



Social Media Toolkit

SECTION 4: **RESOURCES**

Stock Photos

There are a variety of sites that offer searchable photo databases for free stock photos. Use these sites to find topical images to use in blogs and other content.

Recommended Sites:

1. New York Public Library - nypl.org/research/collections/digital-collections/public-domain
2. Pexels - pexels.com
3. Pixabay - pixabay.com
4. Unsplash - unsplash.com

Memes

A meme is a humorous image or video that references an idea or behavior that goes viral, a.k.a. becomes popular and widely viewed. You can create your own memes, whether using a popular meme image or your own image, to add humor to social media posts and blogs.



Recommended Sites:

1. Imgur – imgur.com/memegen
2. Imgflip – imgflip.com/memegenerator

GIFs

A GIF is an animated video or graphic image on loop. GIFs are popular visuals in social media posts and blogs. Many people use scenes from movies and television shows to create GIFs. You can create your own GIF or use an existing one via GIPHY - <https://giphy.com>.

Other Free or Low Cost Services to Consider for Social Media and Blogging

- Canva – [canva.com](https://www.canva.com)
Simple graphic design software that doesn't require a background in graphic design to use. The basic account is free and includes most features you need to create images for your social media accounts, event posters, etc. The next level is Canva for Work at \$12.95 per user/month.
- Buffer – buffer.com
Social media content publishing tool. Schedule your social media posts in advance and see how your content is performing all in one place. The basic plan is free and includes one social media account per platform and basic analytics. The Awesome plan is \$10 per month for 10 social media accounts and additional analytics.
- Hootsuite – hootsuite.com
Social media management platform. Track and manage your social media accounts from one platform. The basic plan is free and includes three social media profiles and basic analytics. The Professional plan is \$9.99 per month for 10 social media accounts and real-time analytics.

SECTION 5: SOCIAL MEDIA EMPLOYEE POLICY

If your library does not already have a social media policy outlined in your employee handbook, you may want to consider adding one. Social media policies help create clear guidelines and expectations for library staff to follow when using social media on behalf of the library or as a library representative on their own personal accounts. Below is an example social media employee policy from the Meridian Library District.

Social Media

The policies set forth in the employee handbook as well as all company values apply to on-line communications (including but not limited to Facebook, YouTube, wikis, blogs, Twitter, chat rooms, etc.). Personal activities that affect performance or the District's business interests/reputation are a proper focus for company policy. Employees are expected to exercise personal responsibility and respect whenever they participate in social media.

Only those officially designated have the authorization to speak on the District's behalf. Employees shall not work anonymously in online participation that relates to our District, our business or issues with which the library is engaged.

As a part of the District team, be thoughtful about how you present yourself in online social networks. Library staff shall make a clear distinction between professional and personal use of social media. Update your social profiles to comply with District guidelines. Use a disclaimer - "The postings on this site are my own and don't necessarily represent the Meridian Library District's positions, strategies or opinions." Respect copyright and fair use laws and protect the District's confidential and proprietary information.

Protect patrons, business partners and suppliers. When using social networks, never identify a patron, partner or supplier by name or even indirectly without permission and never post financial, confidential or proprietary information about the library, patrons, employees or applicants.

You have the sole responsibility for what you post. Untag embarrassing photos. Change privacy settings to limit access by third parties. Anything referencing the library or its workforce should add value. Social networks should not be used for internal communications among and/or about fellow employees. Employees have no reasonable expectation of privacy in using library resources. Furthermore, the library reserves the right to lawfully monitor employee use of social media regardless of location (i.e., at work on a company computer or on personal time with a home computer).

Anything you post or publish on-line must be factual. Use your best judgment when making posts. Because of the immediacy of the media, less administrative oversight and editing are exercised; staff posting on behalf of the District should have their posts reviewed for accuracy, both grammatical and informative. Failure

to comply with this policy will result in disciplinary action, including possible termination of employment and legal action.

Nothing in this policy is intended to preclude employees from engaging in protected concerted activity.

SECTION 6: GLOSSARY

#

Also known as a hashtag, which is any word or phrase with the # symbol immediately in front of it. This symbol turns the word into a link that makes it easier to find and follow a conversation about that topic.

@

Used to call out usernames on Twitter and Instagram - “Hello @Twitter!” - or to tag people on Facebook.

Check-in

Used predominantly on Facebook, a check-in (noun) is a display of your current location created when you check in (verb) to that venue.

Cover Photo

Your cover photo on Facebook and Twitter is the large picture at the top of your timeline, right above your profile picture.

DM

A ‘Direct Message’ in the world of Twitter, Facebook, and Instagram is a private message from one person to another person or a 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.

Engagement

Interaction on a social media post, including likes, comments, and shares or retweets.

Feed

A stream of information constantly being updated. Found on most social media platforms.

Follower

Another Twitter or Instagram user who has followed you and will receive your tweets and posts in their timeline.

Friends

People you connect and share with on Facebook.

GIF

An animated or static image on loop.

Handle

Your Twitter, Instagram, or Snapchat username. It also becomes your URL on Twitter and Instagram: www.twitter.com/username.

Like

You can ‘like’ something on Facebook by clicking the ‘like’ button. Clicking Like is a way to

give positive feedback and connect with things you care about.

Meme

An idea or behavior that spreads culturally through repetition in the form of a humorous image or video usually with text overlay.

Messages

Your message inbox houses your ongoing conversations with people on Facebook, Twitter, and Instagram.

News Feed

Your News Feed is an ongoing list of updates on your homepage that shows you what's new with the friends and Pages you follow.

Organic Reach

The number of unique people who saw your post in their news feed or on your page, including people who saw it from a story shared by a friend when they liked, commented on, or shared your post.

Pages

Allows businesses, brands, and celebrities to connect with people on Facebook. Admins can post information and News Feed updates to people who like their page but don't have all the same capabilities as a personal profile, such as inviting guests to an event.

Places

You can share on Facebook where you are with your friends by checking into places. You can also find friends nearby.

Reach

How many people saw your post in their news feed or on your page, both organically and sponsored.

Reaction

A response to a Facebook post beyond a 'like'. Reactions include love, haha, wow, sad, and angry.

Reply

A tweet posted in response to another user's message, usually posted by clicking the "reply" button next to that user's tweet in your timeline.

Retweet

You can pass along someone's tweet by clicking the retweet icon. Retweeting is a lot like forwarding an email — you'll send along someone else's tweet to all of your followers.

Story

A collection of images and short videos that offer an intimate look at someone's day. All content added to a Story expires after 24 hours.

Tag/Tagging

A Facebook or Instagram tag links a person or page to something you post, like a status update or a photo. For example, you can tag a photo to say who's in the photo or post a status update and say what venue you are at.

Timeline

Your Facebook Timeline is your collection of posts, photos, and experiences that tell your story.

Tweet

A post sent on Twitter.

Unfollow

To stop following another Twitter or Instagram user. Their tweets or posts will no longer show up in your feed.