



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.



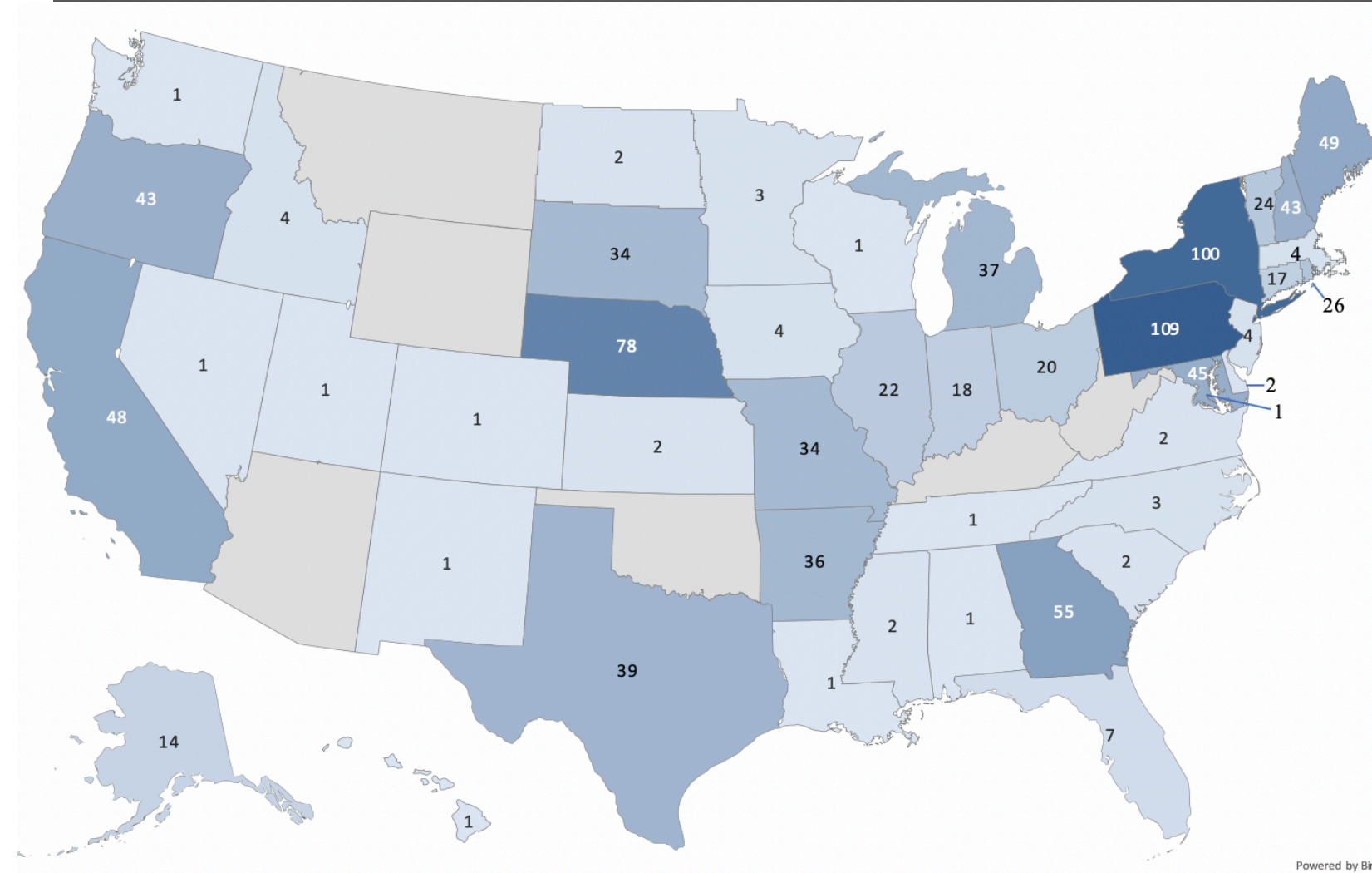
PBS Books Background & Vision

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



PBS Books Library Stakeholder Survey Recap



- 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

PBS Books Library Stakeholder Survey Recap

- 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*



Libraries' Social Media Usage

