

Social Media Toolkit

Table of Contents

Section 1- About This Document	4
Section 2 – Social Media Overview:	5
Who Uses Social Media	5
Benefits	6
Pitfalls to Avoid	6
Key Takeaways	6
Where It’s Going	6
Moderating Social Media	7
Section 3 - Channels	
Section 3A – Facebook	8
What Is It	8
Users	8
Why People Use It	8
Pros	9
Cons	9
Engagement	9
Measuring	9
Organic vs. Sponsored	10
Time Commitment	11
Suggested & Example Posts	11
How	12
Section 3B – Twitter	18
What Is It	18
Users	18
Why People Use It	18
Pros	18
Cons	19
Engagement	19
Measuring	19
Organic vs. Sponsored	19
Time Commitment	19
Suggested & Example Posts	19
How	21
Section 3C – Instagram	25
What Is It	25
Users	25
Why People Use It	25
Pros	25
Cons	26
Engagement	26

Measuring	26
Organic vs. Sponsored	27
Time Commitment	27
Suggested & Example Posts	27
How	28
Section 3D – Snapchat	32
What Is It	32
Users	32
Why People Use It	32
Pros	33
Cons	33
Engagement	33
Measuring	33
Time Commitment	33
Suggested Post	34
How	34
Section 3E – Blogging	37
What Is It	37
Why People Use It	37
Pros	37
Cons	37
Engagement	37
Measuring	37
Time Commitment	37
Suggested & Example Posts	38
How	39
Section 4 – Resources	40
Section 5 – Social Media Employee Policy	42
Section 6 – Glossary	44

SECTION 1: ABOUT THIS DOCUMENT

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.

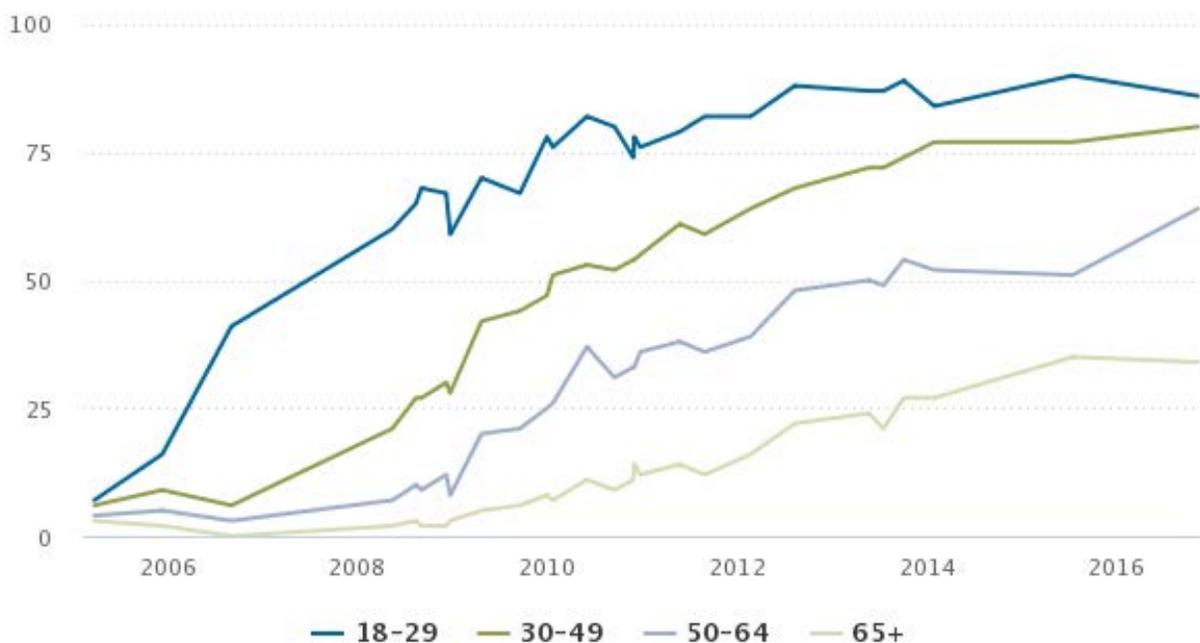
SECTION 2: SOCIAL MEDIA OVERVIEW

Who Uses Social Media

Social media is now a regular part of life and a key medium for communication for people throughout the country. Various platforms have grown in popularity to attract regular users of all ages and demographics.

According to Pew Research Center, 69% of Americans were using some type of social media by 2016¹. While Generations X - Z continue to be the most active social media users, Baby Boomers have adopted social media as well to communicate with family and friends. Social media isn't just for personal use. With so many active and engaged users on social media, brands and businesses are taking advantage of this direct marketing platform. In 2015, 88.2% of U.S. companies were using at least one of the major platforms to reach their audience.²

% of U.S. adults who use at least one social media site, by age



(Source: Pew Research Center)

¹ “Social Media Fact Sheet.” Pew Research Center. <http://www.pewinternet.org/fact-sheet/social-media/>. Retrieved March 4, 2017.

² “Number of Companies Using Instagram to Nearly Double Next Year.” eMarketer. <https://www.emarketer.com/Article/Number-of-Companies-Using-Instagram-Nearly-Double-Next-Year/1013122>. Retrieved March 4, 2017.

Benefits

The key benefits of social media are the ease and access it gives people to communicate to nearly anyone and everyone. Users enjoy the opportunity to voice their opinions on public matters and share ideas with those in their circle. For libraries, social media offers a direct communication line to the people in your communities who are directly impacted by your services and who you wish to connect with to grow influence.

- Communicate directly to your patrons, community leaders, and decision-makers on what your library and the industry as a whole is doing to extend access to resources for everyone.
- Share updates on the newest literature and technology available at your library for patrons to get hands-on experience and support.
- Increase customer service response and engagement.
- Distribute news and insights.
- Share videos and photos showcasing what it's like to experience all your library offers.

Pitfalls to Avoid

- Don't confuse communication on social media as another advertising platform. People don't want to be blasted with ads about your library's services. Focus on the benefits you offer and communicate the "why" behind your services to make the conversation about the audience.
- Not every social media platform is created equally. It will be a waste of your library's resources to start using a new social media platform without understanding who uses it and what types of content perform best.

