

# Establishing a Strong Online Presence for Your Library: Some Basics

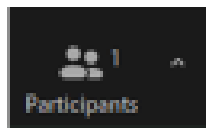
Suzanne Reymer  
Spring 2023



# Zooming like a pro!

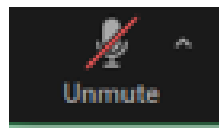
## Rename Yourself

- Open “Participants”
- Hover over your name
- Click “Rename”
  - Include your name, library, and role



## Audio

- Remain muted unless speaking to avoid background noise. Click “unmute” to speak up.
- If you do not have a microphone, you can call in on a phone.



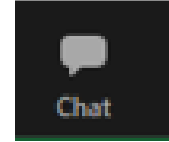
## Video

- We love seeing your smiling faces, but if you prefer to, you can turn video off by clicking “Stop Video” in the lower left-hand corner of the Zoom screen.



## Chat

- Click the “Chat” icon to add your comments or questions.



# Purpose

People need to know  
you're there –  
If you're not on the  
Internet, you don't  
exist

Where?  
Address, directions,  
contact info

When?  
Hours, closures,  
24 hour virtual  
services

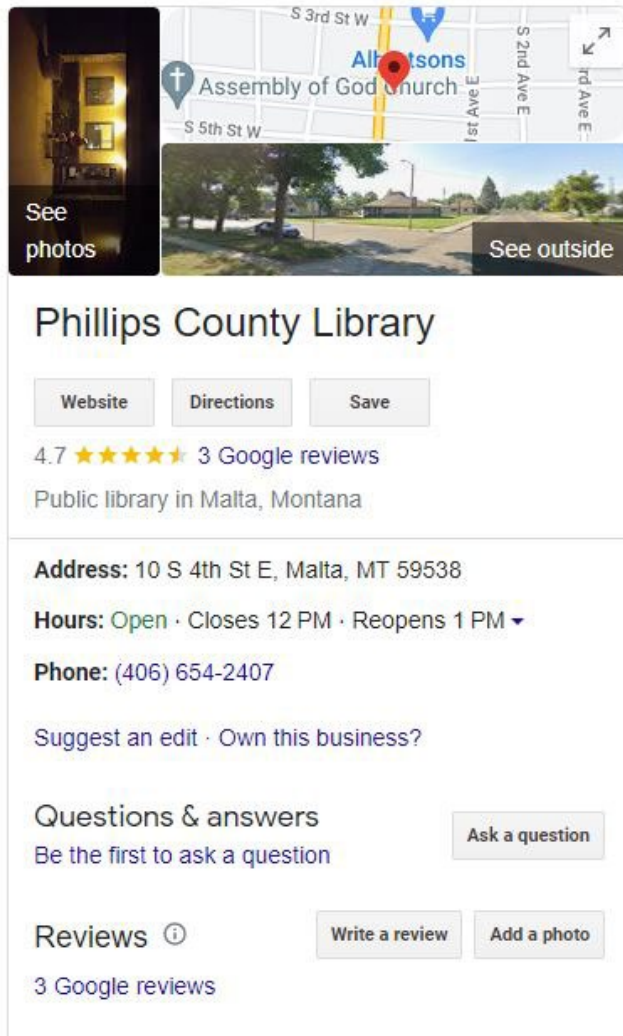
What do you offer?  
Programs, services

Why should they come  
to the library?  
Programming, events

Answers to frequently  
asked How questions

- How do I get a library card?
- How do I access wifi?...

# Google search your library



- Location
- Hours
- Contact info
- If you haven't already, claim your library
- Some interaction and feedback through reviews
- Add photos

# Other search engines - Bing

- Is it accurate?
  - Photo is not Malta library
  - Hours are wrong
  - Website link goes to sheriff's web page
  - Address and phone number appear correct
  - Facebook link (below cutoff) goes to AR library. Photo is of that library



# What do searchers want to know about your library?

## People also ask

### Is there a library in Malta?

Phillips County Library is a public library in Malta. Amtrak serves Malta (Amtrak station) daily with the Empire Builder service running between Chicago and Seattle/Portland. ^ "2019 U.S. Gazetteer Files".

Malta, Montana - Wikipedia  
[en.wikipedia.org/wiki/Malta,\\_Monta...](https://en.wikipedia.org/wiki/Malta,_Montana)

### When is the Phillips County Library closed?

The Phillips County Library hosts a knitting and crochet group from 12 p.m. to 1 p.m. every Thursday. 12-26, 1-2 The Phillips County Library will be CLOSED on Monday, December 26,...

