



Best Practices for Libraries

1. Stick to Social Programs

Got an upcoming lecture that you want to promote? That's great, but it's probably not what your Meetup members are looking for. Host events that are social, or at least unique.

2. Avoid Spamming Members

Your members will likely get an email every time you announce or post in an event. If they're getting too much from you, they might leave the group.

3. Don't Treat Meetup Like a Bulletin Board

Meetup is a social networking tool for people who want to make new friends. Engage your members, don't just advertise to them.

4. Get to Know the Community Culture

Learn how people interact and participate; Follow up after events; Post a Meetup sign at every Meetup promoted event, so people know where to find you. Be an active part of the culture and community.

5. Know Your Audience

Consider creating different umbrella groups for events that only appeal to a niche audience. Don't spam your book loving members with ESOL events and vice versa.

Tracy Kallassy, Adult Services Manager, Prince William Public Library

TKallassy@pwcgov.org