# Social Media Toolkit

This toolkit identifies social media platforms, including Facebook, Twitter, Instagram, Snapchat, and blogging, for your library to consider using to connect with your audiences and share your messaging. As you move through the toolkit, you'll be able to identify which channels make the most sense for your library when considering resources and communication goals.

Social media is an integral part of how the world now communicates – touching the lives of your patrons, partners, and community leaders. Your voice and participation on social channels is key to ensuring Idaho's libraries are thought leaders in the digital space.

Example posts are customized to an extent but each message should be adapted to fit the platform, audience, and context of the situation.

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)[1]
- 400+ million daily active users (as of March 2017)
- 32% of internet users (28% of all U.S. adults) use Instagram[2]
- 20% of users are in the U.S.
- An average of 95 million photos and videos are shared per day [3]
- Instagram users "like" 4.2 billion posts per day
- On average, users spend 21 minutes on the app per day[4]

**32% of online adults (28% of all Americans) use Instagram**

*% of online adults who use Instagram*

| | |
|---|---|
| All online adults | 32% |
| Men | 26 |
| Women | 38 |
| 18-29 | 59 |
| 30-49 | 33 |
| 50-64 | 18 |
| 65+ | 8 |
| High school or less | 27 |
| Some college | 37 |
| College+ | 33 |
| Less than $30K/year | 38 |
| $30K-$49,999 | 32 |
| $50K-$74,999 | 32 |
| $75,000+ | 31 |
| Urban | 39 |
| Suburban | 28 |
| Rural | 31 |

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

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**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.

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[1] "Our Story." Instagram. https://instagram-press.com/our-story/ Retrieved March 8, 2017.
[2] Greenwood, Shannon. "Social Media Update 2016." Pew Research Center. http://www.pewinternet.org/2016/11/11/social-media-update-2016/. Retrieved March 4, 2017.
[3] Parker, Sydney. "A Long List of Instagram Statistics That Marketers Need to Know." Hootsuite. https://blog.hootsuite.com/instagram-statistics/. Retrieved March 8, 2017.
[4] Shontell, Alyson. "People Are Now Spending a Mind-boggling 21 Minutes Per Day on Instagram." Business Insider. http://www.businessinsider.com/people-spend-21-minutes-per-day-on-instagram-2014-10. Retrieved March 8, 2017.

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

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*
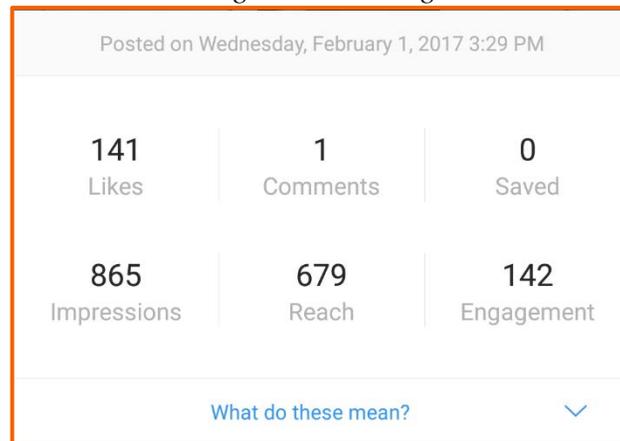
**Organic vs. Sponsored**
Instagram is owned by Facebook and uses a similar algorithm to populate posts in a user's feed. Again, this can hurt your content's chances of reaching all your users. Instagram does not have the same number of posts per day as Facebook, so competition is not as tough to get 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.

