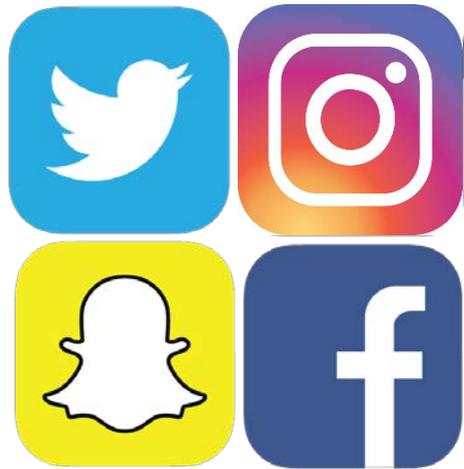


THE SOCIAL MEDIA TOOLKIT

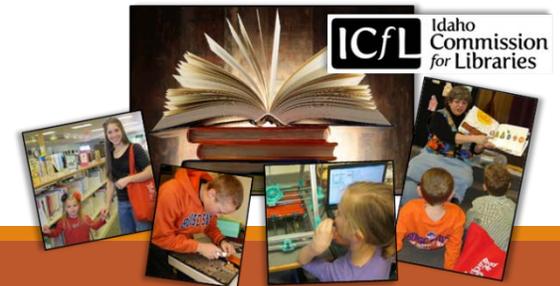
IDAHO COMMISSION FOR LIBRARIES 5.3.17

Why Social?

- 69% of Americans use social media



- More than 80% of businesses use social to reach key audiences
- Communicate directly to your patrons, community leaders, and decision-makers



THE CHANNELS

Facebook



- 1.8 billion monthly users
- 79% of internet users
- 1.3 million pieces of content shared every minute
- Average of 50 minutes per day
- No more FOMO (fear of missing out)



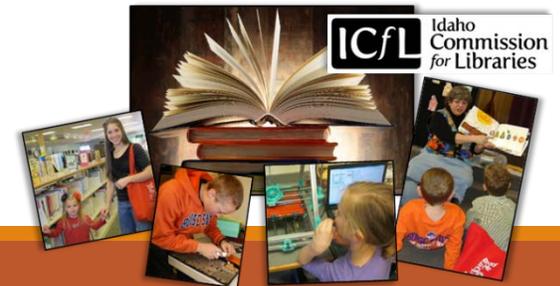
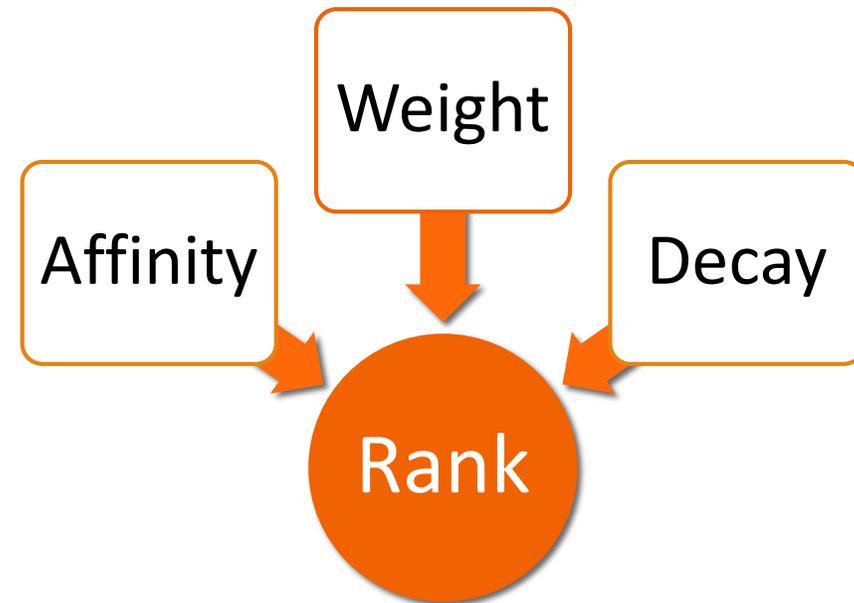
Pros + Engagement

- Crowdsourcing
- Events
- Visual content – live video
- Personal communication
- Encourage interaction