Key Takeaways

- Connect with your audience by focusing on how they benefit from your services.
- Ask questions in your posts and be open to engaging with users in a warm and informative tone.
- Communicate in everyday language with information supported by facts.
- Use storytelling to drive your message and connect to your audience.

Where It's Going

Social media, much like other forms of digital marketing, is continuing to move towards visual, real-time content.

- Video: Video content, especially live video, is the newest frontier for social media and often receives higher rates of engagement than photos or text-only posts.
- Mobile: Most people engage with social media platforms on mobile devices, around almost 80 percent as of April 2016.³

³ Sterling, Greg. "Nearly 80 Percent of Social Media Time Now Spent on Mobile Devices." Marketing Land. <http://marketingland.com/facebook-usage-accounts-1-5-minutes-spent-mobile-171561>. Retrieved March 15, 2017.

- In the moment content: People want to see news and events as they are happening. The 24-hour news cycle and prevalent use of social media platforms has sped up how fast news reaches people and they expect to find content as they are searching for it.

Moderating Social Media

When monitoring your library's social media channels, you may come across comments that are unfavorable or possibly even inappropriate. Social media in general is considered a free space for people to share opinions and participate in a limited public forum. With that, it's expected that most comments are safe from being deleted by a page administrator. The exception is when comments cross the line into inappropriate content.

When developing a policy around which comments you will consider removing from your social media pages, you'll need to 1) establish guidelines and 2) train the moderators of your page on how to identify appropriate comments and protected viewpoints vs. inappropriate content that is prohibited. To have a fully protected social media comment policy, you'll need to consult legal counsel. As an example, here are some comment categories you may wish to include in your policy and monitor for:

- Comments that solicit any other business or product
- Comments that include profanity, nudity, sexual language, or similar content
- Comments that discriminate against race, creed, color, age, religion, gender, marital status, status with regard to public assistance, veteran status, genetic information, citizenship status, national origin, physical or mental disability, sexual orientation, or gender identity/expression
- Comments that threaten another person or organization

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)⁴
- 1.74 billion mobile monthly users (as of December 2016)
- 79% of internet users (68% of all U.S. adults) use Facebook⁵
- 1.3 million pieces of content are shared every minute⁶
- Average time spent by user per day/week – 50 minutes⁷

79% of online adults (68% of all Americans) use Facebook

% of online adults who use Facebook

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77
Urban	81
Suburban	77
Rural	81

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

PEW RESEARCH CENTER

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.

⁴ "Company Info." Facebook. <http://newsroom.fb.com/company-info/>. Retrieved March 6, 2017.

⁵ Greenwood, Shannon. "Social Media Update 2016." Pew Research Center. <http://www.pewinternet.org/2016/11/11/social-media-update-2016/>. Retrieved March 4, 2017.

⁶ "Social Media Cheat Sheet for 2017" Social Media Week. <https://socialmediaweek.org/blog/2017/01/social-media-cheat-sheet-infographic/>. Retrieved March 6, 2017.

⁷ Stewart, James B. "Facebook Has 50 Minutes of Your Time Each Day. It Wants More." The New York Times. <https://www.nytimes.com/2016/05/06/business/facebook-bends-the-rules-of-audience-engagement-to-its-advantage.html>. Retrieved March 6, 2017.

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

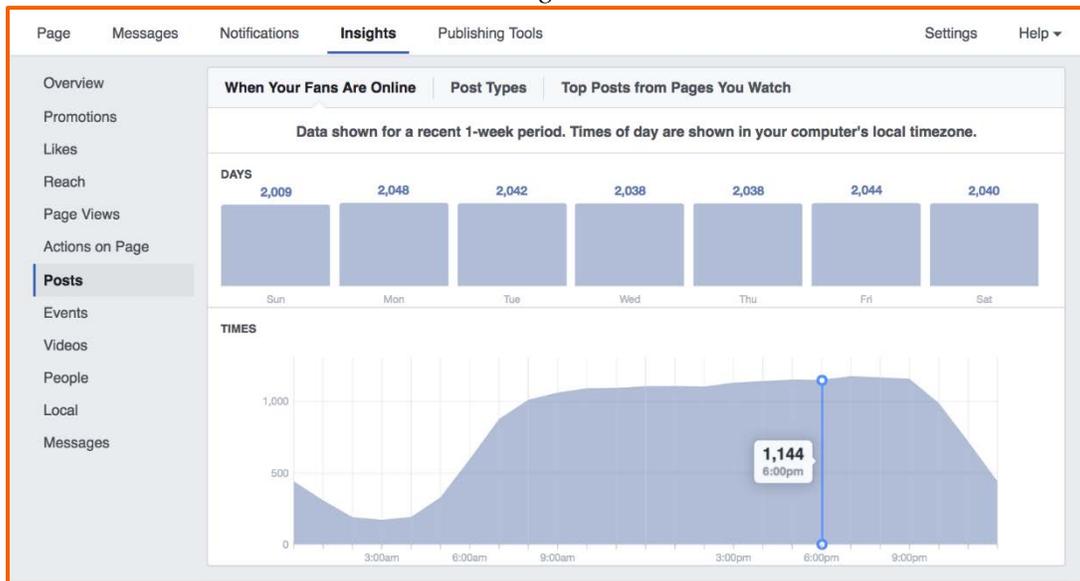
Simply posting about your library's services and events is not enough to maintain a successful Facebook strategy. To grow your followers and post engagement, you need to post interesting, relevant content about resources and programs that your audience will enjoy. Be available for prompt replies to comments 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.

Facebook Insights Dashboard



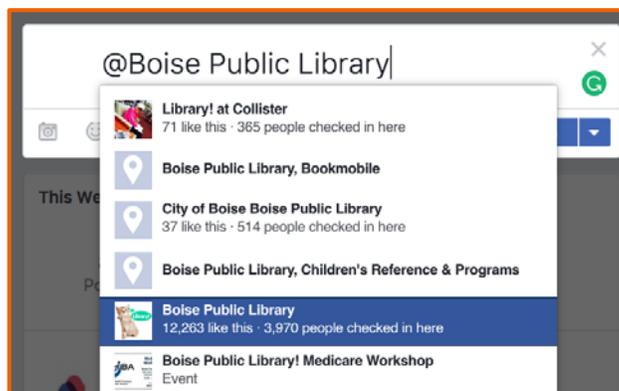
Organic vs. Sponsored

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.