- 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.
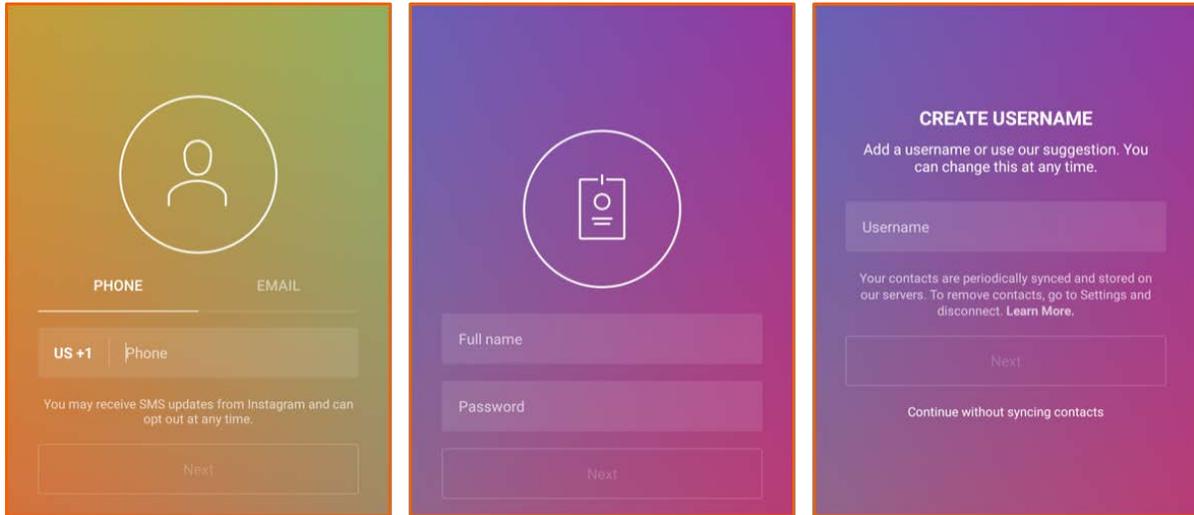


5. Once your account is created, switch the account to a business account by tapping into the account settings in the top right and tapping Switch to Business Profile.
6. Connect to your library's Facebook page to copy over information about your library and connect the two accounts.
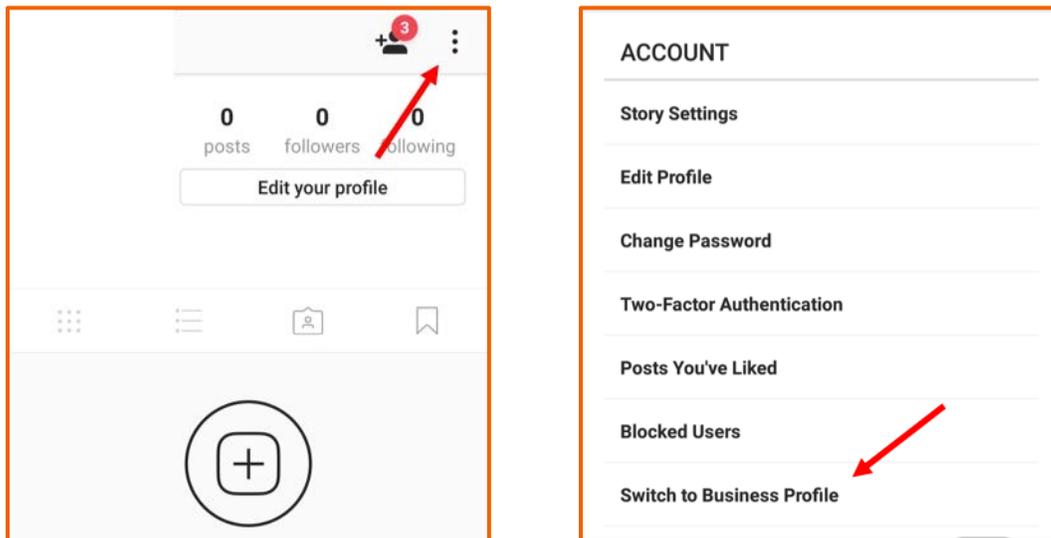
*How to Post to Instagram*
1. From your library's account, click the + symbol at the bottom of the screen.
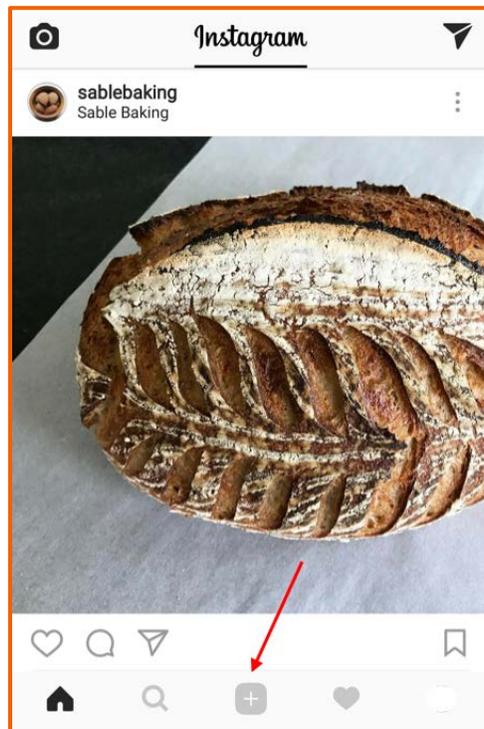


