOLIO projects.

Gift to Endowment enclosed: _____

Gifts to the Endowment may be designated to honor or to memorialize someone. If this is your wish, please advise.

In Honor of _____

In Memory of _____

Please send acknowledgement to:

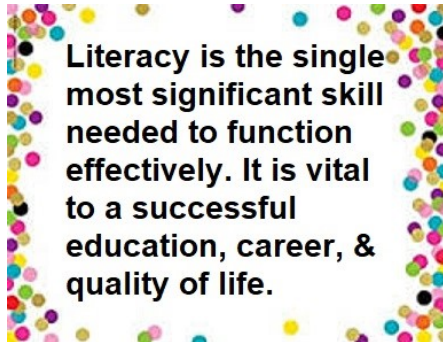
All Gift Donations and Gifts to the Endowment are fully tax deductible. THANK YOU!!!

**Mail to: FOLIO Treasurer
P.O. Box 702585, Tulsa, OK 74170**

We are Friends Helping Friends.

P. O. Box 702585
Tulsa, OK 74170

Return Service Requested



See article p.1.

To Social Media or Not?

With advocacy and fundraising being two primary roles for Friends of Libraries, let's take a look at how you are sharing information about your Friends group. Friends need to use multiple channels to communicate activities, fundraising efforts, and information about the library.

- Word of mouth is an excellent way for Friends to tell their acquaintances and relatives about the Library.
- Flyers are great reminders for library patrons already using the Library.
- Newsletters provide a wonderful way to share information for the month, but usually for library users.
- Newspapers are excellent in telling the library story to their readership. However, news circulation is going down.
- Social media is now reaching 82% of adults in the U.S. (Statista.com, 2021) Friends should explore utilizing this free option to reach those not regularly using the Library.

A variety of options are available - Facebook, Instagram, Twitter, TikTok, LinkedIn and more. Facebook is the most popular with 65% of U.S. adults and 35% for Instagram. Library marketing expert Angela Hursh suggests beginning with one platform. (She has a free newsletter at SuperLibraryMarketing.com.)

Does your Friends have a separate social media page? Some Friends have separate pages with different purposes. Some Friends utilize their social media page for internal communication - volunteers, meetings, etc. Some Friends use social media to market their activities and services to the general public. Some Friends utilize the Library's page to share Friends information.

What are you going to include in the Friends social media? Content is important. Plan what to post to build trust in the Friends and provide engagement. Pictures or videos are worth a thousand words. Show Friends having fun, programs, events.

Ideas for content include:

- Announcements (advocacy action needed, grants, awards)
- Fundraising campaign (events, updates)
- Upcoming programs (activities)
- Nonpromotional items (meeting photos, trivia, contests)
- Relevant external news (articles about areas of interest, i.e., literacy)



Social media provide insights and analytics to track how posts are performing.

- View overall likes, shares, retweets, or comments.
- Learn where and when people are interacting with posts.
- View demographics of your followers.
- View the reach and engagement.

Facebook has a planner, in which posts may be planned ahead. Another free service is www.buffer.com, which permits 10 scheduled posts, recommended by April Miller, SWOSU Sayre Campus Librarian. [Buffer has a fee service for additional benefits with discounts for 501(c)3s.]

If your Friends group would like FOLIO to share your Book Sale or Fundraiser on Facebook, please send a graphic file to ssaulmon@yahoo.com.

NetworkforGood.com has a free checklist available on "Social Media for Nonprofits," giving a good overview of social media options and hints for success.