How

General Guidelines:

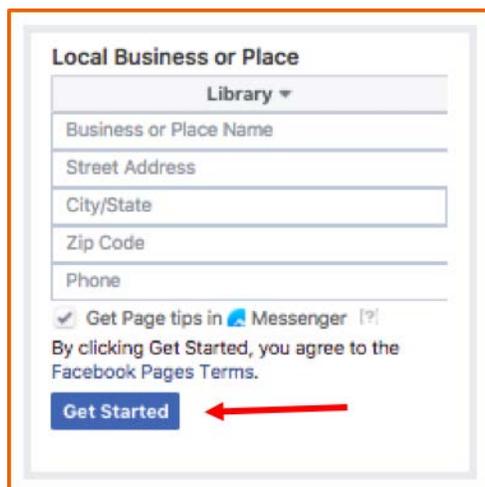
- Keep it short: Posts should be simple and to the point. 80 characters is considered an ideal length for higher post engagement. Keep posts shorter than 400 characters, the point where posts get truncated.
- Don't over post: Posting once or twice a day is ideal to keep your account feed fresh without 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.⁸

⁸ Pinantoan, Andrianes. "How to Massively Boost Your Blog Traffic with These 5 Awesome Image Stats." Buzzsumo. <http://buzzsumo.com/blog/how-to-massively-boost-your-blog-traffic-with-these-5-awesome-image-stats/>. Retrieved March 6, 2017.

- 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.⁹
- 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.

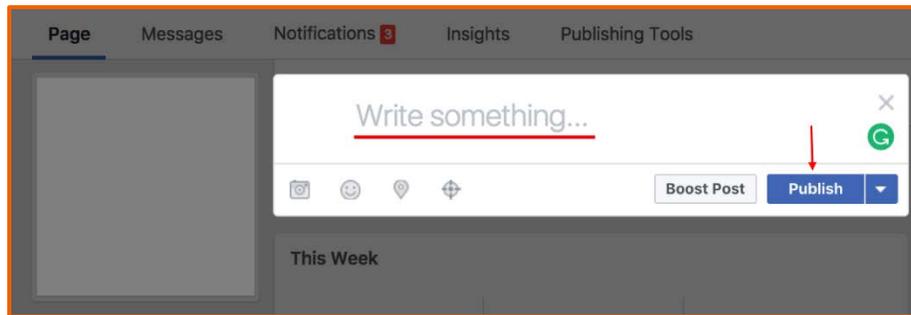


3. Once your page has been created, follow the instructions to complete your page, including adding profile and cover photos, creating a username, and including a description of your library.

⁹ Patel, Sahil. "85 Percent of Facebook Video is Watched Without Sound." Digiday. <http://digiday.com/media/silent-world-facebook-video/>. Retrieved March 4, 2017.

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.



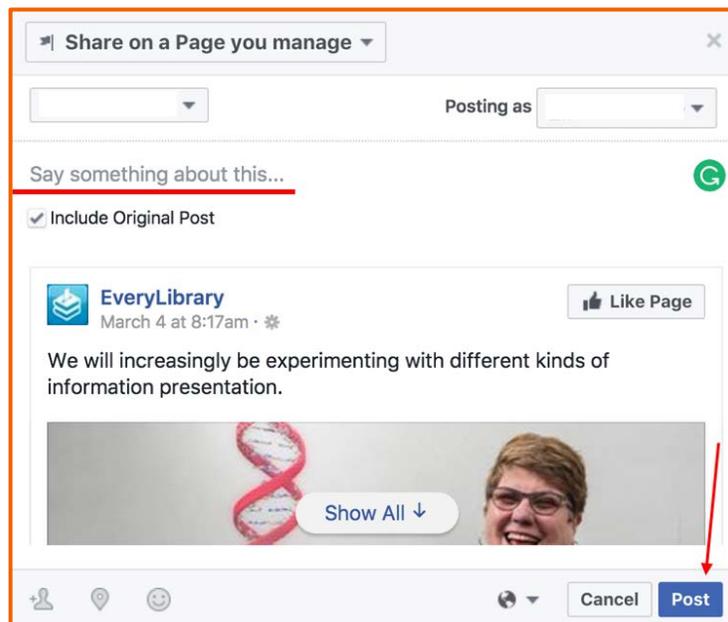
2. To add a link to a webpage, copy and paste the link at the end of the message. A preview of the webpage will appear. Once the preview has generated, you can remove the link text in your messaging without losing the webpage preview that will be clickable once your post has been published.
3. To add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

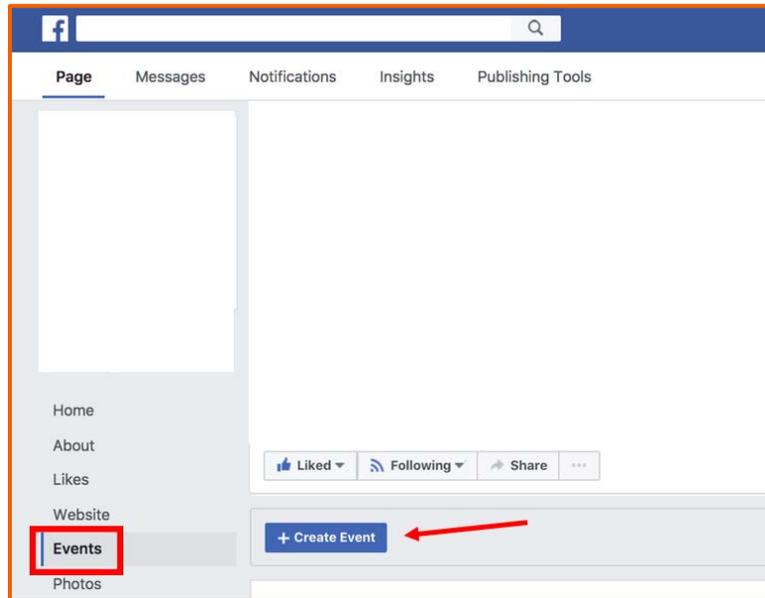


- In the pop-up window, select your library's page to share it to and then type what you want to say about the post. Publish it to your page by clicking Post when you're done.