Phillips County, MT News | NewsBre...  
[www.newsbreak.com/channels/phil...](http://www.newsbreak.com/channels/phil...)

Phillips County Library is a public library in Malta.<sup>[26]</sup>

# Ensuring quality information about your library - ASPeN

## Phillips County Library

[Contacts](#) | [Staff](#) | [Board Members](#) | [Resources](#)

Alternate Name ⓘ

Institution Name ⓘ

Organization Type ⓘ Library - Public

Organization Phone ⓘ (406) 654-2407

Organization Phone Extension ⓘ

Organization Fax ⓘ (406) 654-2407

Physical Address ⓘ 10 South 4th St East  
Malta, MT 59538  
[Copy](#)  
[Map](#)

Main Organization For  
[Dodson Branch Library \(Phillips Co.\)](#)

[Saco Branch Library \(Phillips Co.\)](#)



### Service Participation

[Golden Plains Library Federation](#)

[Montana History Portal](#)

[Montana Libraries Hotspot Lending Program](#)

[MontanaLibrary2Go](#)

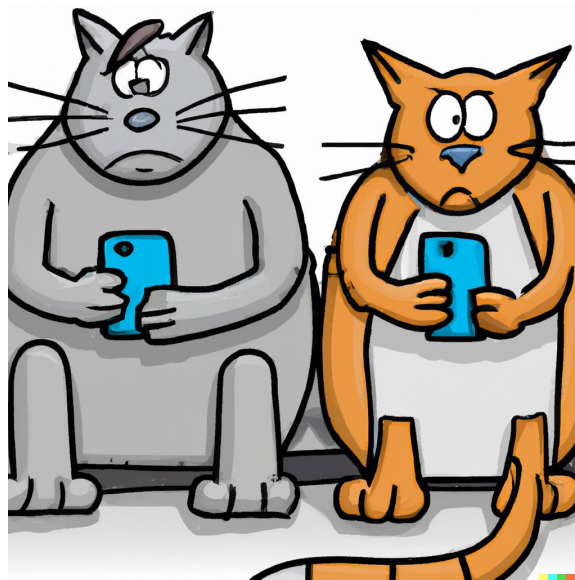
[OCLC Group Services](#)

- Provides location, hours and contact information
- Google and Wikipedia link to this page in previous examples
- Important to keep up to date

You've answered  
Where and When  
Now for What and Why



# Social Media



# Advantages and Disadvantages of Social Media

## Advantages

- You're meeting people where they are
- Easy to post updates
- Possibility for interaction
- Promote programs
- Positive branding for library

## Disadvantages

- Segmentation
- Algorithms may limit reach
- Interactions can be negative
- Difficult to have respectful discussions of serious issues
- May not be sufficient for information you want to share

# Know your audience, the medium AND your staff comfort level

Age – Facebook trends older. Don't use it to reach teens.  
TikTok is very popular with younger demographic but under scrutiny

Photo vs. text – all trending more toward visual content. Facebook and Twitter have been more text based

Short videos are increasing across all platforms

Accessibility – captioning











It helps to have staff post who actually use the platforms. It is social after all

# Example: Facebook

- Page provides basic contact info and hours
- Can promote library and events with photos/videos/text posts
- Free Wi-Fi
- Caution – do take a look at reviews and weed for spam and scams

## Intro

Check out our page for updates about programs and events going on at the Conrad Public Library!

-  Page · Library
-  15 4th Ave SW, Conrad, MT, United States, Montana
-  (406) 271-5751
-  ask@conradlibrary.com
-  [conradlibrary.com](http://conradlibrary.com)
-  Open now ▾
-  [Send message](#)  
Typically replies in hours
-  Rating · 5.0 (7 Reviews) 
-  Offers free Wi-Fi



# FIBER ARTS MEET UP!

## GET HOOKED ON CROCHET

*Thursday, March 30th*

*6-7 pm*



4

3 shares



Suzanne Reymmer

March 5 at 12:59 PM · 👥



Save post

Add this to your saved items.



Edit post audience



Change Alt Text



Edit Location



Delete Photo



Turn off notifications for this post



Turn off translations



Edit date



Rotate Left



Rotate Right



Download



Make profile picture



Make cover photo



Enter fullscreen

<https://blog.hootsuite.com/facebook-alt-text/>



billingslibrary

Following

Message



3,754 posts

2,243 followers

291 following

Billings Library

Library

Billings Public Library, 510 N. Broadway, Billings, MT. 406-657-8258.

