Social Media Toolkit
SECTION 3: CHANNELS

SECTION 3A: FACEBOOK

What Is It
Facebook is the largest social media platform in the world and is largely used as a means for friends, family members, and communities to stay connected.

Users
As one of the oldest existing social media platforms with a large and demographically diverse set of users, Facebook users are the most representative of the American population as a whole.

- 1.86 billion monthly users (as of December 2016)¹
- 1.74 billion mobile monthly users (as of December 2016)
- 79% of internet users (68% of all U.S. adults) use Facebook²
- 1.3 million pieces of content are shared every minute³
- Average time spent by user per day/week – 50 minutes⁴

Why People Use It
Facebook is the most popular social media site with the broadest age range. Many users check Facebook multiple times a day to avoid FOMO – Fear of Missing Out. Social media has created a culture that craves being in the know and users don’t want to be the last of their friends to know about the latest news. You can think of Facebook as the digital office watercooler, where people go to learn about what their friends and co-workers did over the weekend or chat about last night’s episode of their favorite television show.

Pros
Facebook is ideal for communicating with audiences in a more personal level with brief and casual conversations.

Best for:
- Crowdsourcing
- Customer service and feedback
- Reputation management
- Visual content, including live video
- Sharing customer testimonials and stories
- Short, digestible content
- Events
- Contests

Cons
Facebook’s algorithm that determines which posts are seen in a user’s News Feed highly favors posts from friends rather than businesses or pages that the user has ‘liked.’ This can mean your business page’s posts are only shared organically with as few as 5% of your page’s followers, or those who have liked the page. While this is frustrating for your library, it’s a reminder that Facebook was designed to connect people with each other rather than businesses and content. Focus your posts towards stories that people can connect and engage with to help overcome this barrier.

Wrong for:
- Long-form posts – users want easy to read posts as they scroll through and scan their news feed

Engagement
Simply posting about your library’s services and events is not enough to maintain a successful Facebook strategy. To grow your followers and post engagement, you need to post interesting, relevant content about resources and programs that your audience will enjoy. Be available for prompt replies to comments and friendly conversation. Post engagement is critical on Facebook because it helps boost your posts organically, helping them be seen by a wider reach of users.

Measuring
The administrators of your page can view the metrics of your posts via Facebook Insights to measure the success of your content. With Insights, you can see at a glance what is working and what is not working, including post type (text-only, photo or video) and post timing.

Much of finding success with content on Facebook and all social media lies in experimenting. Try different types of posts published at various times throughout the day to see what gains the most traction with your followers and their usage habits. If a post doesn’t perform well but contains content that is important to share, look at the data to consider other ways to share that information in a more engaging way.
Social Media Toolkit

Facebook Insights Dashboard

Organic vs. Sponsored
The algorithm mentioned above determines what posts are seen in a person’s news feed. Organic posts are those that appear in a person’s feed without money being put behind it. Sponsored posts are ads or boosted posts that bypass the algorithm and are ensured placement in more feeds to be seen by more people.

A Tip to Organically Boost Your Posts Reach and Engagement:
Tag other businesses in your post when applicable, such as when one of your posts mentions a project that your library is working on with another organization or when a photo you’re posting includes members of another organization. Tagging a business helps your post populate in the news feeds of your page’s and their page’s followers.

To tag a page, type the ‘@’ symbol and then start typing the name of the business until the correct page appears and you click on the name.

Sponsoring a Post
If a post is performing well or contains important information that you want to share beyond
your page’s followers or your library is hosting an event that you want more people to know about, you can sponsor or boost the post through advertising. You don’t have to spend a lot of money to sponsor a post. It might be worthwhile for your library to experiment with sponsored posts at a budget of $5 a day to test engagement.

When boosting a post, keep in mind that Facebook allows you to target specific demographics and understanding the best people to reach with your ad is important to get the most for your money. You’ll also want a good image to help draw attention to the ad.