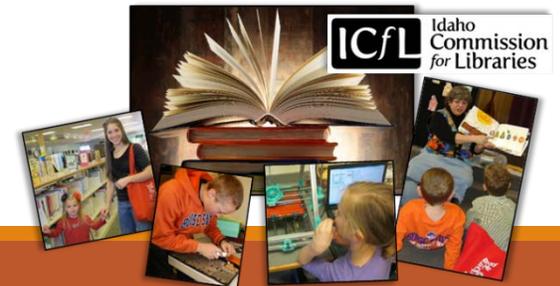
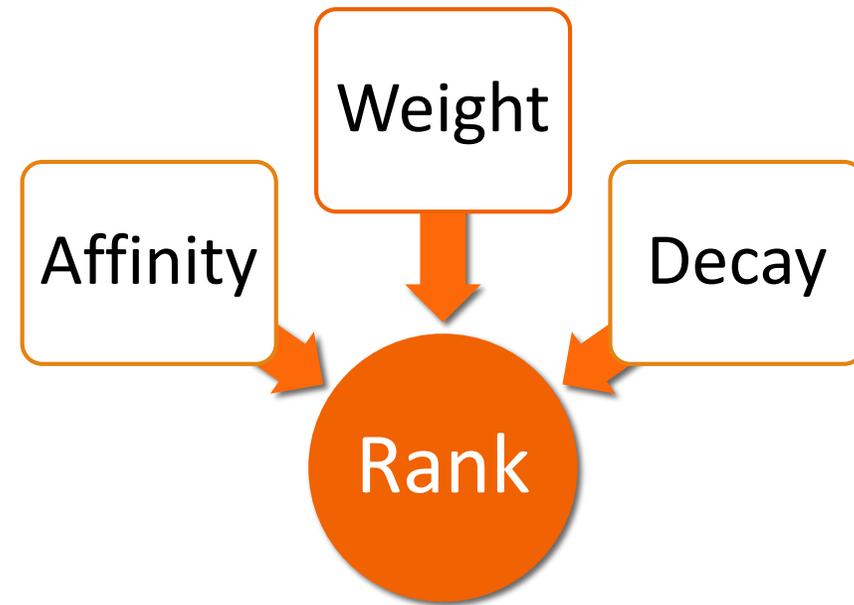
Cons + Pitfalls

- EdgeRank: Facebook's Algorithm
- Avoid text only updates that are low on the post hierarchy

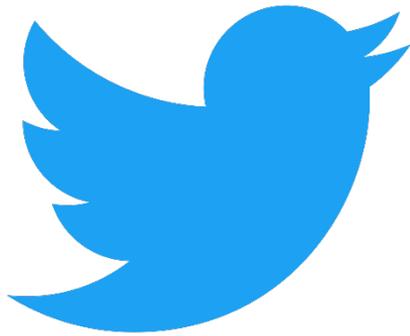


Guidelines + Tips

- Tag other pages, when possible, to boost affinity
- Use visuals and share links
- Tell a story
- End with a call to action



Twitter

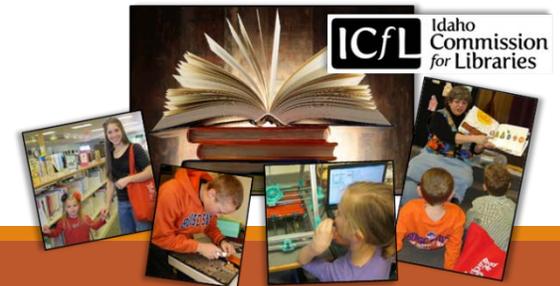
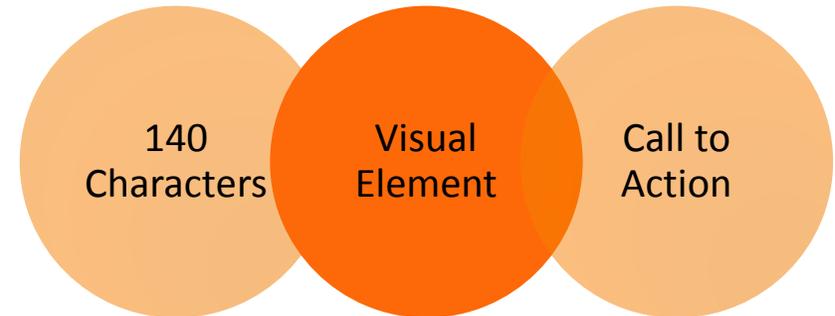