[linktr.ee/billingspubliclibrary](https://linktr.ee/billingspubliclibrary)

Followed by nicke75love, glendivelibrary, trustformtlibraries + 31 more



Book Hunt



Express Lockers



Libby Magazi...



Readers' Corner



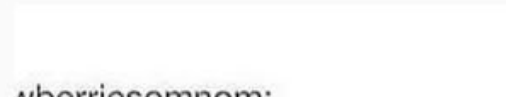
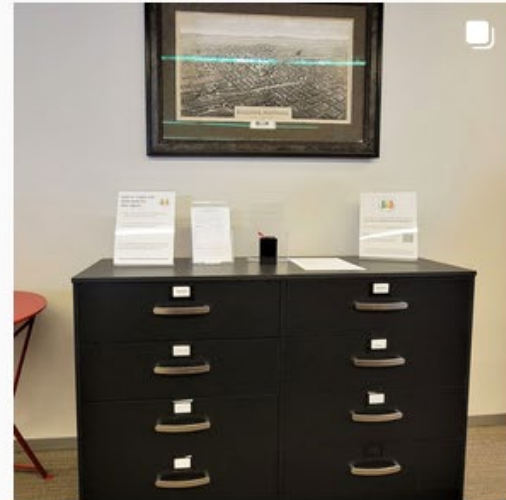
SHOUTBOMB



POSTS

REELS

TAGGED



# Instagram

# Linktr.ee



- Providing direct links to specific sections of web site
- Could be used to link to most used resources
- Moral of this story – follow other libraries on social media and learn from them



# Library web pages



**Toole County Library - Sunburst Branch**  
201 1st St N • Sunburst, MT 59482 • 406-937-6980 • Email: [sunbib@northernmt.net](mailto:sunbib@northernmt.net)



**Librarian:** Lindsay Sandon

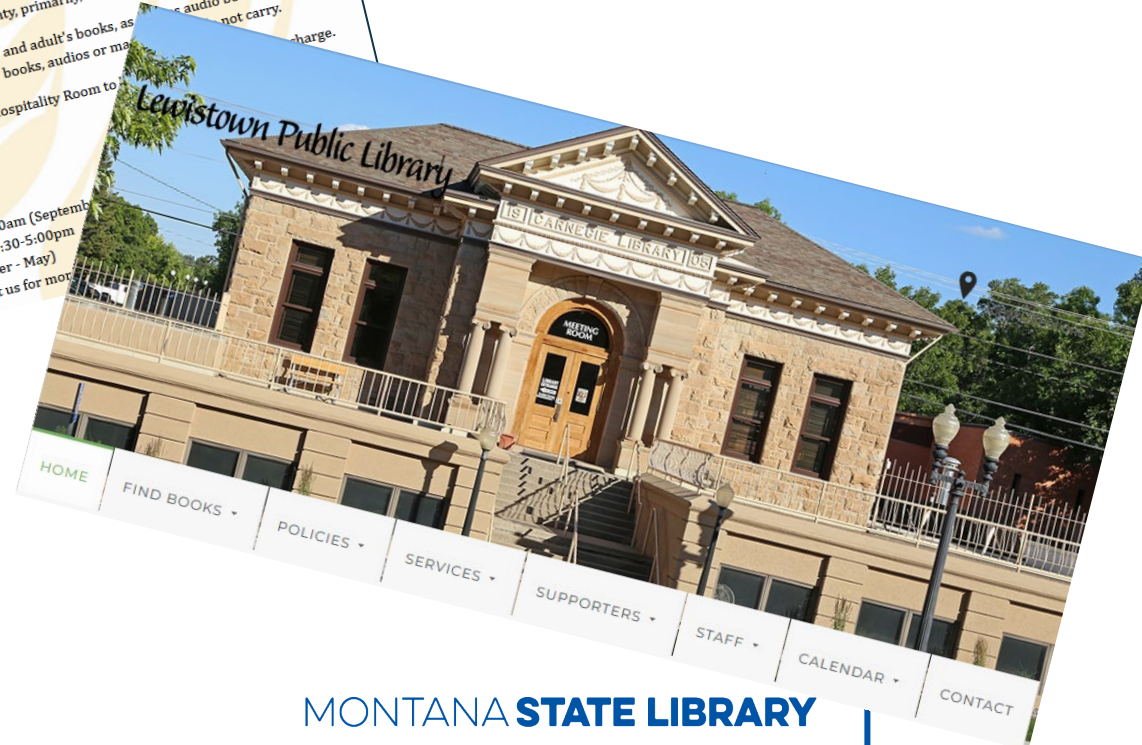
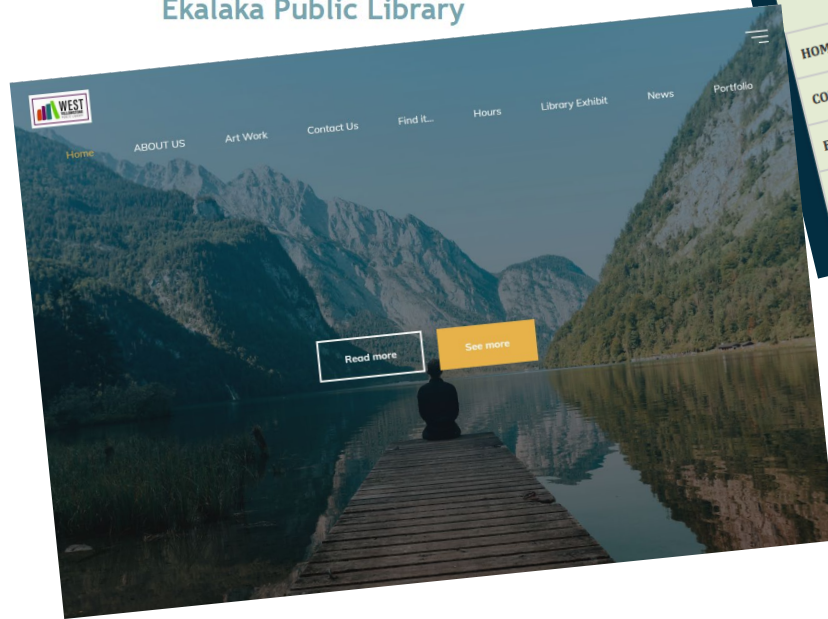
**Hours of Operation**  
Monday 1:00 - 6:00 p.m.  
Wednesday 1:00 - 6:00 p.m.  
Friday 10:00 a.m. - 3:00 p.m.

