


Words Upside Down: Dyslexic Teens on Facebook

Celia



Minna Katela, children's librarian

Celia in a Nutshell

- National library (Ministry of Education and Culture)
 - Founded April 1st, 1890
 - Serves the whole country
 - 55 employees, > 16 000 users
 - Based on the Law on the Library for the Visually Impaired
 - Based on § 17 of the Finnish Copyright Law
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Main Tasks

- To produce literature in accessible formats
- To lend fiction and non-fiction
- To sell textbooks
- To act as a center of expertise in accessible media



Background

- One person out of ten is dyslectic
- Talking books may help
- Dyslexic people don't know Celia well
- Dyslexia is not always diagnosed
- Celia could have more young dyslexic users: the Arrow Project in year 2010



The Arrow Project in year

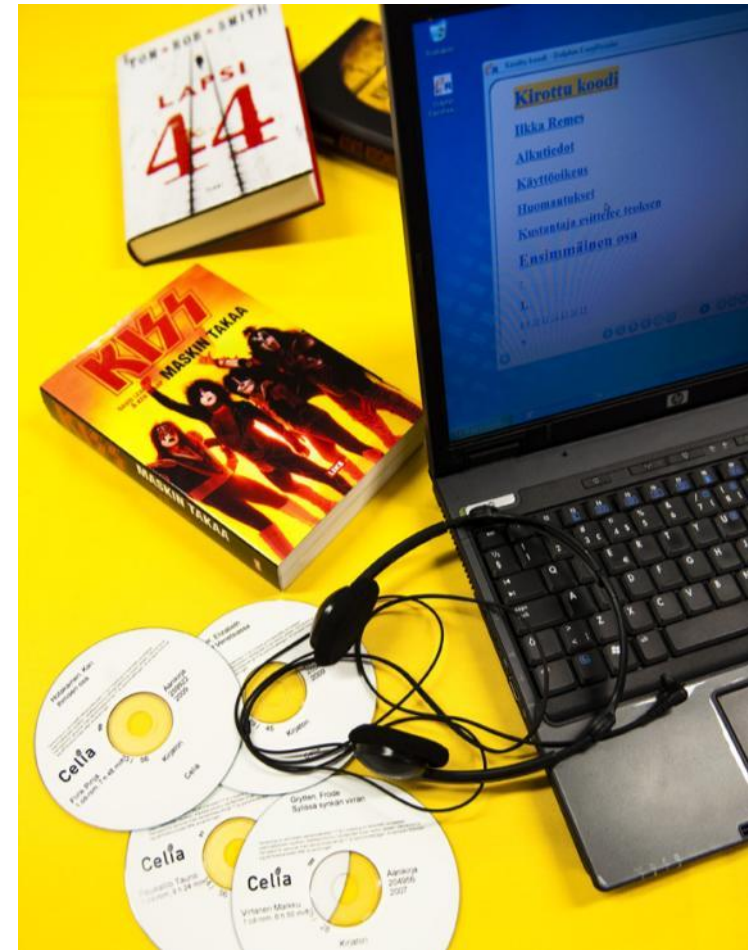
2010: Talking books for young dyslexics

- To increase awareness of dyslexia
- To affect attitudes towards dyslexia
 - Dyslexic people are not stupid or lazy
 - Dyslexia has nothing to do with intelligence or IQ
- To increase awareness of Celia and talking books
- To get new users for Celia's library services and also share information about textbooks