**Time Commitment**
Maintaining an updated and engaging Facebook account requires a high time commitment. In addition to posting regularly, at least three to four times a week, your library will need a page administrator to be available to monitor and reply to comments promptly, leaving comments unanswered no longer than 24 hours.

**Suggested & Example Posts**
- Share stories and photos about education and learning that your library is hosting.
  Example: Coeur d’Alene Public Library shared photos of local children enjoying a Cat in the Hat reading to celebrate Dr. Seuss’s birthday.

- Leverage, or news jack as it’s often referred to, news and content that is trending that is relevant to your library.
Example: Meridian Library District shared a viral video of children crashing their father’s BBC interview from home and used it as an opportunity to promote work space at its Unbound location for small businesses, freelancers, and students.

![Facebook post example](image)

**How**

**General Guidelines:**

- Keep it short: Posts should be simple and to the point. 80 characters is considered an ideal length for higher post engagement. Keep posts shorter than 400 characters, the point where posts get truncated.

- Don’t over post: Posting once or twice a day is ideal to keep your account feed fresh without bombarding your followers. Keep your posts to the most relevant and engaging content to boost follower interaction.

- Use visuals: Facebook posts with images receive over twice as much engagement as posts without images.  

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• Tell a story: When posting about news, services, or events at your library, focus on storytelling to connect with your audience.

• When posting video, consider ways to communicate the message without sound, such as text overlay. As many as 85% of videos on Facebook are watched without sound.\(^6\)

• Mix it up: Utilize photos and videos for posts when appropriate but keep variety in your posts with links and text only posts when appropriate. Focus on telling the story of that post in the best way possible while keeping it simple.

• Call to action: Let your audience know what they should do or how they should interact to help drive the desired behavior you’re aiming for.

• Share events: Facebook is a great platform to share events happening at or hosted by your library, such as book readings, informational sessions, and other special events. An important thing to keep in mind with Facebook events is that people will often select that they are Going or Interested in attending an event but these do not count as official event sign ups. Use these numbers to gauge interest in events but remember that only a percentage of those people will likely show up.

How to Create a Facebook Page for Your Library

1. Go to facebook.com/pages/create.

2. Select the category Local Business or Place and then select the sub-category Library and fill in the rest of the contact information. Click Get Started to create you page.

3. Once your page has been created, follow the instructions to complete your page, including adding profile and cover photos, creating a username, and including a description of your library.

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How to Publish a Post

1. From your library’s page, click into the box at the top of the page that prompts you to write something and type your post message.

2. To add a link to a webpage, copy and paste the link at the end of the message. A preview of the webpage will appear. Once the preview has generated, you can remove the link text in your messaging without losing the webpage preview that will be clickable once your post has been published.

3. To add an image, click the camera icon and upload an image from your computer.

4. To add a link and an image beyond the images available in the link preview, type your post text, then upload your image, and finally add the link to the end of your post text. This will ensure your uploaded image will post instead of the link preview and the link will be accessible in your post text.
How to Share a Post

- When you find a post published on another page that you would like to share with your followers, click the Share button at the bottom of the post and then click Share to a Page.

- In the pop-up window, select your library’s page to share it to and then type what you want to say about the post. Publish it to your page by clicking Post when you’re done.
How to Create an Event

- From your library’s page, click Events and + Create Event to add a new event.

- In the pop-up window, enter the basic information and details about your event and add a photo for the event. When all the event details have been entered, click Publish to add the event to your page.
How to Create a Facebook Live Video

- From the Facebook app on a smartphone, click the Live button.

- In the next screen, write a description of what your live video is about, such as what event you’re filming or a summary of the information being shared, and adjust whether the camera captures the video from the front or back phone camera by clicking the double arrow icon in the top right. When you’re ready, press Go Live.

- Once your video is live, you can see how many people are watching your video and see comments as they come in. When you’ve captured all that you want to in your video, press Finish and add the video to your page’s timeline.
SECTION 3B: TWITTER

What Is It
Twitter is a micro-blogging platform for users to share real-time information, restricted to 140 characters per message.