**About the Library**  
We are a branch of the Toole County Library located in Shelby. We partner with the Shelby facility in serving the residents of Toole County, primarily, of course, North Toole County. We have an excellent selection of children's and adult's books, as well as audiobooks and movies. Inter-Library Loan is also available for any books, audios or movies. We do not carry. We have free Internet access and also a Hospitality Room to use at no charge.

**Schedule**  
Story Time: Fridays from 10:30-11:30am (September - May)  
Lego Club: 1st & 3rd Monday from 3:30-5:00pm  
Book Club: 3rd Thursday (September - May)  
Summer Reading Program: contact us for more information

- HOME
- COMMUNITIES
- ELECTED OFFICIALS
- DEPARTMENT DIRECTORY
- COMMISSION MINUTES

Ekalaka Public Library



# Website components

Domain name – custom URL *anylibrary.org* vs. company URL *anylibrary.websitehost.com*

Webhost – server where your web pages are – can be local or distant, paid or free

Site builder software – WordPress is probably most common across sites. There are also numerous proprietary softwares used by individual web hosting sites.

# DIY v Hire Website Creator

# All in one solutions

- May be paid or free. There will always be a charge for a commercial site to host a custom domain name
- Chief advantage – they take care of all of it – domain name registration, web hosting and provide the site building software
- Disadvantages
  - Limited choices particularly in site building software
  - Great introductory price often goes up after initial period
  - More difficult to move site down the road particularly if they use proprietary site building software. May have to start over from scratch

# Examples of All in Ones

- Wix.com – free accounts available. Does not include domain names. Proprietary site builder software with templates. Can upgrade to paid.
- Weebly.com – also has free accounts. Similar to wix.com
- Google sites (sites.google.com) – another free option from Google. You can also pay to have Google host your domain.
- Wordpress.com – Wordpress is probably the most common site building software. You can use it and have a free website on their server. You can use your domain name for a fee.

