Looking Back: Fawn Siemsen-Fuchs

Fawn Siemsen-Fuchs ('06, Art and English, Literary Criticism) has become a viral sensation for her use of TikTok in promoting the Milwaukee Public Libraries.

In 2015, Fawn joined the Milwaukee Public Library Tippecanoe Branch as the adult reference specialist, where she was responsible for managing adult programming. During the pandemic, she was selected to lead virtual programming for the whole library system and became the library’s volunteer coordinator.

Because there were no volunteers at the time, the library housed her in communications and marketing, where her creative background lent itself well to social media.

Soon after, Fawn had the brilliant idea of showcasing her library to the world using social media. Fawn’s use of TikTok to help attract library patrons has brought her and the library significant attention. The videos she created for the Tippecanoe Branch Library went viral, garnering millions of views and nearly 100 thousand followers.

The Today Show and The Wall Street Journal have featured her work, and Fawn is very proud of her and the library’s success.

“The videos have helped to dispel the notion that libraries are stuffy places,” she says. “They show that libraries are keeping up with the times and have a lot of resources that people can take advantage of.”

The videos are aimed at attracting clients who may have never used the library before. The team keeps the videos general, hoping that they will inspire people to use libraries in their local areas.

While it is difficult to track the exact impact of their videos, Fawn has noticed an increase in comments and engagement from patrons, some of whom had never used the library before.

Fawn believes that she has helped inspire other libraries to create engaging social media accounts to attract more people, especially students.

Fawn fondly remembers meeting her husband in a creative writing class at UWM. He is a graduate of the Film Department, and their different interests in the medium help inspire the creative work they share.

Fawn is especially appreciative of her time in the Honors College.

“My love for literature was solidified in the Honors College because of the wide variety of texts that we were able to study,” she acknowledges.

“The seminar style instruction inspired me to model book clubs that match the small group discussion format that the Honors College is known for,” she shares.

Fawn encourages current students to take advantage of the resources and opportunities available to them in school and in the library and to not be afraid to think outside the box in terms of their career paths.