- 313 million monthly active users
- 24% of internet users
- Real-time news and updates



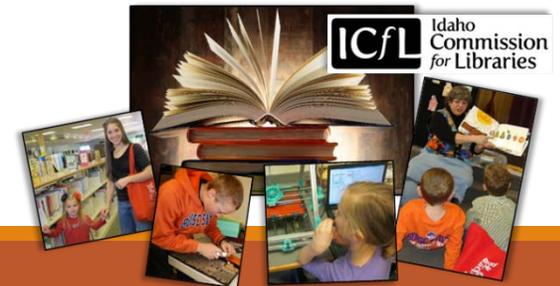
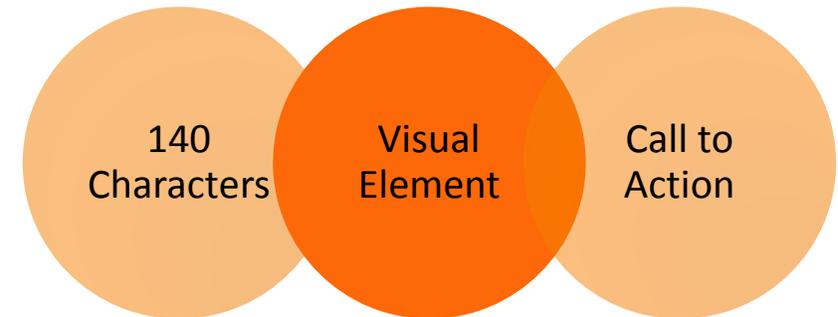
Pros + Engagement

- Customer service
- Monitor competitors and story lines
- Leverage trending news, including hashtags



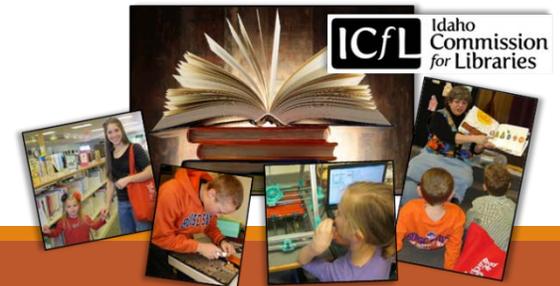
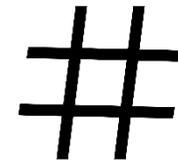
Cons + Pitfalls

- Brevity doesn't allow for much context
- Avoid multiple-tweet threads



Guidelines + Tips

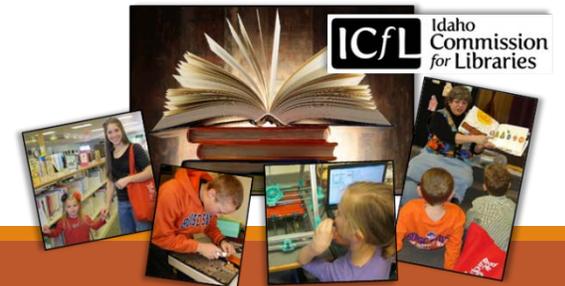
- Tag other accounts and use images without eating up character space
- Be gracious with sharing tweets from other accounts
- Utilize DMs (Direct Message – from one person to another person/group that is not visible to people outside of the message. To send a direct message to an account on Twitter, they must be following your account.)
- Keep hashtags relevant



Instagram



- 600+ million monthly active users
- 32% of internet users
- 95 million photos and videos shared per day
- Average of 21 minutes per day



Pros + Engagement

- Visuals are front and center to help tell stories
- Ease of engagement helps boost interactions
- See what's top of mind with your audience
- Find like-minded people and brands