Users
- 313 million monthly active users (as of June 2016)\(^7\)
- 82% active monthly mobile users (as of June 2016)
- 21% of account owners are American (as of June 2016)
- 24% of internet users (21% of all U.S. adults) use Twitter\(^8\)

Why People Use It
People desire real-time news and conversation. Twitter offers users a platform to speak their minds and share information to the world in small sound bites. Users can search and follow any account that isn’t private, including their favorite celebrities, journalists, and community members.

More and more, people turn to Twitter for breaking news as influencers report updates as they happen, much faster than traditional media and news sites can pull a complete story together.

Pros
Twitter is ideal for short and timely informational updates.

Best for:
- Customer service or feedback
- News distribution
- Crisis communication
- Monitoring competitors
- Short, digestible content
- Finding like-minded people and brands
- Leveraging trending news to elevate your message
- Live or real-time content

• Polls

Cons
The 140-character limit can make it difficult to share important news on Twitter.

Wrong for:
• Long, contextual information. Say it in 140 characters or don’t share it on Twitter.

Engagement
With the ability to find and follow other accounts easily, your library should search for local businesses, thought leaders, and community members to follow and engage with. Take the time to scroll through your account’s feed and comment on or like other posts to show you are doing more than just talking on the platform. This activity can also help you gain followers from quality accounts that you want to share your message with.

Measuring
You can review the analytics of your tweets at analytics.twitter.com to determine how much engagement your updates are receiving. Some important factors to look at in your analytics are what times are best for posting, how often your library is mentioned, and how many retweets or likes your tweets are getting.

Twitter Account Analytics

![Graph showing Twitter account analytics]

Organic vs. Sponsored
Twitter does not use an algorithm for determining which tweets are seen in a user’s feed. The emphasis is on seeing information organically from those you follow as it’s posted. This means your library’s tweets don’t have to compete against the algorithm to be seen and you likely don’t need to sponsor tweets. However, you are still competing for eyeballs with other posts as users scroll and scan through their feeds, especially during peak posting times.

Time Commitment
Twitter is used for real-time conversations and users expect speed and brevity in exchanges. Expect to post daily and respond quickly to comments and tweets directed at your library. Monitor regularly and aim to reply to tweets within an hour and no later than 24 hours.

Suggested & Example Posts
• Tweet photos of interactive and digital services at your library to showcase how you are staying current with advancements that benefit learning and economic support. Example: Boise Public Library tweeted about open house hours for patrons to drop-in and try out new virtual reality technology.
• Retweet all appropriate tweets from other community organizations or thought leaders illustrating your role in bringing digital technology and resources to the community. Repetitive news through retweets is good for reinforcing information to your followers without it all coming directly from your library.

• Show behind-the-scenes and testimonial images and videos of your library’s engagement in education and learning for everyone in the community. Example: Salmon Public Library tweeted about patrons learning how to use green screen technology.
How

General Guidelines:

- Get to the point: You only have 140 characters, including links, to share your message. Be succinct and focus on the most important information. Shorter tweets tend to receive more engagement.
- Use hashtags: A hashtag is a word or phrase preceded by the hash or pound sign (#) that indicates a tweet is related to a specific topic and is searchable. Use common or relevant hashtags to give context to tweets.
- Use links: Offer an engaging statement accompanied by a quick link to encourage users to click-through to learn more. Grab their attention first and then lead them to the next step for more details.
- Use photos: Tweets with photos can receive 313% more engagement than tweets without images\(^9\) and images no longer count towards the 140-character limit. Utilize the power of images and the free space.
- Retweet: Retweeting a post is one of the easiest ways to share relevant content and show support to a topic or organization. Retweets also help mix up your library’s content so it’s not all coming from you and shows you listen to the conversation on Twitter.
- Find followers: Search on Twitter (search.twitter.com) for anyone discussing a specific keyword, for patrons and community members you know, by location, by industry or interest, by hashtag, etc.
- Leverage events: Most events and occasions, including trade shows and conferences,

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have their own hashtags. Use these hashtags when sharing content from or related to those events to engage in conversations with others also attending and help boost the reach and visibility of your tweets.

