Meeting the Social Media Needs of Lexington’s LGBTQ Community
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Pride Community Services Organization (PCSO) in Lexington, Kentucky caters to LGBTQ individuals across Central Kentucky.

- Offers several services and programs designed to foster community and representation.
- Includes the Pride Library that houses about 2,000 books and audiovisual materials that are written by LGBTQ authors, feature LGBTQ protagonists, or focus on predominantly LGBTQ themes.
- PCSO currently uses Facebook, and many of the groups that meet there have their own Facebook page.
- The Pride Library once regularly contributed to its own Tumblr page, but this has not been active since June 2016.
Representation, especially among traditionally underrepresented groups such as people of color, transgender, and non-binary individuals.

- Community
- Resources for coming out
- Current and consistent social media posts
- Inclusivity, especially for those that cannot physically come to PCSO

Discussion Questions

Should social media be a tool to get more people to attend PCSO programs or an end unto itself?

How should PCSO codify and monitor social media with only one part-time employee and many volunteers?

When should PCSO abandon an outdated social medium or adopt a new one?

How can PCSO foster a sense of digital community?

How will PCSO analyze and assess if goals have been met?
1. Make Pride Library social media pages more seamless, scheduled, and integrated within other PCSO posts.
   a. The Pride Library will have a scheduled day of the week to post content specifically related to the library on the PCSO page.
   b. The Pride Library will once again begin using its Tumblr page. It will post two unique posts per month that offer a review, endorsement, or reader’s advisory list about materials in the collection. It will also re-blog at least one post per month about general issues related to LGBTQ individuals in the United States.
   c. PCSO will determine who will volunteer to post regularly for the Pride Library. One potential volunteer avenue is LiSSO at the University of Kentucky. These students regularly volunteer with the Pride Library.
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2. Use social media pages to promote underrepresented individuals, with a focus on women of color and transgender individuals.

   a. The Library will create a Pinterest page, primarily devoted to pinning posts about books or authors that promote diversity within the LGBTQ community. Pinterest is a visual social medium, so it will help users see the diversity represented. If the Pride Library owns the book, the posts will be edited to proclaim that readers can find this book at PCSO.

   b. Of the two Tumblr posts outlined in Goal 1, one will feature a woman of color or transgender author or protagonist.

   c. The Pride Library will work to get more volunteers from underrepresented groups to write or contribute to these posts on social media.