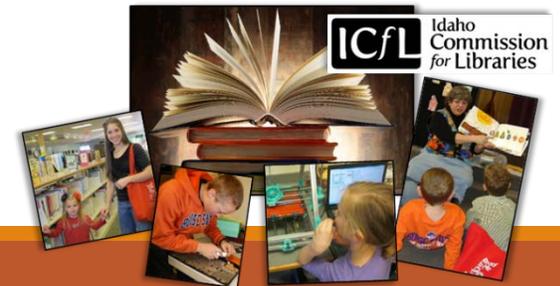
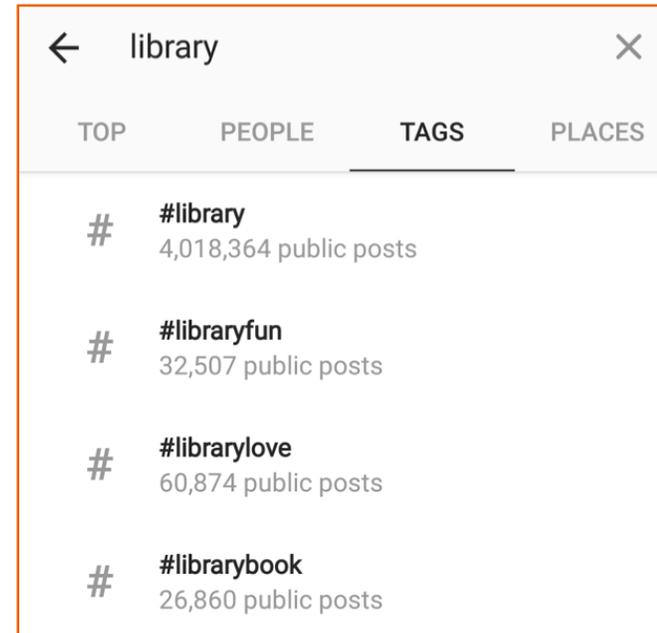
Cons + Pitfalls

- Message in copy can get lost behind visuals
- Quality images and videos aren't an option – they're a must



Guidelines + Tips

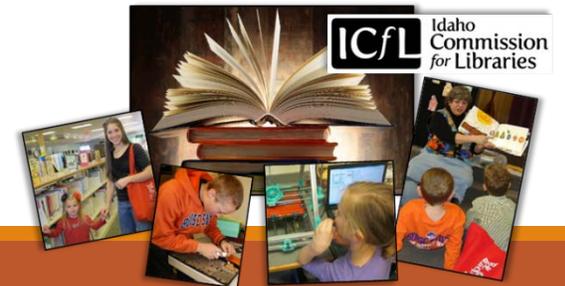
- Embrace mobile
- Vertical visuals
- Use all the hashtags
- Keep the link in your bio updated



Snapchat

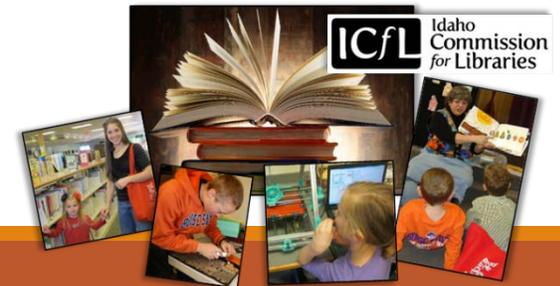
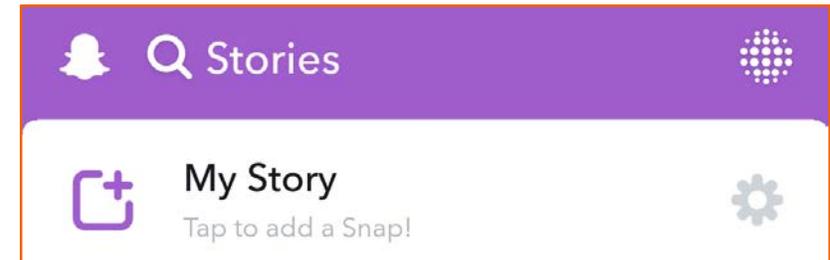


- 150+million daily active users
- Over 10 billion videos watched per day
- Average of 25-30 minutes per day
- 60% of daily active users make Snaps every day