- Keep videos short: When you do post video to Twitter, remember the length is a maximum of 15 seconds. That’s not much time. Film content to fit the time constraint or carefully select snippets from longer content to show a sneak peek or small clip.
- Personalize your account: In your business Twitter bio, make sure it’s clear who you are—you only have 160 characters to tell people what you’re about and what to expect in your tweets. To help personalize your library’s account, end reply tweets with first names. This helps build trust with customers that there are people behind the brand listening to them.
- Ask with polls: Have fun with your followers using polls that make it easy for them to interact with your account. You can get followers involved by asking questions like what their favorite book genre is or their favorite new piece of technology at your library.

How to Create a Twitter Account for Your Library
1. Go to twitter.com/signup.
2. Enter your library’s name, a phone number or email address, and a password, then click Sign up.

   ![Twitter Signup Form]

3. Choose a username. Aim for a username that is short in length, memorable for your audience, and consistent with your library’s other social media usernames.

How to Post a Tweet
1. From your library’s account, click into the box at the top of the page that prompts you with the question “What’s happening?” and type your post message. If you’re adding a link or hashtags, include them at the end of the tweet.
2. To add an image, click the camera icon and upload an image.
How to Retweet

1. When you find a tweet published on another account that you would like to share with your followers, click the double arrow symbol to retweet.

2. In the pop-up window, you have the option to add a comment above the retweet (referred to as a Quote Tweet) or to retweet the post as is. When you’re ready to post, click Retweet for it to appear on your timeline.
How to Create a Twitter Poll

1. To tweet a poll for your followers to weigh in on, click in the box at the top of the page to start a new tweet and click the bar chart icon.

2. Type in the question you want to ask. Fill in the multiple-choice options and assign a length to the poll. When you’re ready, click Tweet to share the poll with your followers.
SECTON 3C: INSTAGRAM

What Is It

Instagram is a photo sharing app which allows users to share curated in-the-moment images and videos to highlight their lives.

Users

- 600+ million monthly active users (as of March 2017)\(^{10}\)
- 400+ million daily active users (as of March 2017)
- 32% of internet users (28% of all U.S. adults) use Instagram\(^{11}\)
- 20% of users are in the U.S.
- An average of 95 million photos and videos are shared per day\(^{12}\)
- Instagram users “like” 4.2 billion posts per day
- On average, users spend 21 minutes on the app per day\(^{13}\)

Why People Use It

Social media has helped condition people to share the best pieces of themselves and their daily lives. People use Instagram to post the perfect picture of their sunny Hawaiian vacation or the delicious cheesecake recipe they mastered. Instagram photos and videos are usually edited, filtered, and curated to show only the best parts of what a user wants you to see. The app has even been referred to as the happiest place on the internet because of the beautiful images that generate billions of likes every day. Users can also post images and short videos to their Story, a collection of posts that expire after 24 hours, to highlight their day without adding to the curated posts saved on their profile.

Pros

Images can help convey emotions and context quickly and Instagram puts visuals front and center to help tell your story.

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Best for:
• Seeing what is trending or top of mind for your audience
• Highlighting beautiful or interesting images and videos
• Live or real-time content
• Finding like-minded people and brands
• Leveraging trending news to elevate your message

Cons
Instagram is all about images and sometimes it can be difficult to come up with an image that is both relevant to information you want to share and visually appealing.

Wrong for:
• Information that does not have an intriguing visual

Engagement
Similar to Twitter, Instagram accounts are easy to search for and find and many are public accounts that anyone can follow. Follow local businesses and thought leaders that contribute to your library or the community at-large to see what they share and engage with it regularly. The number of likes on a post is the highest engagement measurement on Instagram. Post engaging content that encourages likes from your followers and reciprocate likes back to the accounts you follow.