# Domain name

- We see domain names everywhere, e.g., msl.mt.gov
- Why do we use them? They're easier to remember than IP address 161.7.31.28
- Are they important?
  - Can make search easier
  - Branding

## 1. Montana State Library

1515 E Sixth Ave

Helena, MT 59601

**Open** - Closes at 5 PM

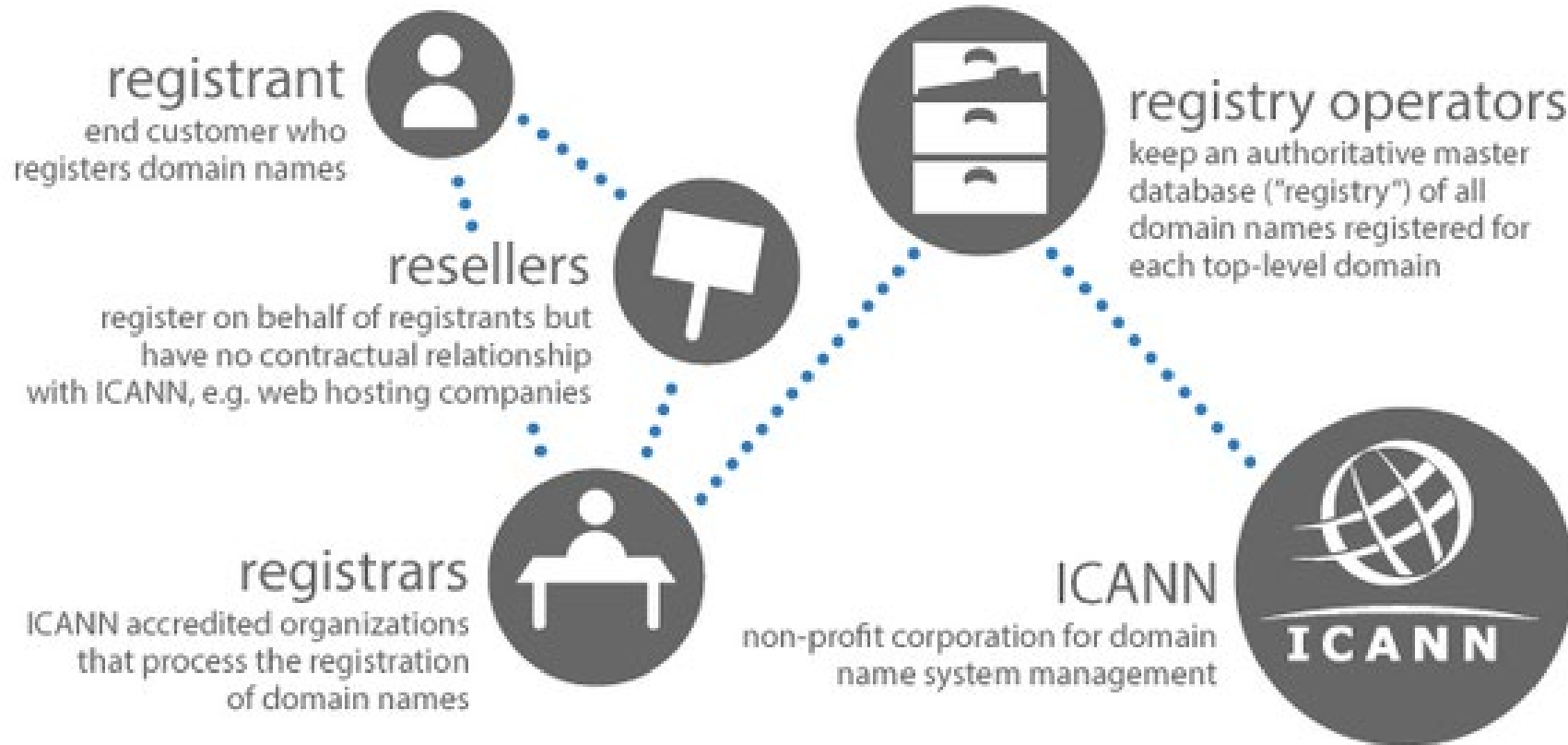
## 2. Montana State University Library

Montana State University

Bozeman, MT 59715

**Open** - Closes at 2 AM

# ICANN - Internet Corporation for Assigned Names and Numbers



SEARCH FOR A SPECIFIC TLD

SHOW PRICING FOR

0-9 DOMAINS



TRENDING NEWEST ON SALE ALL	REGISTRATION	RENEWALS	TRANSFERS
ca	\$15.99	\$15.99	\$15.99
co	\$27.99	\$27.99	\$27.99
com ←	<del>\$16.99</del> \$14.99	\$16.99	<del>\$16.99</del> \$14.99
design	\$41.99	\$41.99	\$41.99
info ←	<del>\$24.99</del> \$4.99	\$24.99	\$24.99
io	<del>\$49.99</del> \$34.99	\$49.99	\$79.99
me	<del>\$20.99</del> \$9.99	\$20.99	\$20.99
mobi	\$29.99	\$29.99	\$29.99
net	<del>\$18.99</del> \$16.99	\$18.99	<del>\$18.99</del> \$16.99
news	\$30.99	\$30.99	\$30.99
online	<del>\$34.99</del> \$4.99	\$34.99	\$34.99
org ←	\$13.99	\$15.99	\$13.99
tech	<del>\$49.99</del> \$4.99	\$49.99	\$49.99
co.uk	\$10.99	\$10.99	\$10.99
us	\$14.99	\$14.99	\$14.99
xyz	\$11.99	\$14.99	\$11.99

# Hover.com



# You've got the ideas, we've got the domains.

mytownlibrary.org|



Already have a domain? Learn about [transferring](#) or [renewing](#).

# You can purchase or look at other options

**mytownlibrary.org** is available. Get it for your website!

The domain that brings people together.