According to the survey, 92% of libraries have a social media presence

- 97% Facebook
- 56% Instagram
- 54% Twitter

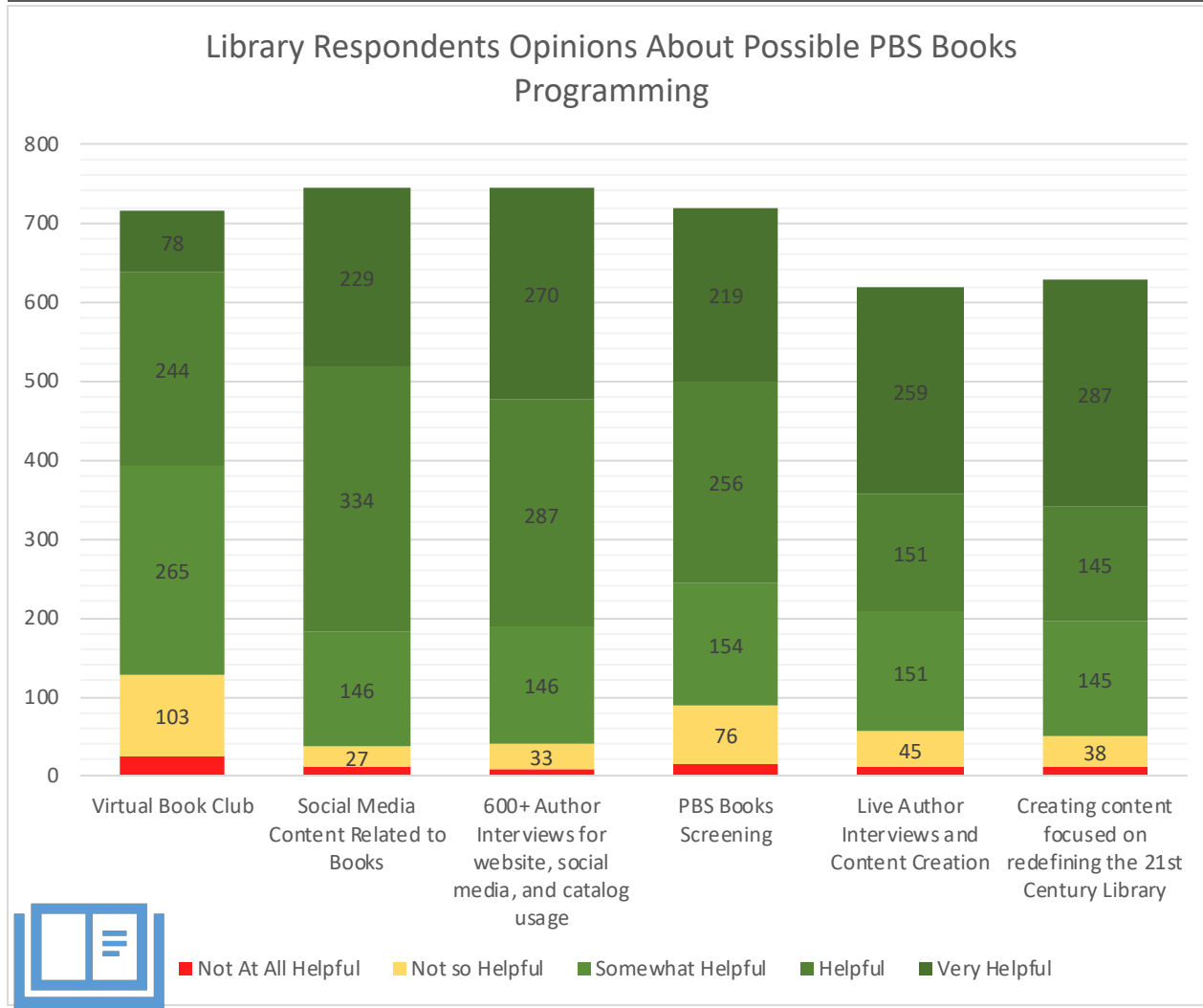


Did your library participate in *The Great American Read?*

- 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%)*



PBS Books & Programming






- Overall, an overwhelming majority of libraries reported that all of the proposed programming would be helpful.