Measuring
Instagram’s analytics tools are simpler and cleaner than what you’ll find on many other social media platforms and they are available for business profiles only. Once a business profile has been created or converted from a personal account, analytics including impressions and reach are available for posts. You can access your business profile’s Insights by clicking the column chart icon in the top right of your profile page on the app or by clicking ‘View Insights’ for an individual post.

### Instagram Post Insights

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<th>Likes</th>
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<td>0</td>
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<tr>
<td><strong>Impressions</strong></td>
<td>865</td>
<td>679</td>
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What do these mean?
Organic vs. Sponsored
Instagram is owned by Facebook and uses a similar algorithm to populate posts in a user’s feed. Again, this can hurt your content’s chances of reaching all your users. Instagram does not have the same number of posts per day as Facebook, so competition is not as tough to get your content seen.

Time Commitment
Instagram is designed around sharing images and video instantly, so users expect quick engagement and responses. Monitor your profile daily to engage with posts your library is tagged in. Posting frequency is less critical with Instagram than Twitter or Facebook but you’ll need to stay active with a minimum of 1-2 posts a week.

Suggested & Example Posts
- Show photos of how your patrons are utilizing resources and work space to design projects and learn new concepts.
  Example: Idaho Falls Public Library shared how teens experimented with Edison bots during Teen Tech Week.

![Instagram post example](image_url)
• Post a video showing state-of-the-art resources and technology at your library in a way that is visual and fun and highlights your capabilities. Example: Nampa Public Library shared a video showing the process of 3D printing available for their community to use.

How
General Guidelines:
• Embrace mobile: Posting to Instagram requires using the mobile app for the platform. You can view and follow accounts and like or comment on posts on a desktop but new content and analytics live on the mobile app.
• Use vertical visuals: Stick to vertical video as much as possible when creating a post or adding to a Story. Using vertical video makes it easier for users so they don’t have to keep flipping their phones from one angle to another as they scroll through content.
• Use hashtags: Just like with Twitter, hashtags help people find posts related to their interests. Research the best hashtags for your topic and community to use multiple hashtags while focusing on quality over quantity to keep them relevant.
• Use links properly: URLs added to an Instagram post are not clickable. If you do have a link to direct people to, include “Link in bio” at the end of your post message and add the link to the account bio.
**How to Create an Instagram Business Profile for Your Library**

1. Download and open the Instagram mobile app.
2. Click Sign Up and enter a phone number or email address.
3. Enter your library’s name and create a password.
4. Choose a username. Aim for a username that is short in length, memorable for your audience, and consistent with your library’s other social media usernames.

5. Once your account is created, switch the account to a business account by tapping into the account settings in the top right and tapping Switch to Business Profile.
6. Connect to your library’s Facebook page to copy over information about your library and connect the two accounts.
How to Post to Instagram

1. From your library’s account, click the + symbol at the bottom of the screen.

2. Select the image you want to share from your gallery or capture a new photo or video. Click Next and add a filter if you want to adjust elements of the image or video, including brightness, saturation, and color. When the image or video looks how you want, click Next.

3. Write a caption to explain your image or video. If appropriate, add a location or tag other people and businesses.

4. Click Share to post to your account.
How to Post an Instagram Story

1. From the home screen, click the camera icon in the top left corner.

2. Select if you want to take a photo, video, or boomerang (a 1-second video loop) and press the white circle to capture the shot.

3. Once you have your image or video, you can swipe right or left to add a filter to change the color or add stickers, writing, or text with the options in the top right of the screen.

4. Click + Your Story to post. The image or video will be visible for 24 hours.
SECTION 3: SNAPCHAT

What Is It
Snapchat is a photo and video sharing app for users to send messages that disappear after viewing and watch stories that exist for only 24 hours. Users connect with friends, family, and celebrities and influencers to watch abbreviated snapshots of people’s daily lives.