Target groups

- Dyslexics of age 10-18
- Teachers
- Parents
- Friends



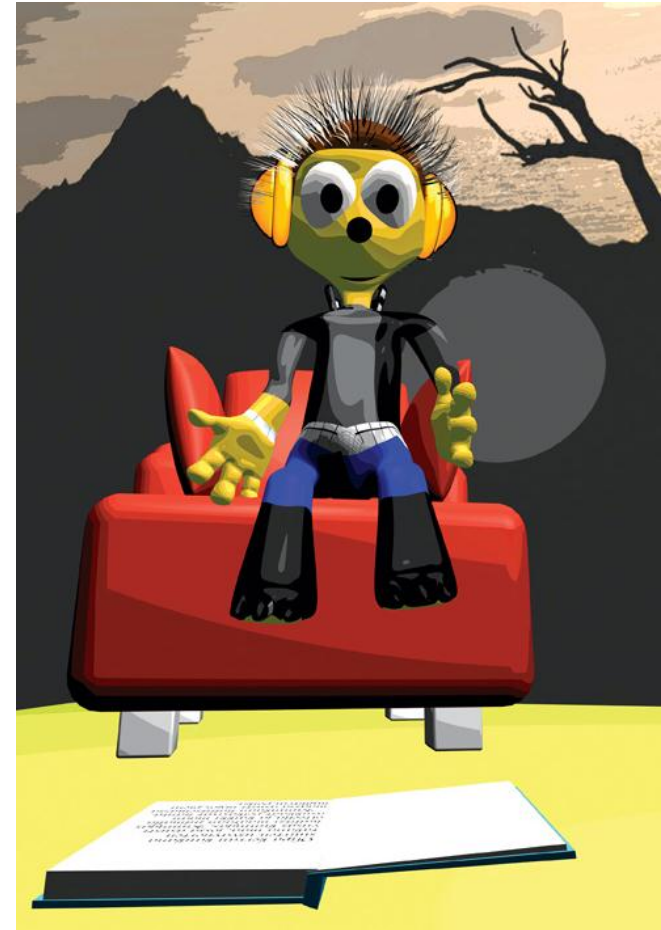
Means, methods & channels

- Focus on digital marketing & communication
- Social media (Facebook)
- Website (www.celia.fi)
 - Information on dyslexia
 - Quick test (based on BDA's test)
- Google marketing
- Animation film in ruutu.fi (film about dyslexia on web tv)
- Direct email to teachers



Sipe the Hedgehog

- Sipe the Hedgehog is the face of the campaign
- Sipe is a 15-year-old hedgehog with recently diagnosed dyslexia
- Sipe has had difficulties at school
- Sipe has just found talking books
- Sipe's adventures can be followed in facebook
www.facebook.com/senatsakaisin



Animation film

- [Click this!](#)



Facebook

- www.facebook.com/senatsakaisin
- Site includes information about dyslexia, links to Celia's website, wall updates etc.
- Photo shoot contest in facebook summer 2010
 - Photos about books and reading
 - Users voted the winner
 - Prize: iPod mp3 player
- Around 3000 fans at the end of the year 2010



Facebook year 2011-

- Regular updates: news about dyslexia, book reviews (by Sipe the Hedgehog), current events, Christmas calendar every December
- Most of the fans (70 %) are between the ages of 13 and 17. Not all of our fans are our clients, but it is also important to give out information and influence attitudes



Other activities

- We have also visited a number of education conferences as exhibitors
- We offer a regular newsletter to all the schools in Finland

Dyslexia website

- We have created a separate dyslexia website in co-operation with some Finnish dyslexia organisations
- www.lukihairio.fi
- The dyslexia quick test is very popular

Dyslexia website campaign


- Senat sakaisin –facebook pages are the social media of the dyslexia website.
- Launch of the website in autumn 2011:
 - Animation in ruutu.fi
 - Best fantasy book voting on Facebook (prize iPad2)
- The number of facebook fans doubled.

Results

- The number of dyslexics in our new clients has tripled in two years from 5% to 15%.
- Over 7000 Facebook fans
- Textbook sales have increased (year 2010 6336 books sold, year 2011 7338 books sold)



Good practises

- We comment as Sipe, not as official librarians
 - We concentrate on one area (dyslexia) and the name of the Facebook page is funny wordplay and connected to the theme, not just the name of the library
 - Facebook/social media is a good place to reach teenagers
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- A thick, solid red wavy line that spans the width of the slide, positioned at the bottom.

Best practises

- We have different campaigns regularly
- Updates are also sometimes "lighter", for example competitions, questions and "Have a nice summer holiday" –type of greetings



Challenges

- It is not easy to activate fans, they don't comment much
- If you want to keep the fans interested, it is our experience that you have to campaign regularly, have many different types of updates and invent new ideas.



Challenges

- You have to check the pages also outside office hours and react if necessary
- Facebook changes page settings and doesn't inform about it much in advance



Next

- We are planning to add more videos: for example book reviews and guide videos
- Sipe cartoon, maybe a new animation film
- New competitions



Thank you!

Minna Katela, children's librarian