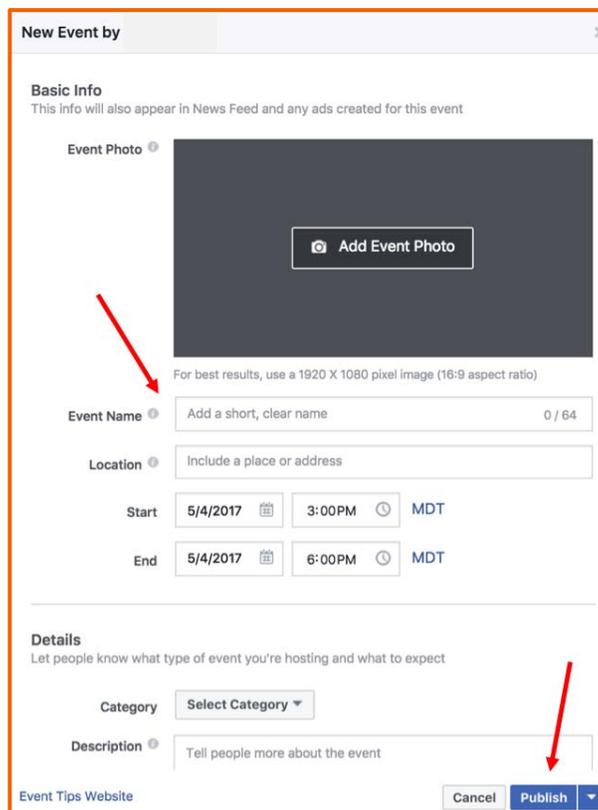


How to Create an Event

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

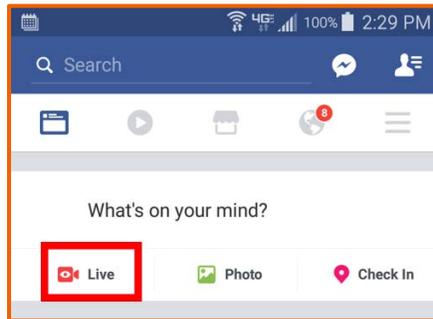


- In the pop-up window, enter the basic information and details about your event and add a photo for the event. When all the event details have been entered, click Publish to add the event to your page.

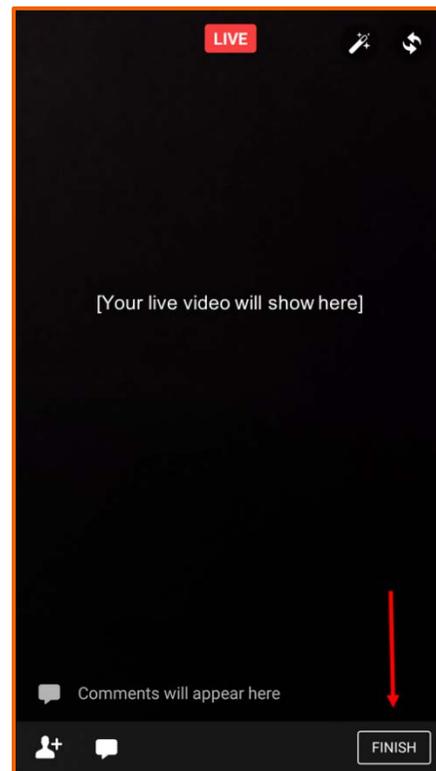
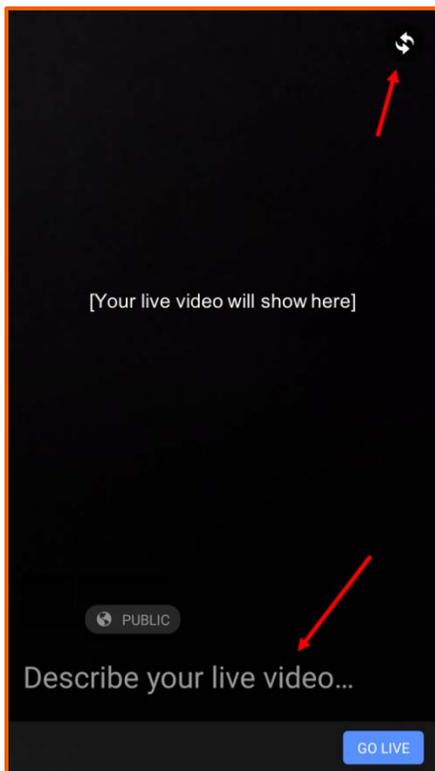


How to Create a Facebook Live Video

- 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)¹⁰
- 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 Twitter¹¹

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

24% of online adults (21% of all Americans) use Twitter

% of online adults who use Twitter

All online adults	24%
Men	24
Women	25
18-29	36
30-49	23
50-64	21
65+	10
High school degree or less	20
Some college	25
College+	29
Less than \$30K/year	23
\$30K-\$49,999	18
\$50K-\$74,999	28
\$75,000+	30
Urban	26
Suburban	24
Rural	24

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

PEW RESEARCH CENTER

¹⁰ "Company." Twitter. <https://about.twitter.com/company>. Retrieved March 4, 2017.

¹¹ Greenwood, Shannon. "Social Media Update 2016." Pew Research Center. <http://www.pewinternet.org/2016/11/11/social-media-update-2016/>. Retrieved March 4, 2017.