Users
- 50+ million daily active users (as of March 2017)\(^{14}\)
- Over 10 billion videos are watched per day on Snapchat
- On average, users spend 25-30 minutes a day on Snapchat
- 60% of daily active users create Snaps every day
- Over 400 million Snaps are sent every day\(^{15}\)
- Snapchat is the most-used social media platform among 12 to 24-year-olds (as of March 2016)\(^{16}\)
- 86% of Snapchat users are 34 or younger (as of March 2016)\(^{17}\)

Why People Use It
Snapchat is popular with younger audiences because it provides a platform where they can share moments throughout their day with friends and family without the pressure of having the perfect photo or video living on their profile indefinitely. Snapchat’s entire platform is built around content that disappears quickly, either after being viewed (in the case of Snaps) or after 24 hours (in the case of Stories). It’s also been said that the Snapchat phenomenon created the vehicle for millions of users to define themselves through the content they post.\(^{18}\)

Snapchat also incorporates filters for selfies that are now prominent among younger generations and geofilters for users to highlight where they are at in the moment. A geofilter is only available to users physically in the designated area and are common elements in Snaps and Stories because they allow users to show off where they’re at, from attending a local event to a culture-filled European vacation.


Pros
Short, digestible videos and photos that last no longer than 24 hours leave room for creativity and innovation in sharing experiences. The time limit on content creates a sense of urgency, encouraging users to check the app daily to not miss anything and avoid FOMO – Fear of Missing Out.

Best for:
- Visual content
- Short, digestible content
- Creating a sense of urgency
- Connecting to young audiences
- Vertical content – vertical videos are watched nine times more than horizontal videos on Snapchat

Cons
A limited audience that is largely under 35. Instagram and Facebook now offer their own versions of Stories and are direct competitors with larger and broader audiences.

Wrong for:
- Text-heavy posts
- Information that needs to be shared in more than a few videos or images to get the point across
- Audiences over the age of 35

Engagement
Snapchat’s user database is not user friendly when searching for friends or brands to connect with. The easiest way for people to know you’re on Snapchat and quickly find and add your account is to share your username or an image of your Snapcode (the profile image that can be read like a QR code) on your other social media channels.

Measuring
The lone analytics metric Snapchat provides for Stories is unique views. While a Story is active – remember that Stories only live for 24 hours – you can see how many people have viewed each post in a Story. From this metric, you can determine 1) unique views, 2) screenshots, and 3) completion vs. drop-off rates.

Time Commitment
A successful Snapchat campaign requires posting new content regularly to train your audience to check back regularly for updates. Account administrators need to be aware of when content will expire to check analytics before they also disappear.

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Suggested Post

- Share glimpses of new technology at your library through a few photos and videos on your Story. Start with an introductory photo or video to explain what people are about to see or learn and follow it with 3-4 more posts highlighting interesting features and benefits that encourage your audience to visit the library and learn more. It’s best if someone who is comfortable on camera can be recorded talking about the new equipment, but you can also use short amounts of text to explain each post in the Story.

How

General Guidelines:

- Embrace mobile: Posting to Snapchat requires using the mobile app for the platform.
- Stick to Stories: Your library should post all content to your Story so it’s visible to all your followers.
- Use vertical visuals: Keep the display of content consistent and avoid people swiping out of your Story.
- Take advantage of filters: You can enhance your Snapchat content with filters, geofilters, and stickers. Use these strategically to add context to your post and make it fun without distracting from your message.
How to Create a Snapchat Account for Your Library

1. Download and open the Snapchat mobile app.
2. Click Sign Up and enter your name.
3. Enter your birthday.
4. Choose a username. Aim for a username that is short in length, memorable for your audience, and consistent with your library’s other social media usernames.
5. Set your password.
6. Verify your account.
How to Post a Snapchat Story

1. From the home screen, point your camera at the scene you want to capture. For a photo, press the large circle near the bottom to take a shot. For video, press and hold the circle to capture up to 10 seconds of video.
2. Once you have your image or video, you can swipe right or left to add a filter or add stickers, writing, or text with the options in the top right of the screen.
3. Click the blue and white > symbol to add to your Story. The image or video will be visible for 24 hours.
SECTION 3E: BLOGGING

What Is It
Blogging is a way to share in-depth knowledge, information, and opinions on a regular basis, usually from a company’s website or from a blogging platform.

