



Social media a potent tool for libraries

INWOOD, W.Va. (June 16, 2015) -- Dallas Independent School District is utilizing social media to engage and communicate with its community, and it relies on the SocialFlow media management service to ensure that messages are shared in optimal fashion.

“[SocialFlow](#) is a product that I hope will take us closer to serving our students and parents in the 21st century by pushing the information out to them through this platform and increasing our community’s social awareness of libraries in Dallas ISD,” said Gay D. Patrick, the Texas school district’s library media services director.

[Dallas ISD](#) is the first public school district in the world to implement SocialFlow, a social media publishing service that is the leading platform for the distribution and optimization of content to social networks like Facebook, Twitter, Google+, and LinkedIn. The New York-based SocialFlow service launched in June 2010 and is utilized by NBC, NPR, BBC News, The New York Times, AP News, National Geographic, and many more high-profile clients.

Another satisfied SocialFlow customer is [New York Public Library](#), which prides itself on maintaining a vibrant, interactive social media presence to better serve its millions of patrons. “SocialFlow accounts for 44 percent of tweets we send out since we started using it, but it garners 84 percent of the clicks that we get on Twitter in total,” said Johannes Neuer, e-communications manager at the library.

Neuer will lead a panel discussion on how libraries can leverage the power of social media during a special session at the [2015 ALA Annual Conference & Exhibits](#) in San Francisco. “Effective Library Marketing with Social Media” will be held at 10:30 a.m. Saturday, June 27th, in Room 120 N of the Moscone Conference Center. The session is open to all ALA Annual attendees.

“Effective Library Marketing with Social Media” is sponsored by The Library Corporation, the exclusive provider of SocialFlow to the library marketplace. To learn more about SocialFlow and how it can help your library reach its community, visit TLC at Booth 2417 during ALA Annual in San Francisco or visit TLCdelivers.com.

TLC has operated continuously and under the same ownership since 1974, providing premier automation and cataloging services to more than 4,500 libraries worldwide. The company is based in Inwood, W.Va., and has additional offices in Denver, Singapore, and Ontario, Canada. Contact TLC at 1.800.325.7759 or info@TLCdelivers.com.

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