

Community Setting & Program Description

Broken Arrow, Oklahoma is a 55 square mile suburb of Tulsa, Oklahoma. The U.S. Census marked that between 2000 and 2010 the City grew by 32%. It is one of the fastest growing municipalities in the state of Oklahoma. The city boasts low crime rates, high performing schools, and a high school marching band that placed second in the 2017 Grand Nationals marching band competition. Approximately 33.7% of Broken Arrow's population is under the age of 18. The majority of its population are White/Caucasian with 93% holding high school degrees and 32% having obtained Bachelor's degrees or higher, and with a median income of \$68,000. There are two public libraries within the Broken Arrow city limits, the Broken Arrow Library, and the South Broken Arrow Library.

While the South Broken Arrow Library's Twitter account was last updated September 14, 2018, the Broken Arrow Library's Twitter hasn't seen an update since December 28, 2017. Both libraries share an Instagram account with their entire library system. Neither has been highlighted or featured in a post since May 29, 2018. Due to the demographics of this area, the Broken Arrow Library stands to greatly benefit from engaging digitally with its community via social media. The heavy population of those who are Millennials or younger indicates a high usage of social media and technology, especially with a reasonable median income for the cost of living in the area. Most homes will have or easy access to WiFi, cell phones, and/or internet access.

Using social media, the Broken Arrow Library will seek to engage it's community via Twitter, a higher profile on its shared Instagram, or by seeking to begin its own Instagram. This

will allow the library to better keep in touch with its community and patrons, and offer them an easy way of keeping up to date on library programs, new services, and new books and media. It will also allow patrons to more easily communicate their needs and preferences to library staff so that those needs might be better met.

HANNAH MOORE MLIS

Unit 1 Readings Influence

The Unit 1 readings that most heavily influenced my community engagement program were *Transforming Libraries Part 1* and the American Library Association's *Libraries and Community Engagement*. "[T]he internet isn't our enemy. It's a tool, a reality, and an incredible asset to our institutions and our patrons ... which means recognizing the incredibly benefits of the Internet while refusing to position ourselves against it" (Edwards et al., pg 4). The internet and social media mean being able to quickly reach patrons in real time wherever they are. It is an easy, quick way to interact with them; to receive their feedback while showing them all the ways libraries can still assist them that the general internet may not be able to, especially without patrons having to pay a fee for such assistance. Alternatives to popular apps like Audible or Readly can be offered through libraries for free, saving customers who are looking for convenience money and time. They still do not need to physically enter the library to support it or utilize their right to a library card. They can do it from the convenience of their own home, and we can continue to conveniently keep them up to date on new offerings while allowing them to feel capable of contacting us through direct messages as opposed to e-mail, in person, or phone call.

Through a short, 240 word or less tweet, the Broken Arrow Library can "shift the conversation about [its] relevance" (Edwards et al., pg. 5) by proving its worth and showing it is capable of keeping up with current users needs by reaching them where they are. The library can engage with them directly. Social media often feels far more personal than mass-sent e-mails or impersonal fliers, allowing patrons to feel far more connected with their local library, especially in demographics with access to internet.

The American Library Association (ALA) article cites numerous instances of libraries transforming into community and collaboration spaces while minimizing physical collections and adding in digital ones. Connecting digitally to patrons allows libraries to remind 21st Century users that libraries are not just spaces for reading dusty tomes in silence; they are places to interact in person and online with people around the world just as much as those in the community. Libraries are gateways to home connections and beyond.

HANNAH MOORE MLIS

Logical Framework (Logframe) Template

	PROJECT SUMMARY	INDICATORS	MEANS OF VERIFICATION	RISKS / ASSUMPTIONS
Goal	Increase digital engagement to encourage teen's emotional investment in the library.	The Broken Arrow Libraries serve a community with more 4,000 high schoolers, but many only utilize the public library for required volunteer service hours.	Measuring digital engagement on platforms such as instagram that are popular with target demographic	Risks include investing time into digital engagement unsuccessfully. Assumptions include which platforms are popular with teens but appropriate for library use, and that teens have access to these platforms on personal devices.
Outcomes	Increased engagement and interactions with teens, who become library advocates and supporters.	More teen activity in the library or with library digital platforms.	Increased social media activity, potential increase in teen attendance at the library	Teens who engage online will want to be physically present at the library when possible

Outputs	Librarians increase social media content aimed at engaging the target demographic by utilizing teen trends and pop culture	Increased activity on social media platforms (likes, reblogs, comments, etc).	Social media analytics	Librarians are using appropriate content on appropriate platforms. Activity is not from other adults, but actually teens.
Activities	Schedule 3 social media posts aimed to engage teens such as posting about YA books and media each week, utilizing appropriate hashtags, shoutouts, and images.	Number of posts appearing in timeline/profile each week.	Profile/timeline checks.	Teens are interested in engaging with non-celebrities.

