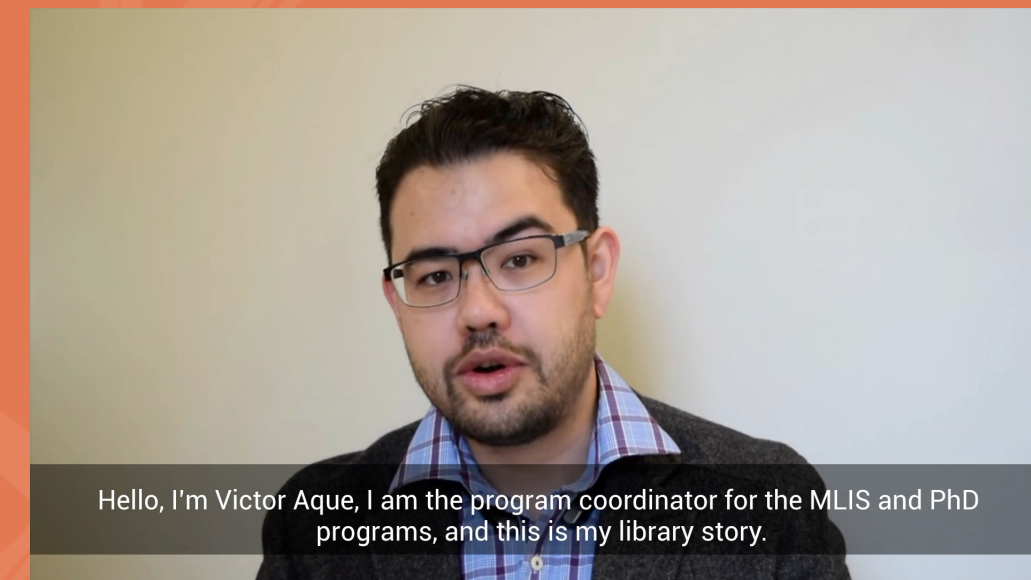
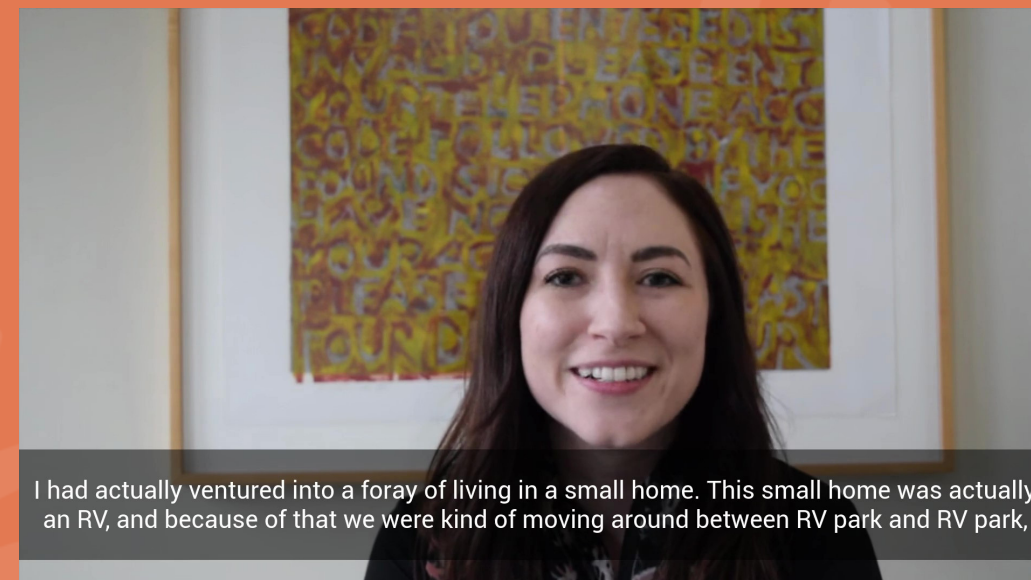


# #MyLibraryStory

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**#MyLibraryStory** is a video social media campaign that highlights the stories of community members who have been impacted by libraries.



## Idea

Librarians tend to engage, especially on social media, with whomever responds, which tends to be other librarians.

While this creates a very strong community of librarians who are interested in advocating, both in their community and at a state and national level, for libraries, it doesn't engage library users in the conversation.

We hope that our project, while engaging library users and spreading messages of enthusiasm for libraries, will create a template for not only librarians who want to reach further out into the user sphere, but also for users who simply want to share their experiences and enthusiasm for libraries with the world.

## Implementation

This project required a lot of outreach and recruitment in order to curate exceptional stories to kick off the conversation. Through our personal and professional networks, we identified five diverse and interesting stories highlighting a variety of experiences with libraries.

The interviews themselves took place in the personal spaces of those interviewed, in order to create a sense of comfort and authenticity in the videos. The videos were shot in a direct-address style, rather than at a three-quarter angle like a formal interview. This creates the impression of a conversation between speaker and audience, like a vlog. The final videos were captioned for accessibility.

## Conversation

There have been a variety of other short term library campaigns using the hashtag **#MyLibraryStory**. Most of these were fairly short lived.

Our project embodied similar goals of sharing the stories of people who have been impacted by libraries, but will hopefully spark a continuing conversation that amplifies the voices of community members instead of library staff members.

We shared our finished videos via Twitter and Instagram.

## Recommendations

Libraries seeking to complete a similar project should be aware of the substantial time and expertise constraints involved in a video production project.

If you do not have the resources or training to produce a video series of your own, an alternative would be to post images of the interviewees alongside a quote. While could have less direct emotional impact than the video stories, it could be done with more frequency than a video series, resulting in higher engagement over time.

To attract high numbers of follower and increase engagement on your posts, we also recommend that you use your accounts to follow a wide variety of accounts on each platform. We discovered that the best way to attract followers is to proactively follow them yourself.

Thank you to the American Library Association, Beck Teneh, and all of our storytellers for helping this project come to fruition.