PBS Books
Library
Engagement Program

Tuesday, May 21
12pm EST
Presenter: Heather-Marie Montilla
Library Bureau Chief
Agenda

- PBS Books Background & Vision
- PBS Books Library Engagement Survey
- PBS Books Program Offerings
PBS Books Background & Vision

PBS Books engages a national audience in unique book-related experiences that spark their curiosity & encourage a life-long love of reading and learning.
2018

• John S. and James L. Knight Foundation invests in PBS Books to develop a Library Engagement Program
• PBS Books adds library insiders to their team
  • Library Bureau Chief and Social Media Manager
• Discussion with libraries about the program ensues
• Creation of Library Stakeholder Survey
Nearly 1,000 library staff from 44 states and Washington, DC participated.

70% of libraries serve less than 25,000 registered card users.

Majority of survey respondents work in administrative capacities.
• For 2019, 82% of libraries reported that General Attendance, Circulation, and Attendance at Events/Programs was Important or Very Important.

• Three primary categories:
  • PBS Relationships & *The Great American Read*
  • Social Media & Video Content
  • PBS Books & Programming
According to the survey, 92% of libraries have a social media presence
• 97% Facebook
• 56% Instagram
• 54% Twitter
Did your library participate in *The Great American Read*?

- 70% of libraries participated in doing something for *The Great American Read*

- **Top ways:**
  - A Book Display (54%)
  - Social Media Through A Post or Report (42%)
  - A Book Checklist (39%)
Overall, an overwhelming majority of libraries reported that all of the proposed programming would be helpful.
• **Survey Finding:** Nearly 70% of libraries reported that producing social media content related to books would be helpful or very helpful.

• **Response:** PBS Books: Social Media Accelerator
  • Robust Social Media Calendar (Quarterly): June Release
  - Facebook: [https://www.facebook.com/PBSBooks1/](https://www.facebook.com/PBSBooks1/)
  - Twitter: [https://twitter.com/pbsbooks/](https://twitter.com/pbsbooks/)
  - Instagram: [https://www.instagram.com/pbsbooks/?hl=en](https://www.instagram.com/pbsbooks/?hl=en)
PBS Books Program Offerings

• In Process of Liking and Following our Partner Libraries
  • “Like” or “Follow” Us
• Goal: To “Like” or “Share” at least one thing a quarter for partner library
  • Tell us about an exciting happening at your library
  • Spark ideas of others
  • Showcase an innovative program
• Complements our Social Media Quarterly Calendar
• Tag Us: @PBSBooks
• Photos and videos are great!
• How? https://forms.gle/TCPbxD7kZg7NorVLA

PBS Books: Social Media Accelerator
• How Many People Are Familiar With Crosspost?
• What are the Benefits of Crossposting?
  • It appears like you originated the content
  • Looks better
  • Autoplays
• Helps PBS Books to measure its impact
Step 1: Go into Publishing Tools tab on Facebook page and select "Videos You Can Crosspost."

Step 2: Select a video you want to crosspost.
Step 3: Click "Create Post with this Video" - and fill in the details (you can customize the post here and insert any appropriate tags or hashtags, etc.)
Step 4:
When done customizing, Click "Next" and post or schedule.
PBS Books Program Offerings

• How Can I Crosspost with PBS?
  • You must request be Whitelisted in order to have access to our videos and content
  • Sign up to Crosspost here:
    • https://forms.gle/WQEdLLNFznqGUGpw7
• **Survey Finding:** Nearly 60% of libraries reported that PBS Books premiere Screenings would be helpful or very helpful

• **Response 1:** PBS Books: Screening Room
  • American Experience
    • *Chasing the Moon* through July 7 midnight
    • *Stonewall Riots*
      • [https://forms.gle/TVFiwkxd4LSHpp2t6](https://forms.gle/TVFiwkxd4LSHpp2t6)
  • More to come....
PBS Books Program Offerings

**PBS Books: Screening Room**

**PBS Books List**

- **Response 2:** PBS Books Lists (Adults & Youth)
- **Next Up:** Country Music
- **Librarian Participation?**
PBS Books Program Offerings

PBS Books: Video Book Club

• **Survey Finding:** Nearly 70% of libraries reported that offering a virtual bookclub would be helpful (somewhat helpful, helpful, and very helpful), while nearly 90% said that 600+ author interviews, which could be shared on your website, social media, or catalog, would be helpful.