2. Select the image you want to share from your gallery or capture a new photo or video. Click Next and add a filter if you want to adjust elements of the image or video, including brightness, saturation, and color. When the image or video looks how you want, click Next.
3. Write a caption to explain your image or video. If appropriate, add a location or tag other people and businesses.
4. Click Share to post to your account.
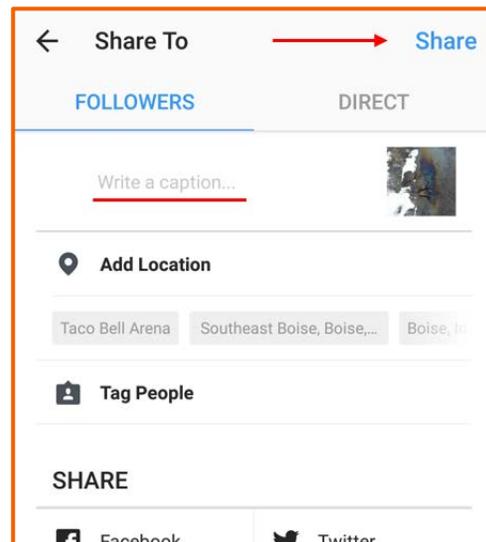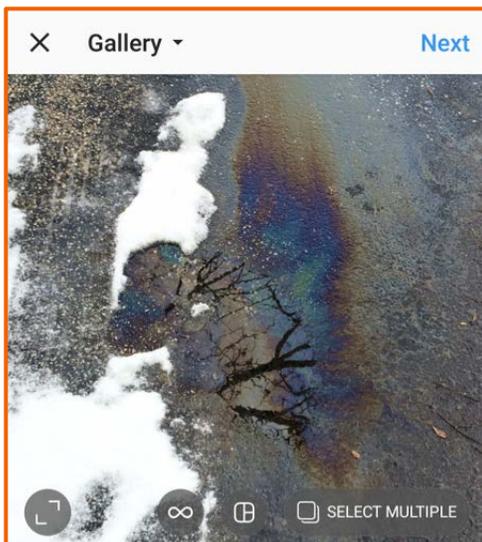
*How to Post an Instagram Story*

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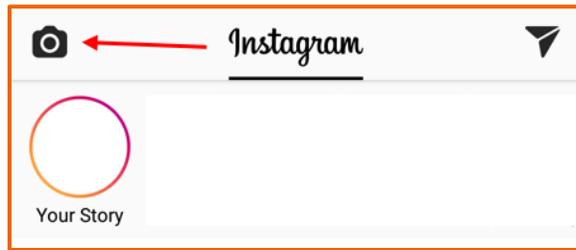


2. Select if you want to take a photo, video, or boomerang (a 1-second video loop) and press the white circle to capture the shot.
3. Once you have your image or video, you can swipe right or left to add a filter to change the color or add stickers, writing, or text with the options in the top right of the screen.
4. Click + Your Story to post. The image or video will be visible for 24 hours.