



Written questions – Virtual Engagement Librarian Application due April 9 by 5:00pm CST

1. Please draft three social media posts for one or more platforms. Include exact language and describe (or include) images, hyperlinks, etc. These can use actual Shorewood Public Library programs/resources or be fictitious. Please indicate which social media platform the post(s) are for and why you chose that platform.
 - a. Promoting a program
 - b. Promoting a library resource
 - c. Informing the public of an emergency closure

2. The Virtual Engagement Librarian is responsible for creating social media content as well as monitoring and responding to engagement from the public on these platforms. The following are two examples of real situations library staff have encountered via social media. Please analyze the situations using these questions. You are encouraged to add other considerations.
 - a. What resources do you need to respond to these situations? Think broadly (from coworker and administrative support, to policy and best practice).
 - b. What issue(s) do you recommend the library address? What issue(s) do you recommend the library not address?
 - c. How would you respond to each situation? Be specific.

Example 1:

Private message from a patron received via Facebook.

11:22 AM

I need an email receipt or a post-it note and your staff won't do it. I was yelled at by numerous staff and patrons and someone said "don't come here any more you should leave shorewood"! you shamed me in public. Studie found that using hand sanitizer and touching thermal paper receipts is dangerous "you absord almost tenfold more bisphenols into your body".

Hello! Thank you for contacting us. This

Example 2 can be found on following page.

Example 2:

Comments received on Facebook on a library event titled “Do Black Lives Matter? An Introduction to the Historical Devaluation of Black Lives.” *These comments do not reflect the values of Shorewood Public Library or the Village of Shorewood. Staff deduced most were in fact made by people outside our community and state.*