• **Response:** PBS Books: Video Book Club
  • Search Booklist on PBS Books Youtube
    https://www.youtube.com/channel/UCrDWWHCdTshVLNe6_xlArbA
  • Pbsbooks.org
PBS Books Program Offerings

PBS Books: Video Book Club

- 675+ Author Interviews from Book Fairs & Festivals
- Most videos 10-20 minutes long

Min Jin Lee | Miami Book Fair 2017

Min Jin Lee’s debut novel, Free Food for Millionaires, was one of the “Top 10 Novels of the Year” for The Times (London), NPR’s Fresh Air, and USA Today. Her short fiction has been featured on NPR’s Selected Shorts. Her writings have appeared in Condé Nast Traveler, The Times (London), Vogue, Travel+Leisure, Wall Street Journal, New York Times Magazine, and Food & Wine. Her essays and literary criticism have been anthologized widely. She

READ MORE
PBS Books Program Offerings

**PBS Books: Video Book Club**

- **Thematic Video Grouping:** option for you to curate
- **Website Redeveloped by July 2019**
- **Template for you to design**

**PBS Books Program Offerings**

Encouraging conversation about books with special author insights

**Come join us...See a PBS Books author interview and discuss your thoughts**

**PBS Books Video Book Club**

**Library Info Here**

**Address Here**

**Email Address Here**

**Website Here**

**Registration Info Here**

**Library Name Here**

**Address Here | City, State Zip Here**

**Phone Number Here | Website Here | Facebook Here**

**Registration Info Here**

**GRANT**
- < Ron Chernow
- 0:00PM Weekday
- Date Here

**DESTINY AND POWER**
- < Jon Meacham
- 0:00PM Weekday
- Date Here

**MOURNING LINCOLN**
- < Martha Hodes
- 0:00PM Weekday
- Date Here

**WILSON**
- < A. Scott Berg
- 0:00PM Weekday
- Date Here

**BOOK TITLE**
- < Author
- 0:00PM Weekday
- Date Here

**Library Logo Here**
• **Survey Finding:** Nearly 65% of libraries said that creating content focused on redefining libraries in the 21st Century would be helpful or very helpful.

• **Response:** PBS Books: 21st Century library Showcase & Amazing Public Spaces (2-3 minute videos)
  • 2019: Capture Content and highlight at 8 libraries cities across the country, including:
    • Miami-Dade Public Library
    • Free Library of Philadelphia
    • Middle Georgia Regional Library
    • Detroit Public Library
• **Survey Finding:** More than 60% of libraries said that creative live author interviews and content creation would be helpful or very helpful

• **Response:** PBS Books: Library Stream
  • create book-related content at libraries
  • encourage community conversation
  • develop a best practices tutorial on video making (Summer 2019)
• **Survey Finding:** Only 15% of libraries reported that they had a relationship with their local PBS Station.

• **Response:** PBS Books: Stations Relations
  • Acting as a Connecter for Libraries to their Local Station
  • Assist libraries to craft their conversation, identify the right person to speak to, and provide an introduction at their Local Station.
PBS Books Program Offerings

PBS Books: Successes!

Successes!
- Charlotte Mecklenburg Library Digital Branch
- Wyoming State Library Lib Guides

Brought to you with the support of the John S. and James L. Knight Foundation

PBS Books is dedicated to connecting books with audiences by engaging them in unique experiences to spark their curiosity and encourage a life-long love of reading and learning. PBS Books brings together public media, the publishing industry, and some of the most important voices, influencers, and cultural institutions in America today. PBS Books is:

- A driver of the daily conversation around books, writers, reading, and big ideas;
- A ready partner for major literacy-focused events and organizations;
- A key conduit to libraries and national and local literacy organizations;
- A connector to important daily issues and important PBS programs and initiatives.

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Over the last four years, PBS Books has interviewed outstanding authors at national book festivals, developing an amazing archive of more than 600 contemporary author interviews. PBS Books is now developing a 600-lesson collection designed to be used in K-12 classrooms around the country.
We need your feedback!

QUESTIONS & ANSWERS

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