

# LIBRARIES & SOCIAL MEDIA

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SUOMEN KIRJASTOSEURA  
FINLANDS BIBLIOTEKSFÖRENING  
FINNISH LIBRARY ASSOCIATION

WE LOVE  
BEING  
"NEUTRAL"

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NEUTRAL  
DOESN'T  
WORK IN  
SOCIAL  
MEDIA





LET'S  
MAKE  
LIBRARY  
ACTIVE

LET'S  
PROMOTE  
DEMOCRACY  
FREEDOM OF SPEECH  
HUMAN RIGHTS  
EDUCATION  
READING

A decorative graphic on the left side of the slide. It features several colored circles: a large orange circle at the top center, a smaller light blue circle at the top right, a light green circle on the left side, and another large orange circle at the bottom center. On the far left, there are three thick black horizontal bars stacked vertically.

**TOOLS:**

**HUMOR  
MEMES**

**CELEBRITIES**

**WHATS ON  
THE NEWS**



POSTS THAT  
SPARK AN  
EMOTION

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FOR THE PAST TWO  
YEARS THIS IS WHAT  
I'VE BEEN DOING.



# LIBRARIES SUPPORT REFUGEES



# TRUMP < 3 LIBRARIES

- 1. Go visit a library.*
- 2. Stand next to a shelf.*
- 3. Reach out with your giant hands.*




00:16



# FEEES FOR LIBRARIES? NO THANKS!

2. Kirjastojen palveluista voisi periä vuosimaksun.

täysin eri mieltä                      ohita kysymys                      täysin samaa mieltä



TÄHÄN ON OLEMASSA VAIN YKSI  
HYVÄ VASTAUS...

# TRUMP AND PUTIN SHOULD MEET IN A LIBRARY

**Library is a great place to learn about:**

**Equality**



**History**



**Grammar**



**Democracy**



**...and why it's a bad idea to:**

**Put kids in cages**



**Poison your enemies**



"IT'S FOOLISH NOT  
TO USE A LIBRARY"





RESULTS  
SO FAR


500 000 VIEWS

3 X FACEBOOK FOLLOWERS

0 EUROS SPENT ON ADS



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YOU CAN  
DO IT TOO



THE MOST  
EXPENSIVE  
VIDEO I MADE  
COST 100  
EUROS.

MY VIDEOS ARE OFTEN  
JUST ANIMATED TEXT

I CAN CREATE VIDEOS  
FROM STILL IMAGES

IF YOU CAN'T CREATE  
YOUR OWN VIDEOS,  
SHARE OTHERS!

FACEBOOK LOVES  
VIDEOS

PEOPLE LOVE SHARING  
SMART + FUNNY  
CONTENT

PEOPLE LOVE TO  
PROMOTE LIBRARIES  
IN SOCIAL MEDIA.

THANK YOU.



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