- 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



Organic vs. Sponsored

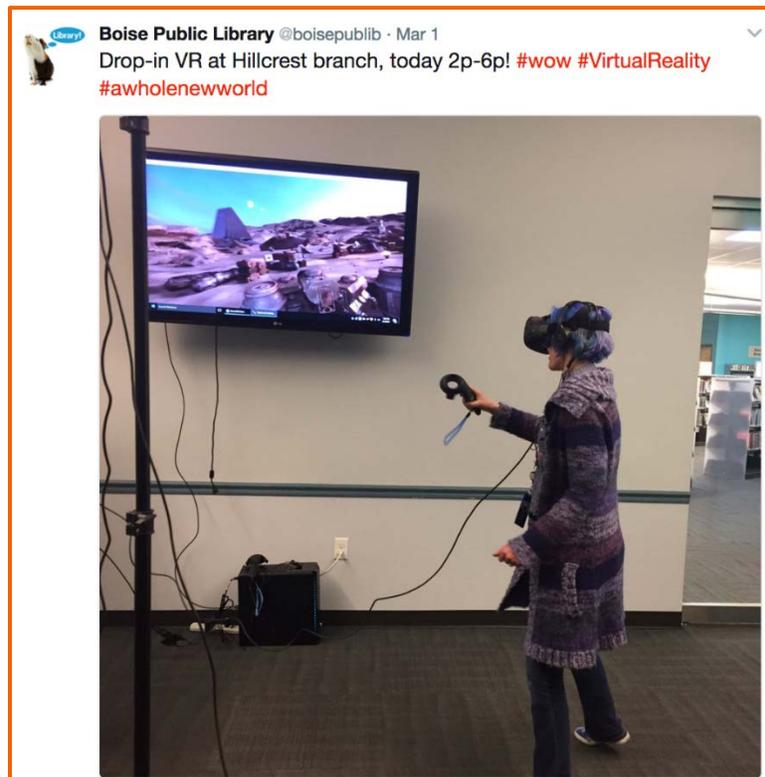
Twitter does not use an algorithm for determining which tweets are seen in a user's feed. The emphasis is on seeing information organically from those you follow as it's posted. This means your library's tweets don't have to compete against the algorithm to be seen and you likely don't need to sponsor 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 images¹² 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,

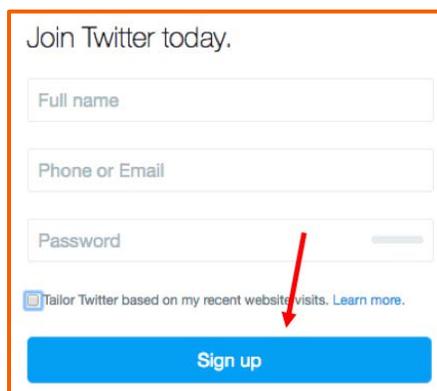
¹² Stecyk, Jane. "#TweetTip: use photos to drive engagement." Blog.twitter.com. <https://blog.twitter.com/2015/tweettip-use-photos-to-drive-engagement>. Retrieved March 18, 2017.

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

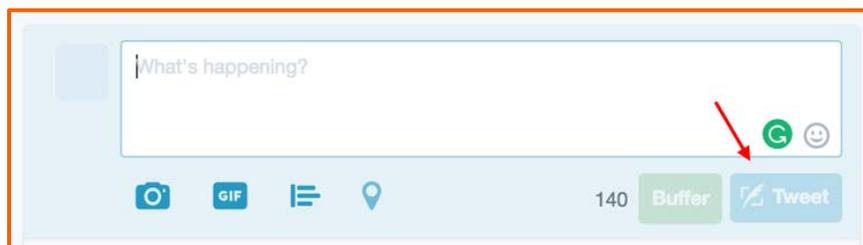
1. Go to twitter.com/signup.
2. Enter your library’s name, a phone number or email address, and a password, then click Sign up.

A screenshot of the Twitter sign-up form. The form is titled "Join Twitter today." and contains four input fields: "Full name", "Phone or Email", and "Password". Below the "Password" field is a checkbox labeled "Tailor Twitter based on my recent website visits. Learn more." and a blue "Sign up" button. A red arrow points to the "Sign up" button.

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.

A screenshot of the Twitter tweet composition interface. It shows a text input box with the placeholder text "What's happening?". Below the input box are icons for adding a photo, GIF, video, and location. To the right of the input box are icons for adding a link and a smiley face. Below these icons are a character count "140", a "Buffer" button, and a "Tweet" button. A red arrow points to the "Tweet" button.

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.

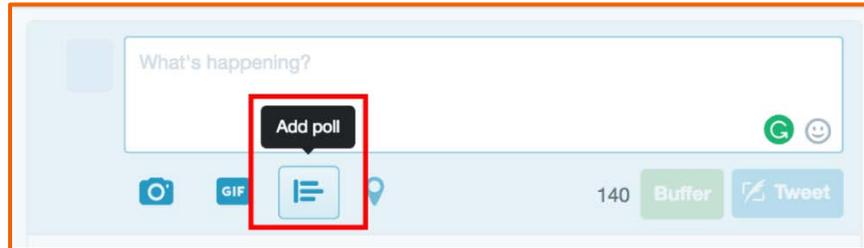


2. In the pop-up window, you have the option to add a comment above the retweet (referred to as a Quote Tweet) or to retweet the post as is. When you're ready to post, click Retweet for it to appear on your timeline.

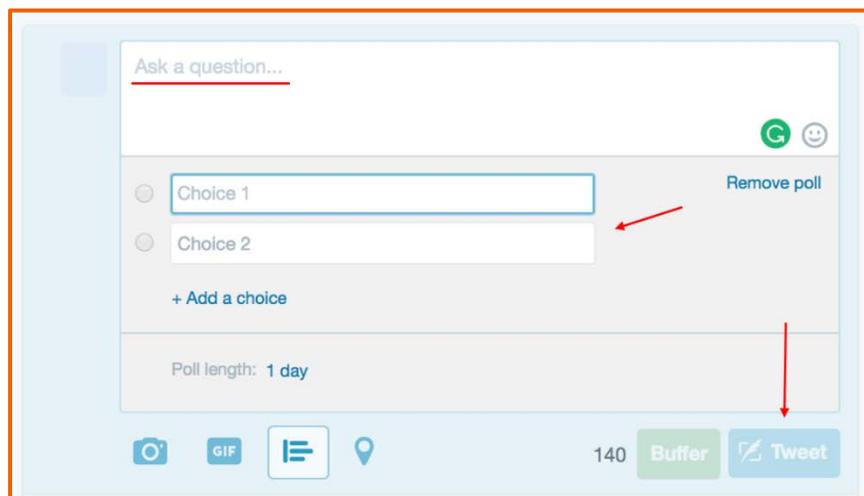


How to Create a Twitter Poll

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.



SECTION 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)¹³
- 400+ million daily active users (as of March 2017)
- 32% of internet users (28% of all U.S. adults) use Instagram¹⁴
- 20% of users are in the U.S.
- An average of 95 million photos and videos are shared per day¹⁵
- Instagram users “like” 4.2 billion posts per day
- On average, users spend 21 minutes on the app per day¹⁶

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.

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”

PEW RESEARCH CENTER

¹³ “Our Story.” Instagram. <https://instagram-press.com/our-story/>. Retrieved March 8, 2017.