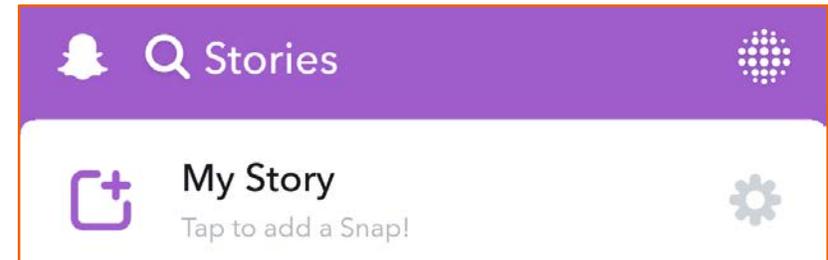
Pros + Engagement

- Reach a young, engaged audience
- Content only lives for 24 hours
- Creates a sense of urgency
- Short, digestible content with an emphasis on video



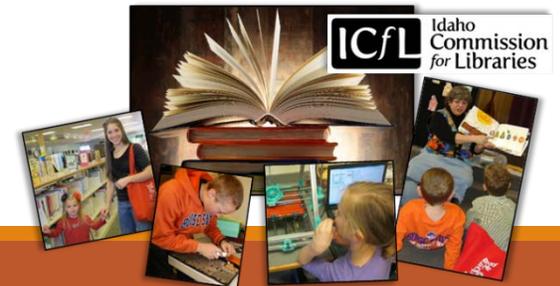
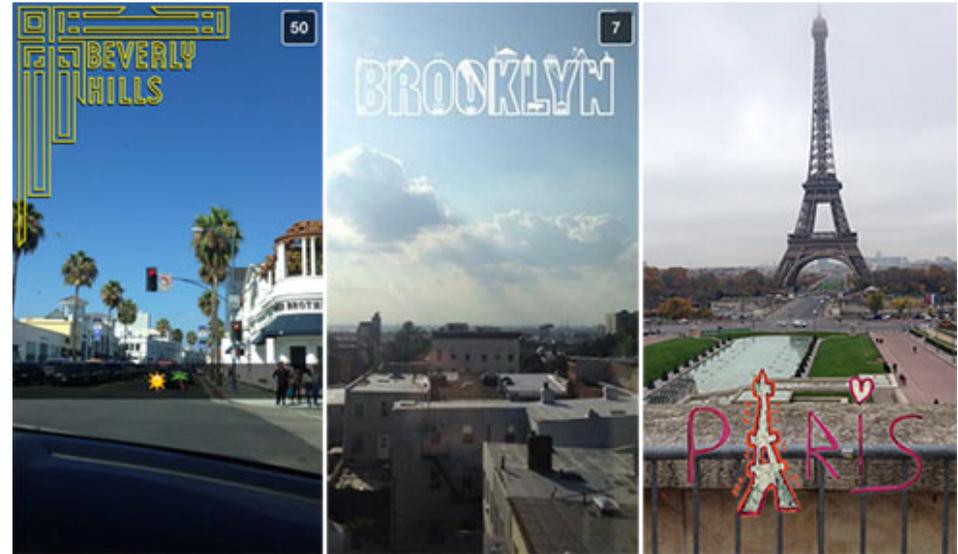
Cons + Pitfalls

- Content only lives for 24 hours
- Entertainment outshines information
- Narrow audience
- Avoid too much text



Guidelines + Tips

- Stick to Stories to share your message with the broadest audience possible
- Use vertical visuals
- Take advantage of filters



Blogging

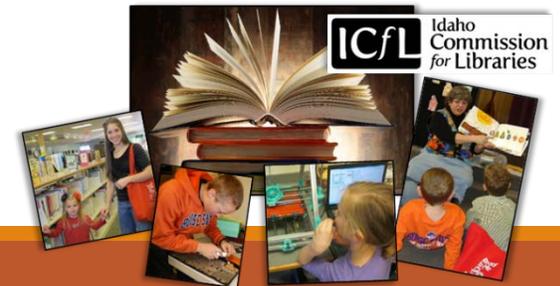
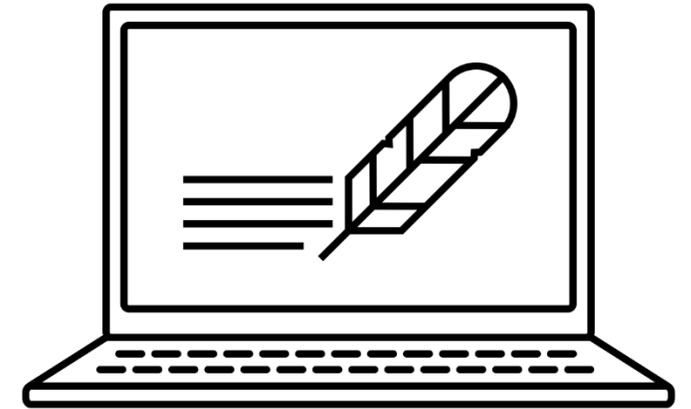