\$13.99

+ ADD TO CART

HERE ARE OTHER GREAT DOMAIN MATCHES

ADD ALL TO CART

**mytownlibrary.com**

SALE \$14.99 / \$16.99



**mytownlibrary.online**

Stay connected with .ONLINE

SALE \$4.99 / \$34.99









# Next step – connect to web server/host

- May have agreements with various services to make connections easy
- May require filling in some information. Good customer service is helpful
- Doesn't require a lot of technological expertise but there is some jargon

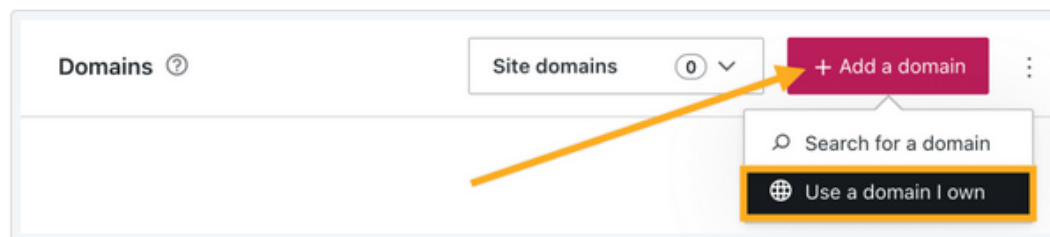
**Hover Connect**

Easily connect your domain to your favourite hosting or publishing tools with just a click or two. Use your Hover domain with any of the most popular services on the web.

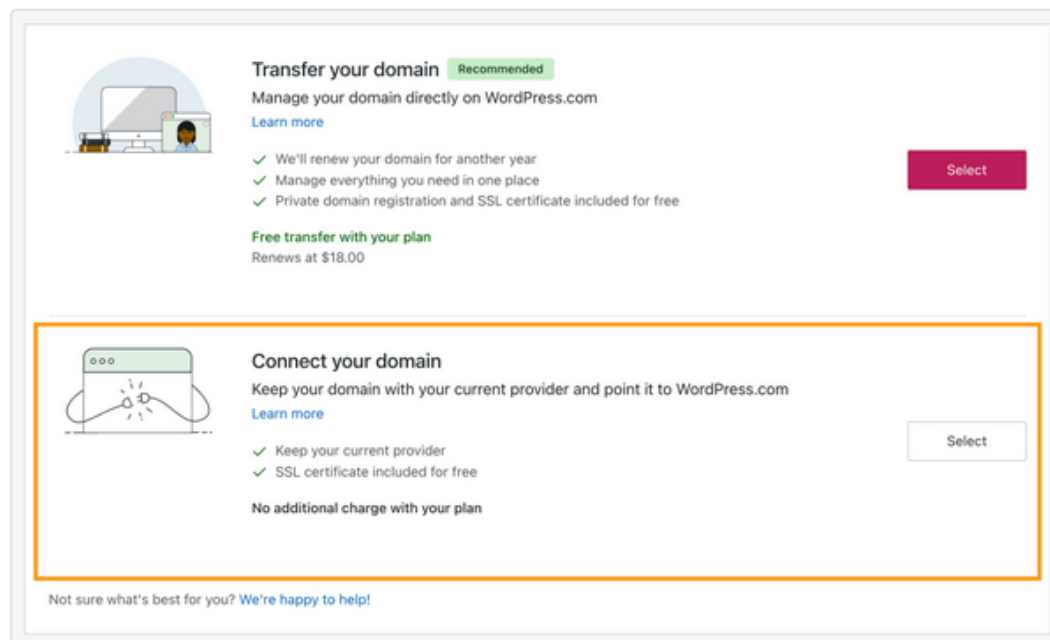
 <b>22Slides</b> 22slides.com 22Slides is a light-weight portfolio builder for photographers that makes it easy to make a website, sell prints, or deliver files to clients.	 <b>500px</b> 500px.com Home to everyone's best photos. Showcase your work, license amazing photos, and stay inspired.	 <b>about.me</b> about.me Your personal homepage with a purpose.
 <b>Atbox</b> atbox.io Create your resume and personal website in minutes!	 <b>Big Cartel</b> bigcartel.com Big Cartel helps makers, designers, musicians, and other artists build a unique online store and run a creative business.	 <b>Buzzsprout</b> buzzsprout.com The easiest way to host, promote and track your podcast.