PBS Books Program Offerings

PBS Books: Social Media Accelerator

- **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/>
-  Twitter: <https://twitter.com/pbsbooks/>
-  Instagram: <https://www.instagram.com/pbsbooks/?hl=en>



PBS Books Program Offerings

PBS Books: Social Media Accelerator

- 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>









- 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



PBS Books Program Offerings

PBS Books: Social Media Accelerator

The screenshot shows the Facebook Creator Studio interface. The top navigation bar includes the Facebook logo, a search bar with 'PBS Books', and user profile information for 'Colleen'. The main navigation menu on the left includes 'Page', 'Ad Center', 'Inbox 20+', 'Creator Studio', 'Manage Jobs', 'Publishing ...', 'More', 'Settings', and 'Help'. The 'Publishing ...' tab is selected, showing a 'Manage All Your Posts in Creator Studio' banner with a 'Try it Now' button. Below this is the 'Videos You Can Crosspost' section, which contains a table of videos available for crossposting. The table has columns for 'Video', 'Views', and 'Date Added'. The videos listed are from PBS, PBS NewsHour, American Black Journal, and WMHT Public Media.

Video	Views	Date Added
<input type="checkbox"/>  PBS Country Music Rosanne Cash PBS Rosanne Cash tells ...	69,264	● Dec 12, 2018 at 9:14 PM
<input type="checkbox"/>  PBS Country Music Marty Stuart PBS "It was almost like a ba...	97,663	● Dec 12, 2018 at 9:04 PM
<input type="checkbox"/>  PBS VALUE PBS Martin Sheen PBS Hear why Martin Sheen ...	256,032	● Nov 25, 2017 at 4:18 PM
<input type="checkbox"/>  PBS NewsHour Gloria Steinem on her life and the gender equality movem...	49,103	● Apr 25, 2019 at 2:37 PM
<input type="checkbox"/>  American Black Journal American Black Journal 4720 1 Next on American Black J...	206	● Apr 19, 2019 at 4:47 PM
<input type="checkbox"/>  WMHT Public Media Field Trip: Get Connected: From We visited WMHT and th...	2,745	● Jan 16, 2019 at 3:...

Step 1:

Go into Publishing Tools tab on Facebook page and select "Videos You Can Crosspost."

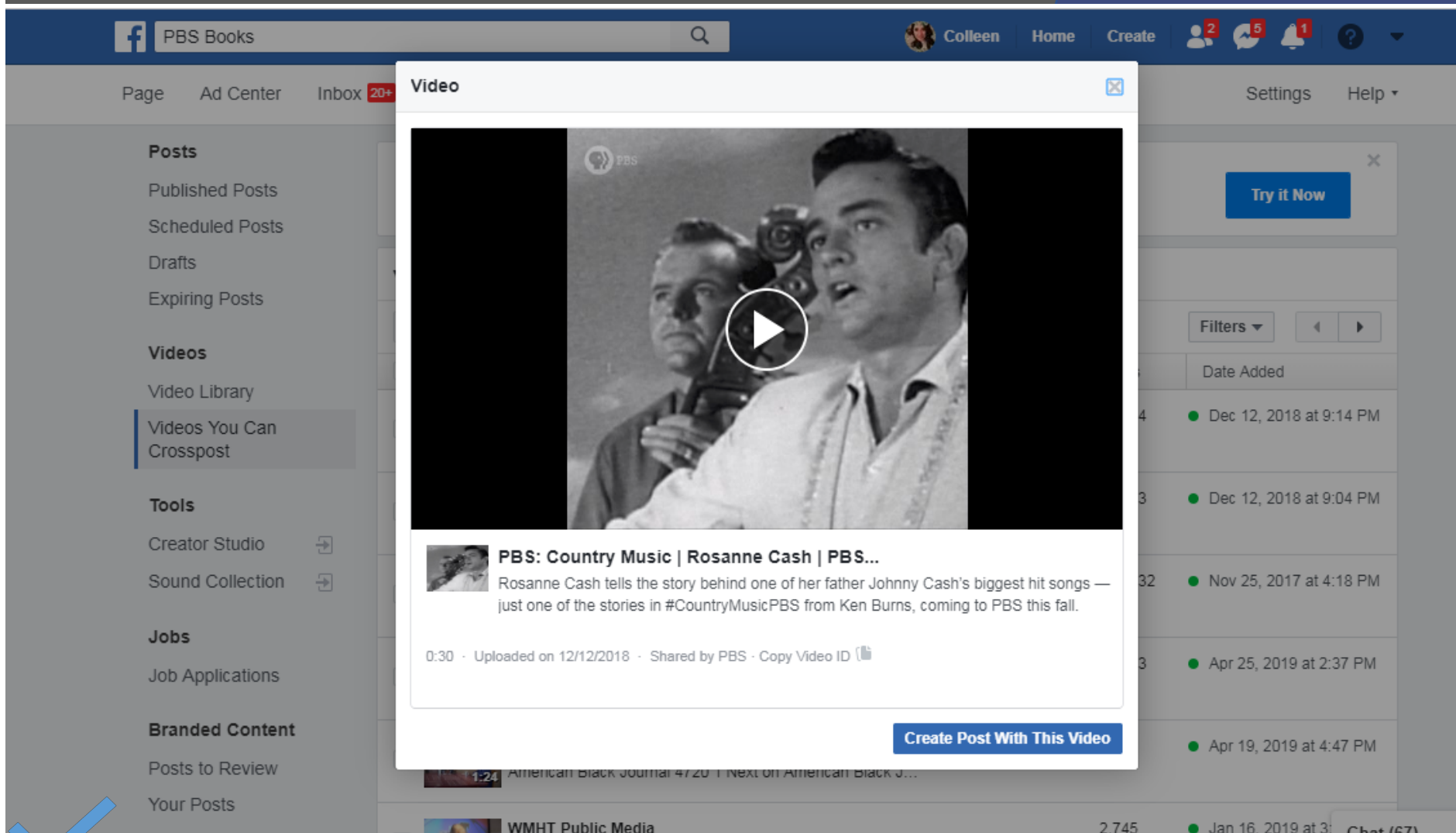
Step 2:

Select a video you want to crosspost



PBS Books Program Offerings

PBS Books: Social Media Accelerator



The screenshot shows the Facebook interface for the 'PBS Books' page. A video player overlay is centered on the screen, displaying a black and white video of Rosanne Cash. The video title is 'PBS: Country Music | Rosanne Cash | PBS...' and the description reads: 'Rosanne Cash tells the story behind one of her father Johnny Cash's biggest hit songs — just one of the stories in #CountryMusicPBS from Ken Burns, coming to PBS this fall.' The video duration is 0:30, uploaded on 12/12/2018, and shared by PBS. A blue button at the bottom of the video player says 'Create Post With This Video'. The background shows the Facebook page layout with a left sidebar containing links like 'Published Posts', 'Scheduled Posts', 'Drafts', 'Expiring Posts', 'Videos', 'Tools', 'Jobs', and 'Branded Content'. The top navigation bar includes 'Page', 'Ad Center', 'Inbox', and 'Video' tabs. The right sidebar shows a 'Try it Now' button and a list of posts with dates.

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.)



PBS Books Program Offerings

PBS Books: Social Media Accelerator


Step 4:
When done
customizing,
Click "Next"
and post or
schedule




https://www.facebook.com/PBSBooks1/publishing_tools/?section=CROSSPOSTED_VIDEOS


PBS Books

Country Music | Rosanne Cash | PBS

 Rosanne Cash tells the story behind one of her father Johnny Cash's biggest hit songs — just one of the stories in #CountryMusicPBS from Ken Burns, coming to PBS this fall.


+ Person Smiley Location Pin Target Tag Headphones

 Tags Add keywords to help people find your video

 PBS Books

Crosspost Video

Video Details
Add details to your video and create your video post.

Thumbnail


Subtitles & Captions (CC)
Add subtitles in multiple languages to your video.

Next

PBS Books Program Offerings

PBS Books: Social Media Accelerator

- 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>



PBS Books Program Offerings

PBS Books: Screening Room PBS Books List

- **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
 - http://bit.ly/chasingthemoon_events
 - ***Stonewall Riots***
 - <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

The screenshot shows the PBS Books YouTube channel page. The browser address bar displays the URL https://www.youtube.com/channel/UCrDWWHCdTshVLNe6_xlArbA. The YouTube interface includes a left sidebar with navigation options: Home, Trending, Subscriptions, Library, History, Watch later, and Liked videos. Below this is a 'SUBSCRIPTIONS' section listing channels like FlareTV, B/R Football, Kyle Hoey, Queen Official, Marshmello, and NBC Sports. The main content area features a teal header banner. Below the banner is the channel name 'PBS Books' with a 'SUBSCRIBE' button. Navigation tabs for HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT are visible. The 'HOME' tab is selected, showing a video titled 'Min Jin Lee | Miami Book Fair 2017' with 2,244 views from 1 year ago. The video description mentions Min Jin Lee's debut novel 'Free Food for Millionaires' and lists various publications where her work has appeared.