¹⁴ Greenwood, Shannon. “Social Media Update 2016.” Pew Research Center. <http://www.pewinternet.org/2016/11/11/social-media-update-2016/>. Retrieved March 4, 2017.

¹⁵ Parker, Sydney. “A Long List of Instagram Statistics That Marketers Need to Know.” Hootsuite. <https://blog.hootsuite.com/instagram-statistics/>. Retrieved March 8, 2017.

¹⁶ 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.

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.



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.



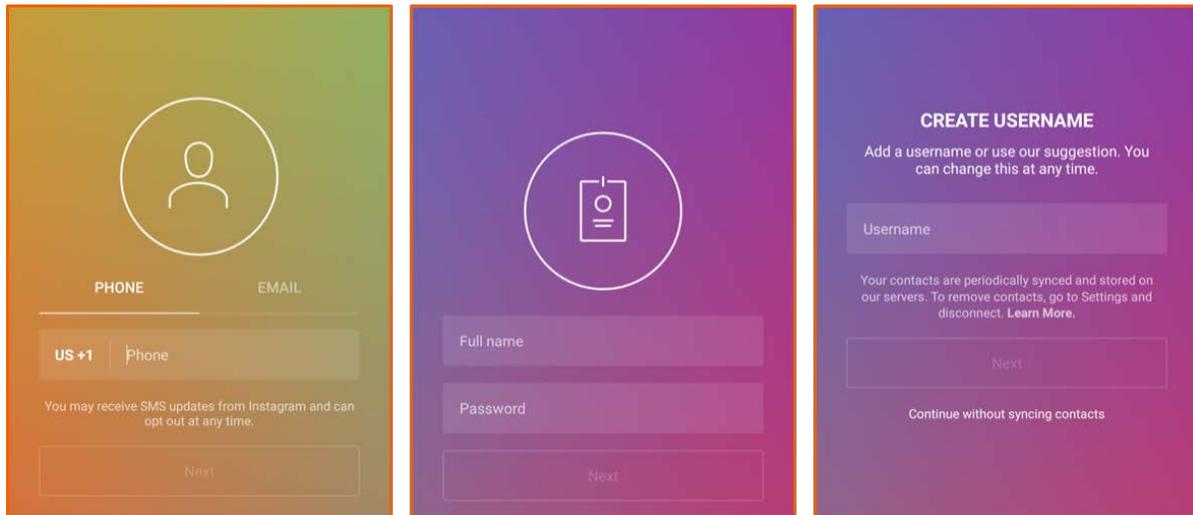
How

General Guidelines:

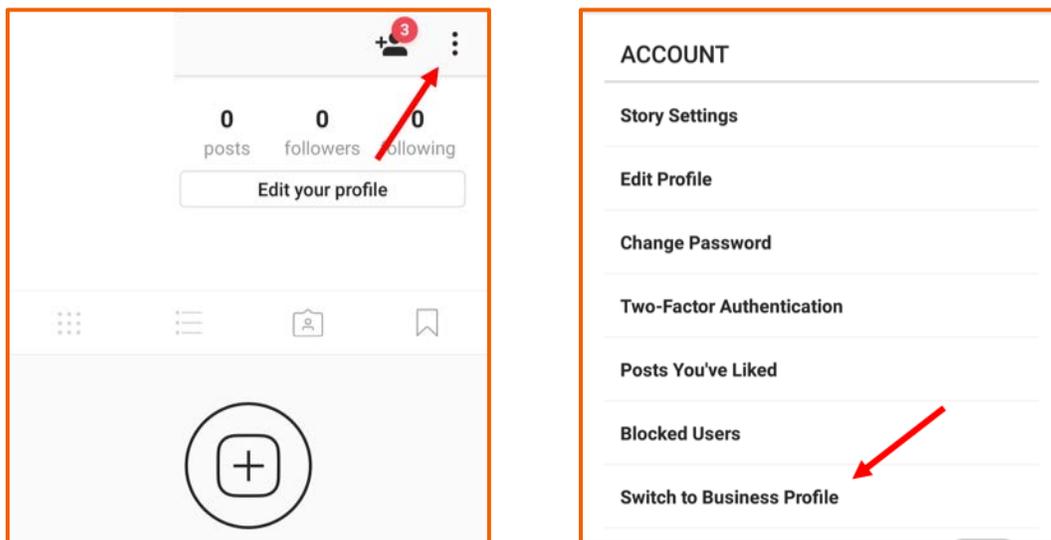
- Embrace mobile: Posting to Instagram requires using the mobile app for the platform. You can view and follow accounts and like or comment on posts on a desktop but new content and analytics live on the mobile app.
- Use vertical visuals: Stick to vertical video as much as possible when creating a post 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.

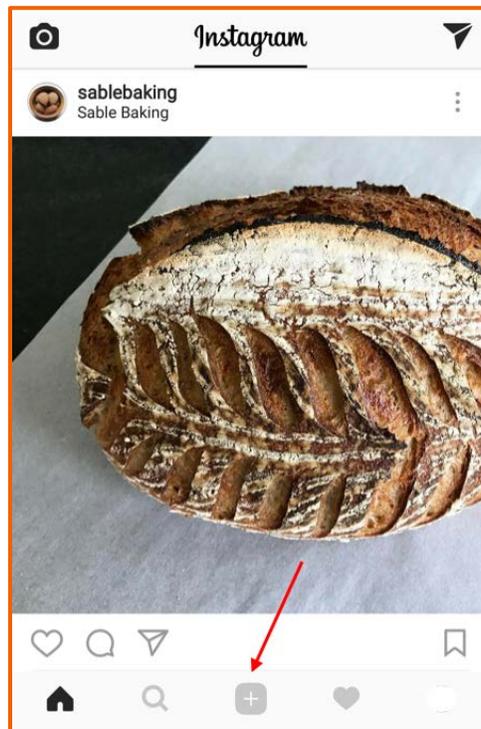


5. Once your account is created, switch the account to a business account by tapping into the account settings in the top right and tapping **Switch to Business Profile**.
6. Connect to your library’s Facebook page to copy over information about your library and connect the two accounts.

