

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.

Section 3 - Channels

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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

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"

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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.

¹ "Company Info." Facebook. <http://newsroom.fb.com/company-info/>. Retrieved March 6, 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 "Social Media Cheat Sheet for 2017" Social Media Week. <https://socialmediaweek.org/blog/2017/01/social-media-cheat-sheet-infographic/>. Retrieved March 6, 2017.

⁴ 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

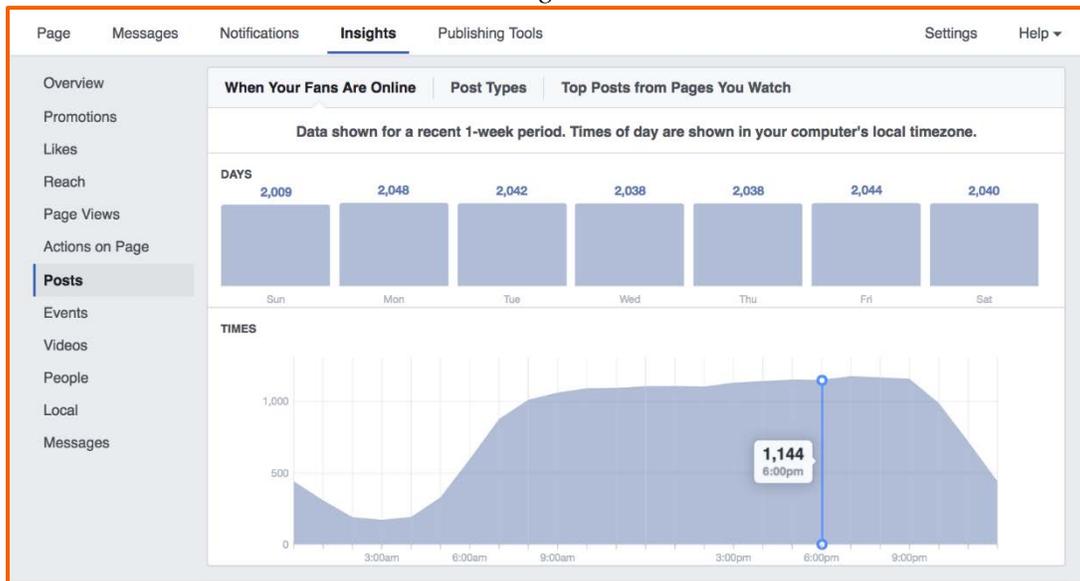
Simply posting about your library's services and events is not enough to maintain a successful Facebook strategy. To grow your followers and post engagement, you need to post interesting, relevant content about resources and programs that your audience will enjoy. Be available for prompt replies to comments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



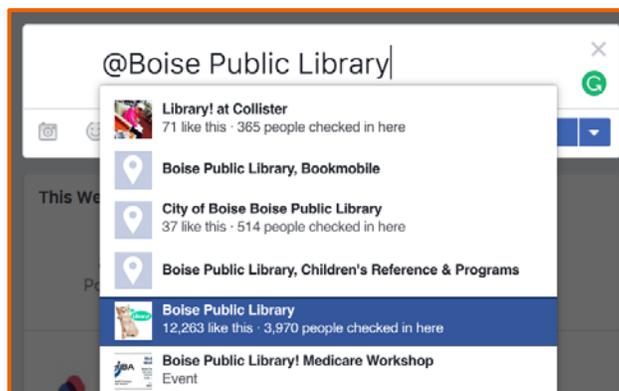
Organic vs. Sponsored

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:

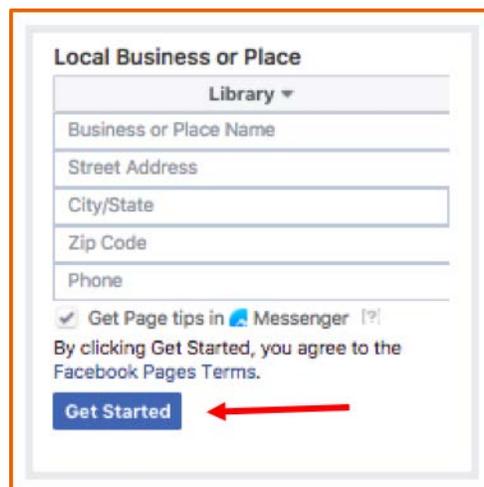
- Keep it short: Posts should be simple and to the point. 80 characters is considered an ideal length for higher post engagement. Keep posts shorter than 400 characters, the point where posts get truncated.
- Don't over post: Posting once or twice a day is ideal to keep your account feed fresh without 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.⁵

⁵ 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.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.