Click to go back, hold to see history

YouTube

Search

Home

Trending

Subscriptions

Library

History

Watch later

Liked videos

SUBSCRIPTIONS

FlareTV

B/R Football

Kyle Hoey

Queen Official

Marshmello

NBC Sports

PBS BOOKS

PBS Books

SUBSCRIBE

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Min Jin Lee | Miami Book Fair 2017

2,244 views • 1 year ago

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

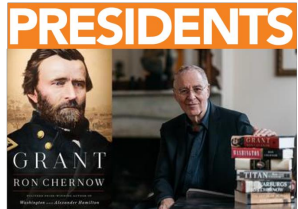
- **675+ Author Interviews from Book Fairs & Festivals**
- **Most videos 10-20 minutes long**



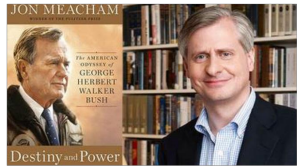
PBS Books Program Offerings

PBS Books: Video Book Club

Encouraging conversation
about books with special
author insights
Come join us...See a PBS Books author
interview and discuss your thoughts



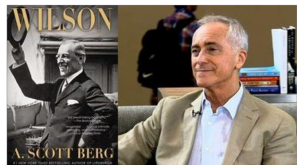
GRANT
< Ron Chernow
0:00PM Weekday
Date Here



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



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

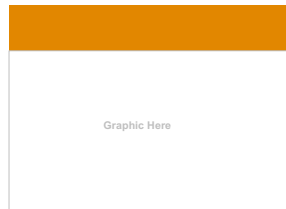


WILSON
< A. Scott Berg
0:00PM Weekday
Date Here

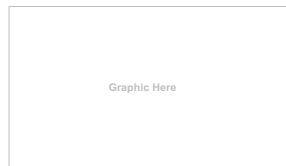
Library Info Here
Address Here
Email Address Here
Registration Info Here

Website Here

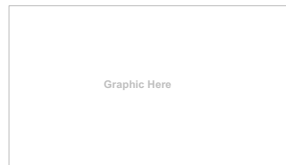
Encouraging conversation
about books with special
author insights
Come join us...See a PBS Books author
interview and discuss your thoughts



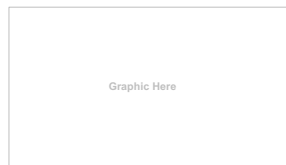
BOOK TITLE
< Author
0:00PM Weekday
Date Here



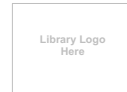
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Date Here



Library Name Here
Address Here | City, State Zip Here
Phone Number Here | Website Here | Facebook Here
Registration Info Here

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



PBS Books Program Offerings

PBS Books: 21st Century
Library Showcase &
Amazing Public Spaces

- **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



PBS Books Program Offerings

PBS Books: Library Stream

- **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)



PBS Books Program Offerings

PBS Books: Station Relations

- **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 Connector 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!

2/11/2019

PBSBooks - Charlotte Mecklenburg Library Digital Branch

Presented by:



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

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

PBS Books



0 subscribers • 646 videos • 629K views

"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...

Search...

English

<https://digitalbranch.cmlibrary.org/learning-corner/pbsbooks/?fbclid=IwAR27x-CukfxxKXna7-cdTtQut5nkEGbB7-EXZaQpDgVOQeKR144vjfoOM>

1/3

Successes!

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

The screenshot shows the GoWYLD.net website, which is Wyoming's portal to knowledge & learning. The page is titled "PBS Books" and features a navigation menu with links to Home, PBS Books and Summer Reading 2019, and Library Engagement Program. The main content area includes a search bar and a list of resources. The PBS Books logo is prominently displayed at the top of the content area. Below the logo, the text reads: "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; 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 library engagement program sponsored by the Knight Foundation." The PBS Books logo is also visible in the bottom right corner of the screenshot.

We need your feedback!

QUESTIONS & ANSWERS

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917.721.6910