- Share your expertise and establish your library as a thought leader
- Create content that is easily sharable across platforms



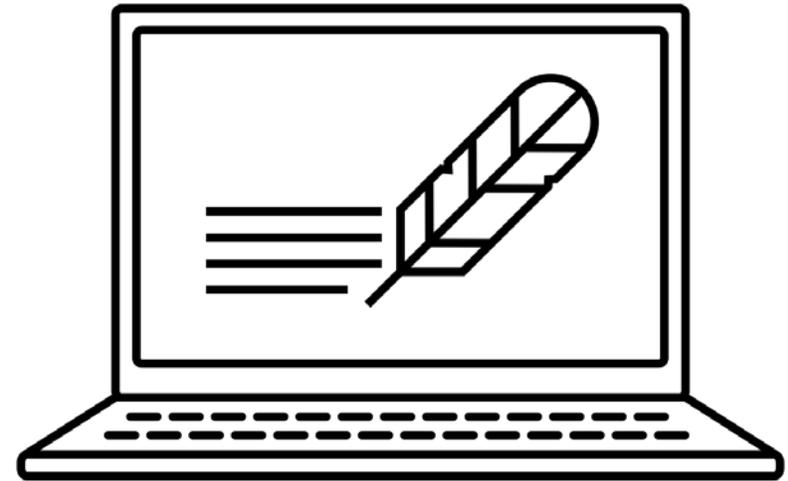
Pros + Engagement

- Control of content
- Distribute important information
- Share customer experiences and stories
- Use a mix of evergreen (content that has renewed relevance in the long-term and doesn't expire quickly) and time-sensitive content to give readers a reason to return



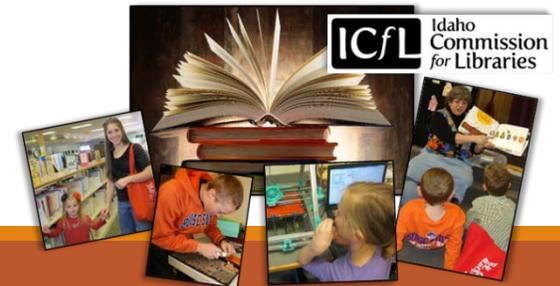
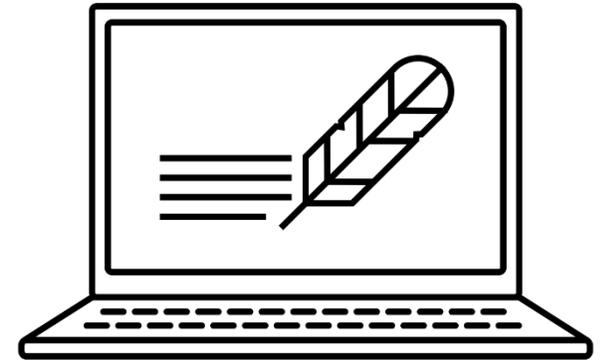
Cons + Pitfalls

- One-way communication
- Avoid talking about only your library
- Don't start a blog just to abandon it three months later



Guidelines + Tips

- Make your words count – keep blogs at 300 words minimum
- Keep it conversational
- Blogs are more than just words. Use photos, memes (An idea or behavior that spread culturally through repetition in the form of a humorous image or video, usually with text overlay.), embedded content
- Spread your reach by sharing on other social media platforms



Moderating

Social media for your library goes beyond posting. Your audience also expects you to listen.

- Respond promptly to comments, tags, visitor posts and direct messages
- Be open to other ideas and criticism



Moderating (cont'd)

Consider a social media policy to guide which comments are allowed and which are deleted.

- Solicitation
- Profanity, nudity, sexual language
- Discrimination
- Threats