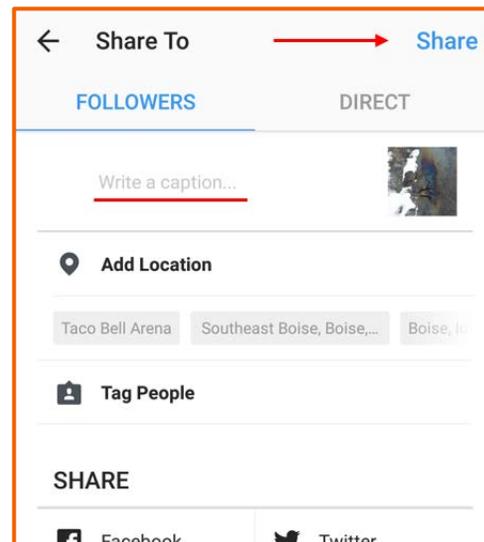
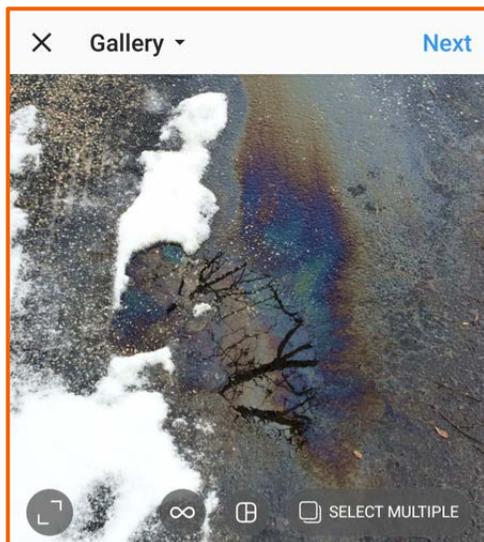


How to Post to Instagram

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

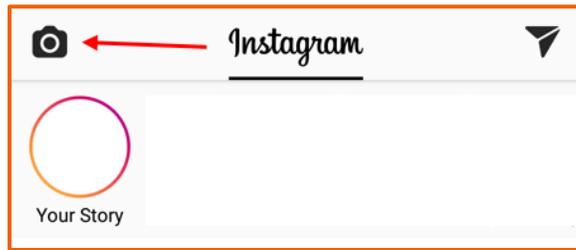


2. Select the image you want to share from your gallery or capture a new photo or video. Click Next and add a filter if you want to adjust elements of the image or video, including brightness, saturation, and color. When the image or video looks how you want, click Next.
3. Write a caption to explain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

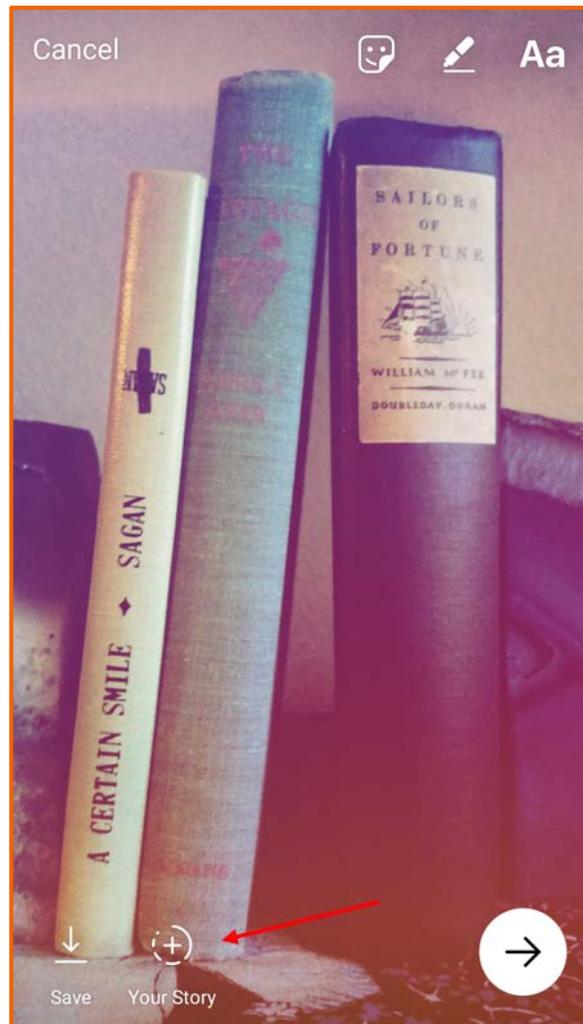
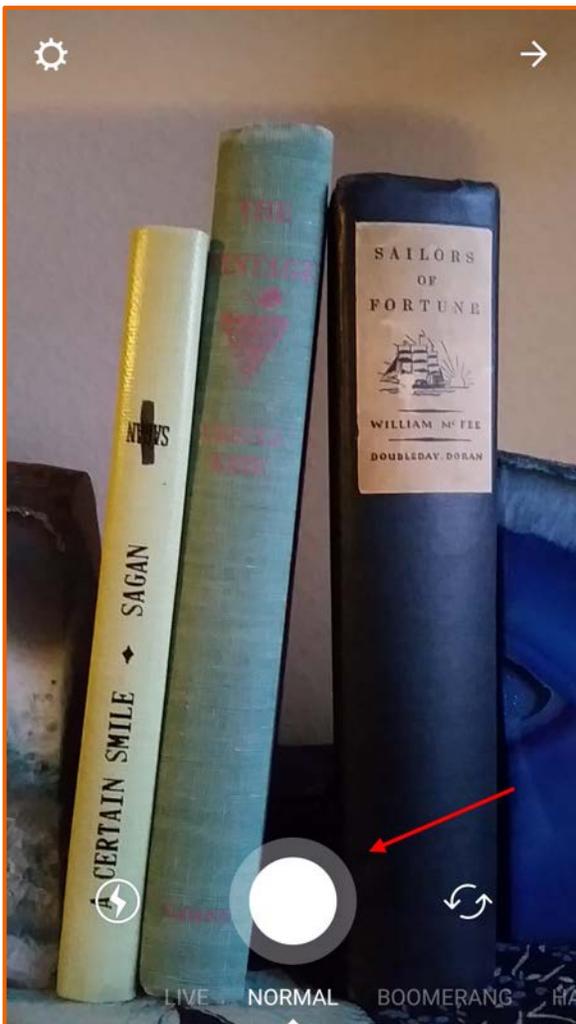


How to Post an Instagram Story

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.