## 🔗 Step 1: Add the Domain

1. Starting from your WordPress.com [dashboard](#), go to *Upgrades* → *Domains*.
2. Click **Add a domain** in the top-right corner and select **Use a domain I own** from the drop-down menu:



3. Type the domain name you own and click the **Next** button.
4. On the next screen, you will have two options. Click the **Select** button next to *Connect your domain*. It may take a couple of moments to be redirected to the next screen.



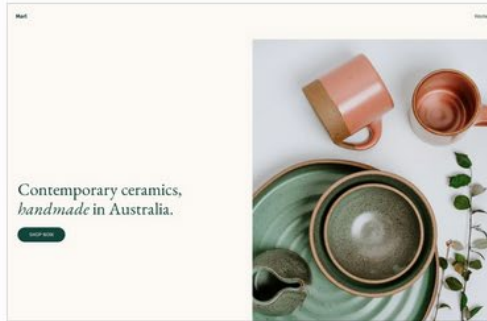
5. Click the **Start setup** button that will guide you through the process of changing your domain's name servers, explained in the next section of this guide:

# Web Hosts

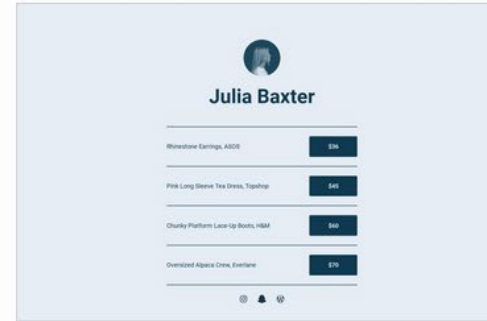
- Pricing
  - Beware of low introductory monthly pricing
  - Generally for year paid in advance
  - Prices go up after introductory period
  - Free domain name registration often ends after a year or introductory period
  - Frequent upsells
- Site builder software
  - Proprietary – only for their service
  - WordPress

# WordPress

Show All Blog Store Portfolio Business **Single Page** Link in Bio Newsletter Podcast



Marl  
Free



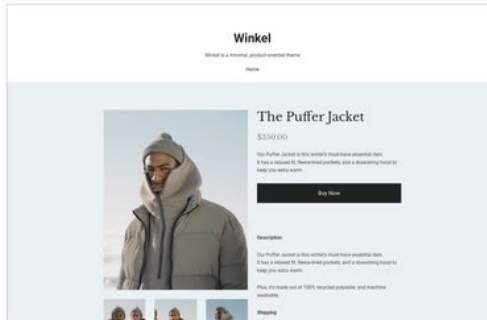
Baxter

**★ Premium** Included in WordPress.com Premium



Jackson

Free



Winkel

Free



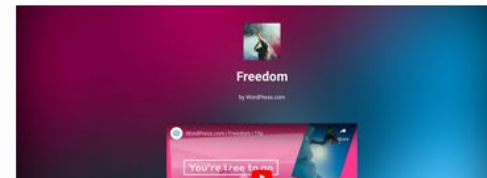
Tú

Free




Kingsley

Free





Pages are static and are not listed by date.  
Pages do not use tags or categories.

<https://mytownlibrary5.wordpress.com/> 



# Contemporary ceramics, *handmade* in Australia.



SHOP NOW

Marl is a small pottery studio and gallery,  
based in the beautiful Byron Bay.