Bibliography

- Areavibes. "Broken Arrow, OK Cost of Living." *AreaVibes - The Best Places To Live*, www.areavibes.com/broken+arrow-ok/cost-of-living/.
- "Broken Arrow Demographics." *Demographics | Broken Arrow, OK - Official Website*, www.brokenarrowok.gov/126/Community-Profile.
- "Community-Centered Library Services: Their Importance and Relevance." *Transforming Libraries, Building Communities: the Community-Centered Library*, by Julie Biando Edwards, Scarecrow Press, 2013, pp. 3–36.
- "Grand Nationals 2017 Finals & Semi-Finals Results." *Home*, www.musicforall.org/resources/fall-results/2017/grand-nationals-2017-semi-finals-results.
- "Libraries and Community Engagement." *American Library Association*, 14 Apr. 2014, www.ala.org/news/state-americas-libraries-report-2014/community-engagement.
- Library, Broken Arrow. "Broken Arrow Library (@Batulsalibrary)." *Twitter*, Twitter, 28 Dec. 2017, twitter.com/batulsalibrary.
- "Tulsa City-County Library on Instagram." *Instagram*, 29 May 2018, www.instagram.com/p/BjXxBmE11en/?taken-by=tulsalibrary.
- "U.S. Census Bureau QuickFacts: Broken Arrow City, Oklahoma." *Census Bureau QuickFacts*, www.census.gov/quickfacts/brokenarrowcityoklahoma

Hannah Moore
LIS-5253-995
November 11, 2018
Communications & Public Relations Strategy

Memo to Director

To: Kim Johnson, Tulsa City-County Library CEO
From: Hannah Moore, Broken Arrow Youth Librarian
Date: November 11, 2018
Subject: Broken Arrow Library Increased Social Media Presence

After ample research, the Broken Arrow Library has deemed a larger social media presence an excellent way to better reach and engage with our patrons. Our primary community userbase consists of active social media users, and a high school that offers Chromebooks to its students along with wireless internet. Broken Arrow offers many businesses offering free Wifi in addition to that of the two libraries located in our area.

Beginning January 1, 2019, the Broken Arrow Library will be increasing social media activity and starting its own Instagram account following the Tulsa City-County Library goals, values, vision, and core competencies as outlined in the Library policy guide and website. The Broken Arrow Library will report the success of its increased social media efforts using trusting analytics provided at no cost through third-party websites or the designated sites' analytic offerings. These findings will be reported to the Library commission to gain support in continuing and expanding our social media efforts.

Memo to Co-Workers

To: Broken Arrow Library Staff
From: Hannah Moore, Broken Arrow Youth Librarian
Date: November 11, 2018
Subject: Broken Arrow Library Increased Social Media Presence

Beginning January 1, 2019, the Broken Arrow library will see increased efforts on its social media platforms, and a foray into a brand new Instagram account. These efforts serve the purpose of helping us better connect with our local community and the library community at large. All staff are encouraged to submit ideas and content for these platforms. Engagement will be overseen by myself, as Youth Librarian, with posts being pre-scheduled but also updated in real time as often as possible.

Please bring any questions or concerns to me at any time. Feedback from staff and community members is highly encouraged in order to see the best, most positive results from these efforts. Thank you for assistance in this increased engagement with our community.

Social Media Assessment

Social media is a highly popular and effective way for people to consume media in the digital age. It is quick, convenient, and easy to digest in small, bite-sized pieces. It does not require more than the digital devices most people already carry around: their phones. It's cheap, and from a library standpoint, it is easy for multiple staff members to share information immediately or quickly with their audience. The Broken Arrow Library utilizes social media to quickly update its patrons and offer a targeted way for its community to engage with them from the comfort of their own homes. As part of a larger library system, having a dedicated space (such as a facebook page) is convenient for customers who may only want information for their local branch, without having to wade through information for libraries on the other side of the county.

While the Broken Arrow Library currently sees a regular flow of Facebook traffic, it's Twitter account has not been updated since 2017, despite this being an excellent venue with which to reach it's teen audience and advertise teen programming such as drop-in volunteer hours and anime club. An increase in digital outreach is an easy, effective way to reach patrons in a digital age and also advertise digital content (such as free downloads of ebooks, music, magazines, and audiobooks to personal devices) to an audience that is immersed in a digital culture and would find appeal in these resources.

Media Plan

Due to the nature of the proposed program, direct media engagement is unnecessary. A publicity release may be a positive way to announce and advertise a new Instagram account should it be approved by library administration, but mere increased activity on social media channels with which the Broken Arrow Library is already involved would be redundant. The increased activity would announce itself without feeling exorbitant or over-achieving, which would be counterproductive to the purpose of making the library a more engaging and approachable entity to the public that it serves.

Media inquiries will be addressed by the appropriate channels, such as the Tulsa City-County Library Public Relations department for official comments. Outside of this, the channel will speak for itself by engaging the community in a positive manner that reflects the library core values, vision, and goals.

Press Release

Broken Arrow Public Library
Hannah Moore
918-549-7323
hmoore@tulsalibrary.org

November 11, 2018

BROKEN ARROW LIBRARY INSTAGRAM LAUNCHES JANUARY 1, 2019

BROKEN ARROW, OK, NOVEMBER 2018 – The Broken Arrow Library will be launching a brand new Instagram page dedicated to its immediate community and programming. The brand new Instagram page will feature promotions, programs, and awareness campaigns to show the libraries digital resources to its community members.

The Broken Arrow Library has a rich community that is actively engaged in social media, and would like to further reach it's community via the avenues already being utilized by its patrons. By reaching out and engaging the community, the Broken Arrow Library hopes to create a more welcoming, engaged environment for the Broken Arrow area.

For more information about the Broken Arrow Library's Instagram account, visit <http://www.instagram.com/batulsalibrary> or call 918-549-7323.

HANNAH MOORE MLIS