SECTION 3D: 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)¹⁷
- 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 day¹⁸
- Snapchat is the most-used social media platform among 12 to 24-year-olds (as of March 2016)¹⁹
- 86% of Snapchat users are 34 or younger (as of March 2016)²⁰

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.²¹

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.

¹⁷ "Advertising on Snapchat." Snapchat. <https://www.snapchat.com/ads>. Retrieved March 9, 2017.

¹⁸ Morrison, Kimberlee. "Snapchat Is the Fastest Growing Social Network." Adweek. <http://www.adweek.com/digital/snapchat-is-the-fastest-growing-social-network-infographic/> Retrieved March 10, 2017.

¹⁹ "The Infinite Dial 2016." Edison Research. <http://www.edisonresearch.com/the-infinite-dial-2016/> Retrieved March 10, 2017.

²⁰ "How Snapchat Demographics Are Shifting in 2017: Mediakix." <http://mediakix.com/2016/06/snapchat-demographics-infographic-statistics/#gs.13soNpY>. Retrieved March 10, 2017

²¹ Stein, Joel. "Snapchat Faces the Public." Time. <http://time.com/4688214/snapchat-faces-the-public/>. Retrieved March 10, 2017.

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 Snapchat²²

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.

²² Fontein, Dara. “The Top Snapchat Statistics You Need to Know for Business/” Hootsuite. <https://blog.hootsuite.com/snapchat-statistics-for-business/>. Retrieved March 9, 2017.

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.

The image contains two side-by-side screenshots of the Snapchat sign-up process, each enclosed in an orange border.

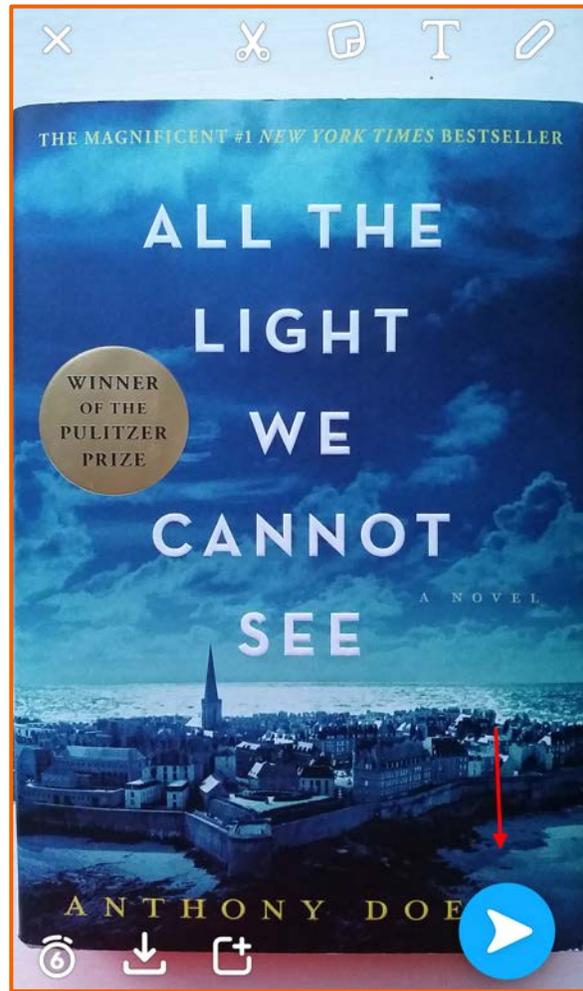
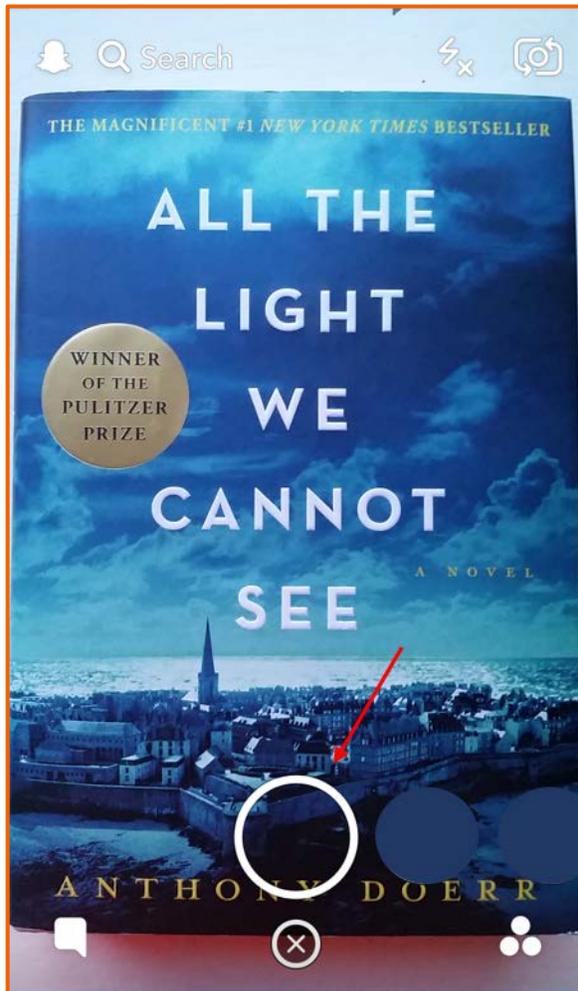
The left screenshot is titled "What's your name?". It features two input fields: "FIRST NAME" and "LAST NAME". Below the "LAST NAME" field, there is a line of text: "By tapping Sign Up & Accept, you agree to the [Terms of Service](#) and [Privacy Policy](#)."

The right screenshot is titled "Pick a username". It includes the text "Your username is how friends add you on Snapchat." and a "USERNAME" input field with a refresh icon to its right.

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.

The International Student Experience at Boise State: A Retrospective

JANUARY 31, 2017 / CATEGORIES: AT THE LIBRARY



"Boise State International Students, February 1978."

A new exhibit opened last week in Boise State's [Special Collections & Archives](#), located on the second floor of Albertsons Library. Curated by librarians Elizabeth Ramsey and Alessandro Meregaglia, the exhibit focuses on the international student experience at Boise State throughout its history.

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.

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
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.