Biblio 2.0: Engaging Tweens in the Library

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Tweens: A Unique Audience

- Gray area
- No longer kids, not yet adults/independent teens
- Varying reading levels/interests
Importance of Reaching Tweens

- Unique needs
- Brings a new audience to the library
- Provides insight
Relevancy of Tween Programming

- Know your audience.
- Get feedback on existing programs.
- Identify popular tween topics.
- Incorporate pop culture when possible.
- Keep tweens engaged in discussion via participation.
- Find a balance when it comes to helping.
- Make them feel like a priority.
Biblio 2.0’s Formation & Success

- Russell County Homeschool Association served as entry point/guinea pigs for tween programming
- Began in March 2017 with four collaborating staff members
- Fall 2017
- Spring 2018
- Fall 2018
Successful Programs

- Maker Lab
- Captain Underpants and the Standards of Strong Superheroes
- LEGO Chain Reactions
- Books that Change Your Life series
- Biblio Brain Bogglers
- Wacky Mad Libs
- Focus on Fantasy
- Spy School
- Escape the Library!
Captain Underpants and the Standards of Strong Superheroes
LEGO Chain Reactions
Books that Change Your Life: Charlotte’s Web
Escape the Library!
How to Start Engaging Tweens in YOUR Library

- Identify staff that’s interested in working with tweens.
- Reach out.
- Generate program ideas.
- Schedule programs & promote them heavily.
- Go forth and have fun!
Questions/Discussion

Didn’t get a chance to ask your question?
Have further comments/ideas to share?

Join me at the
Bright Ideas – Tween and Teen Services Roundtable
in the Quad right after this session!