Why People Use It
Blogs allow businesses to be their own publishers and share news and actionable content that their audience can return to over time. Depending on where your blog is hosted, you’ll have a large amount of control over the look, feel, and format of how content is presented. Blogs can also easily incorporate content from other social media accounts through embedded posts.

Pros
A dedicated space for you to own your knowledge base and set your library apart in the industry. It can help expand the story for press releases and other library news or respond to trending news relevant to you and your community.

Best for:
- Sharing expertise and knowledge
- Industry trends and predictions
- News and crucial communication distribution
- Sharing customer experiences and stories
- Evergreen content (content that has renewed relevance in the long-term and doesn’t expire quickly) that your audience can reference over time

Cons
One-way communication. Allow for readers to leave comments and add to the story.

Wrong for:
- Promoting only your library and services in a way that feels like advertising
- One-off ideas without a plan in place for consistent themes and posting

Engagement
Invite comments from readers, including other ways they’ve approached similar ideas. Always make sure to share blog posts on your social media channels right after publishing and, if it’s evergreen content, again in a few days, weeks, or months.

Measuring
Most blogging platforms require an external measurement dashboard, the most common is Google Analytics, to monitor views and click-throughs, time spent on the blog, and bounce rates (how many viewers leave the website after viewing only one page). All blog posts should be cross promoted on social media channels to gain additional data via likes, shares, and comments.

Time Commitment
A blog needs to remain relevant and timely to be credible. A good benchmark to plan for is blogging once a week.
Suggested Posts

1. Take a deeper dive into exploring a new piece of technology, a special collection, or an exhibit. Tell your readers what’s available and why it’s a valuable resource. Example: Albertsons Library at Boise State University wrote a blog highlighting an exhibit on international students in Boise State’s history. See the full blog post at library.boisestate.edu/2017/01/31/international-student-experience-boise-state-retrospective.

2. Write a listicle, a blog in the form of a list, on ways the community benefits from a specific resource or technology available at your library. Highlight fun, interesting, and lesser-known facts to spark ideas and conversation with your readers.

3. Interview staff members, patrons, or community leaders involved with your library’s efforts to highlight the steps you’re taking to grow the critical support you offer to education and workforce development.
How

General guidelines:

• Make your words count: The ideal blog post is a minimum of 300 words. Google, the dominate search engine, monitors and ranks website pages and content based on multiple factors including word count and keywords. Google prefers longer blog posts, reaching up to 2,500+ words but posts with at least 300 words have a minimum of content to perform well in search engine rankings. The most important thing in blogging is to write enough that you thoroughly explain the topic and make it interesting and enjoyable for readers. You should be able to reach 300 words with almost any post. If not, consider broadening the topic or combining it with another relevant story.

• Keep it conversational: When you’re writing, keep in mind who your end reader is and write as though you are speaking to them. Your voice and tone should be informative yet casual. Avoid using too much jargon or technical language.

• Act like a journalist: Utilize your blog as an opportunity to showcase partners, patrons, and peers in the industry through conducting interviews to help drive content and emphasize your network. People and organizations are more likely to share your content when they are involved.

• Use more than words: Think about embedding videos or incorporating graphics and photos into your posts to break up the narrative. If your library doesn’t own a large amount of images that are appropriate, consider using free stock images, memes, or GIFs (see Section 4 for resources).

• Mix it up: Your blog should include posts that are both evergreen and timely. Evergreen content doesn’t expire in the short term and stays relevant for months or years. Timely content leverages a trend or news topic that is happening in the present and generally won’t stay relevant past a few months.

• Spread your reach: Once a new blog post has been published, share it on appropriate social media channels like Facebook, Twitter, and Instagram and in your library’s newsletter so your followers know new content is available to read. If the blog post is evergreen, you can continue to share it down the road, such as in a week, a month, six months, etc.