

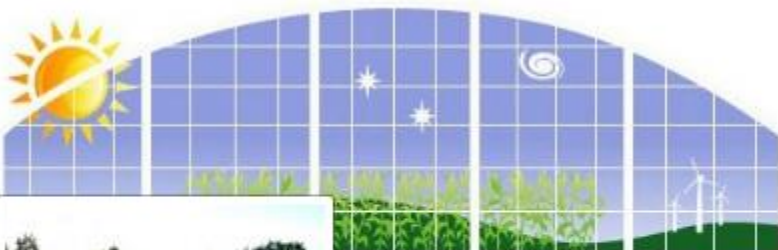
WESTERN NEW YORK
LIBRARY RESOURCES COUNCIL

Lunchtime Learning:

**The Facebook Reach Problem
and what it means for your Library's Page**

Speaker: Jaclyn McKewan, WNYLRC

Please mute your phone by
right-clicking your name
and selecting "mute" →



WATERVILLE PUBLIC LIBRARY



Waterville Public- Library

Add Friend

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Photos

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DO YOU KNOW WATERVILLE?

To see what she shares with friends, send her a friend request.

Add Friend



1 Mutual Friend

1 mutual friend: Beverly Choltco-Devlin

Works at Waterville Public Library

Went to Waterville Central School

Lives in Waterville, New York

From Waterville, New York



Waterville Public-Library

June 12 at 2:59pm · Edited ·

We are pleased to announce the fourth sponsor of our Summer Reading Program: Merri-Rose Florist. They are our fourth raffle donation for the Summer Reading Program. Make sure you "like" their page to show them our support! Let's give them a round of applause for supporting the local



EVERY HERO HAS A STORY

PLAY THE SUMMER READING GAME
JUNE 1 - AUGUST 1
MARICOPACOUNTYREADS.ORG

Phoenix Public Library
Library

Contact Us Like Message ...

Timeline About Photos Likes More ▾

4,715 people like this

Invite friends to like this Page

ABOUT >

1221 N Central Ave
Phoenix, Arizona

(602) 262-4636

<http://www.phoenixpubliclibrary.org/>



Phoenix Public Library

14 hrs · 🌐

HELLO

Teens – join us for MACH: Cyborg Summer 6:00 pm TUESDAY at Burton Barr Central Library. Test your skills and learn to design, build, wire and program a robot. Prepare for the FIRST Robotics Competition or explore engineering as a career. Ages 12 -16.

GOODBYE <http://bit.ly/1cWAUfz>





ng Means for Businesses

What Increased Content Sharing Means for Businesses

The goal of News Feed is to show people the right content at the right time. To make this happen, we look at who and what people are connected to and how they interact with content — such as how often they click, share, read or comment — to determine what to show. News Feed has to be useful for people and we're going to continue to improve it so that people have the best experience possible.

More connections, more sharing, more competition

People are connecting and sharing more than ever. On a given day, when someone visits News Feed, there are an average of 1,500¹ possible stories we can show.

As a result, competition for each News Feed story is increasing. Because the content in News Feed is always changing, and we're seeing more people sharing more content, Pages will likely see changes in distribution. For many Pages, this includes a decline in organic reach. We expect this trend to continue as the competition for each story remains strong and we focus on quality.

December 5, 2013

<https://www.facebook.com/business/news/What-Increased-Content-Sharing-Means-for-Businesses>

Fans:

- visit the page itself
- like, share, comment
- get notifications
- add to list

Pages:

- encourage comments
- shareable content
- pay for occasional reach
- add other avenues:
 - blog
 - twitter
 - pinterest
 - mailchimp
 - instagram
 - Integrate social media
- tag other pages



Chautauqua County Historical Society checked in to St. Peter's Episcopal Church with David S. Brown and Kimberly White

June 13 at 3:22pm · 🌐

The letter readers and descendants of the Cushing family.



Like · Comment · Share



👍 57 people like this.

Top Comments ▾



Write a comment...