## Welcome to WordPress!

Take this short, interactive tour to learn the fundamentals of the WordPress Site Editor.

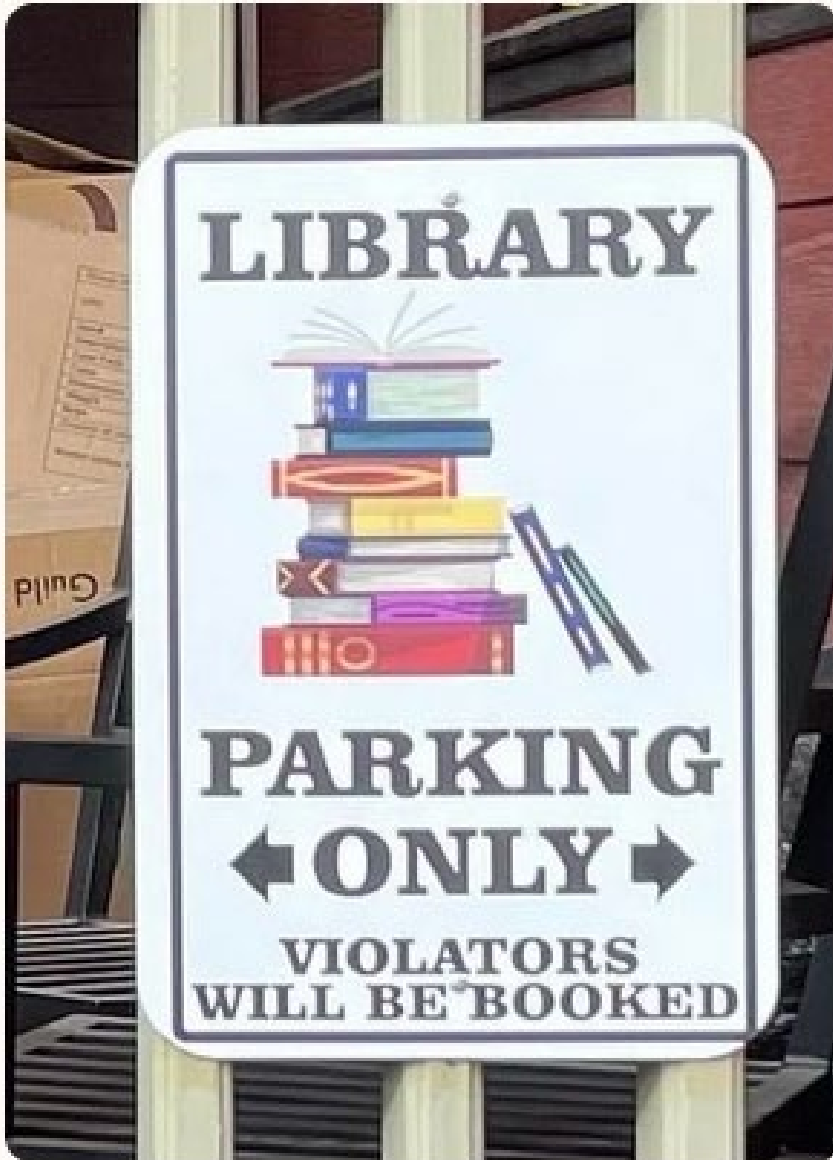


Skip

Take the tour







## Services

# We're not just books

But we do excel in local history and information about the area PLUS

- Story Time
- Book groups
- Free wifi and public computers
- Coding for teens

# Purpose



Placeholder v Dynamic Content



Introduction v Archive



FAQs

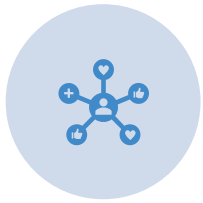


Promotional tool



Access Resources

# Closing thoughts



There's probably not a one stop shop on the web. Your library should have a presence on multiple platforms



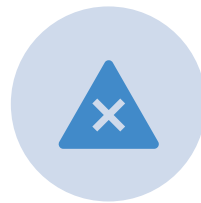
These platforms will change



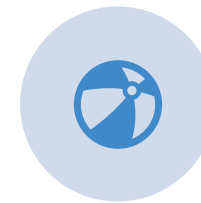
Do keep your information up to date



Do check in occasionally especially on social media to respond to inquiries and comments, as necessary



Don't take on more than you can support. You don't have to be on every platform



Try to have fun with it

# MSL Evaluation Survey





| Suzanne Reymer  
sreymer2@mt.gov