Chautauqua County Historical Society There was so many and we didn't have an opportunity to get all names. Some will be posted later.

Like · Reply · 👍 2 · June 13 at 4:26pm



Mary MacCubbin Holcomb Jones Is there any names to go with the picture??

Like · Reply · 👍 1 · June 13 at 4:21pm

<https://www.facebook.com/ChautauquaCountyHistory/posts/887068764672988>



Buffalo & Erie County Public Library - Central Library

added 6 new photos — with Daniel Caufield and Jordan Smith.

June 7 at 10:15pm · 🌐

Kara & Jordan from the Library's TechKnowLab at the Buffalo Museum of Science yesterday for the Buffalo Mini Maker Faire.



Like · Comment · Share



👍 Cindy Zubler and 18 others like this.



Write a comment...



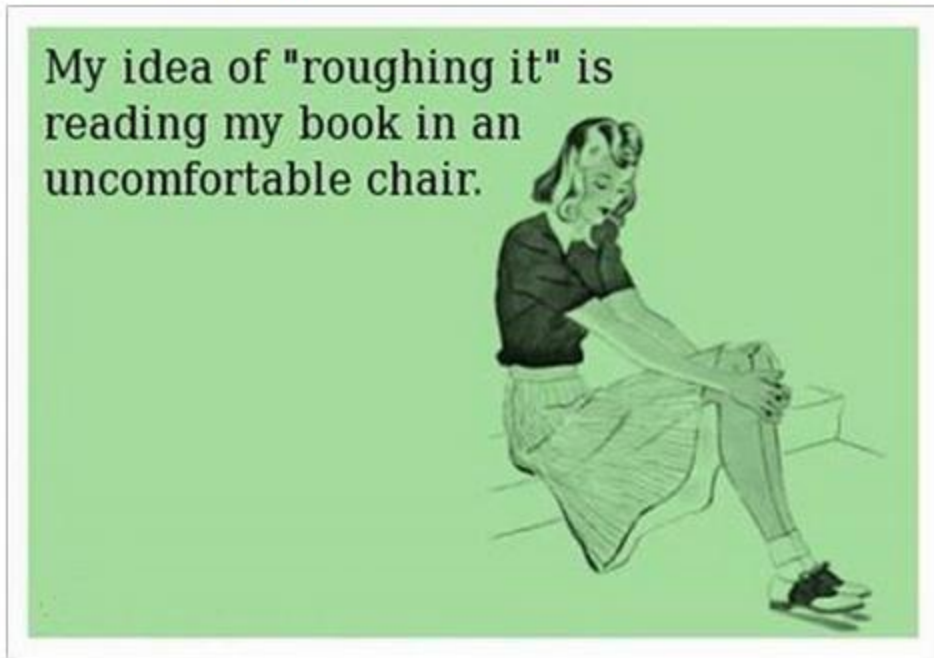
<https://www.facebook.com/buffalolibrary.central/posts/10153066149308585>



Lockport Public Library

June 14 at 1:00pm · 🌐

SOME-ECARD SUNDAY!



Like · Comment · Share

👍 29 people like this.

Most Recent ▾



Dennis Miller You have that right!! Maria

Like · Reply · June 14 at 1:37pm



Marilyn Cote Miller A hotel without a pool.

Like · Reply · June 14 at 1:49pm



Write a comment...



<https://www.facebook.com/LockportLibraryNY/posts/10152825998450766:0>



Daniel A. Reed Library at SUNY Fredonia shared

Grammarly's photo.

April 12 · 🌐

Quotation marks are best used to:

- mark speech;
- format titles of poems, songs, and articles; and
- imply sarcasm

by Sharon Edge @copysharon



Grammarly ✓ with Lekhank Patil and 6 others

Quotation marks are best used to:

- mark speech;
- format titles of poems, songs, and articles; and
- imply sarcasm

Like · Comment · Share

👍 8 people like this.



Chris Zak It would have been better had he had stapled it

Like · Reply · April 12 at 3:33pm

<https://www.facebook.com/ReedLibrary/posts/968951966449968>