Local Business or Place

Library ▾

Business or Place Name

Street Address

City/State

Zip Code

Phone

Get Page tips in Messenger [?]

By clicking Get Started, you agree to the Facebook Pages Terms.

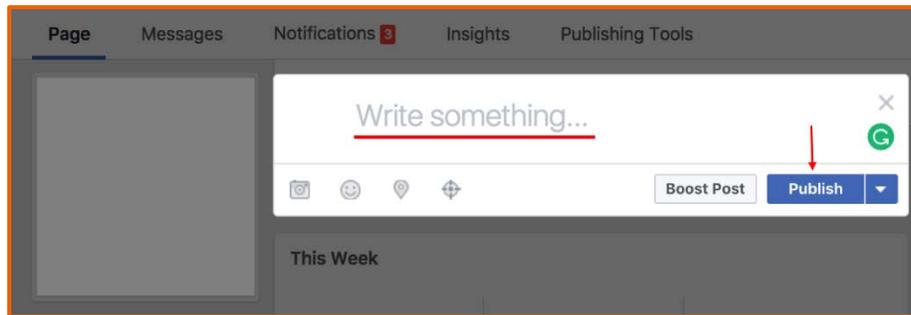
Get Started ←

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.

⁶ 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.



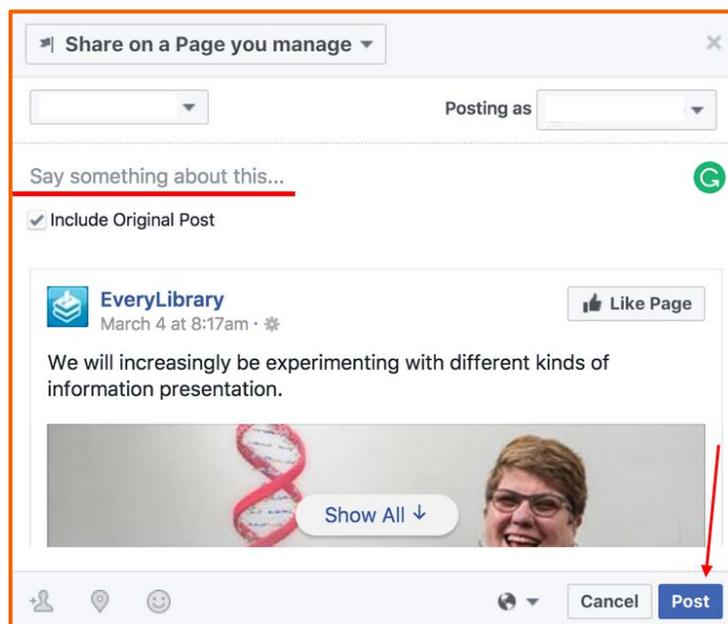
2. To add a link to a webpage, copy and paste the link at the end of the message. A preview of the webpage will appear. Once the preview has generated, you can remove the link text in your messaging without losing the webpage preview that will be clickable once your post has been published.
3. To add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

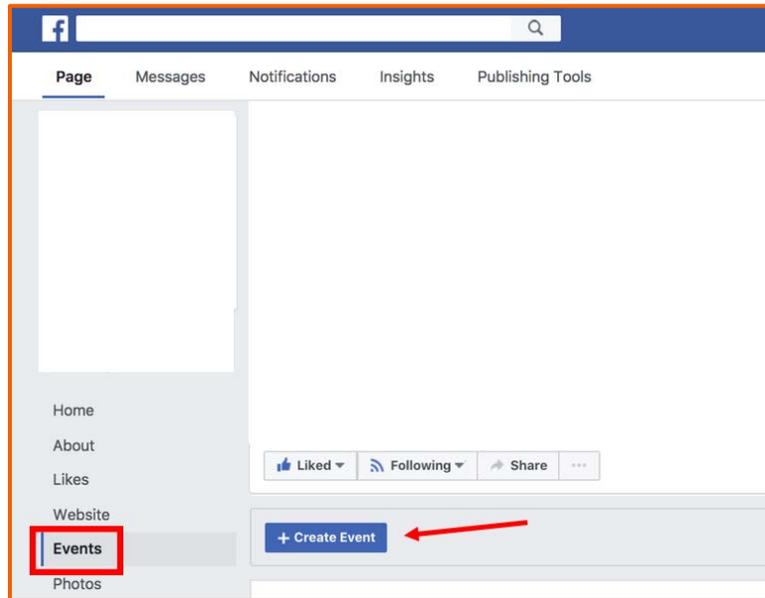


- In the pop-up window, select your library's page to share it to and then type what you want to say about the post. Publish it to your page by clicking Post when you're done.

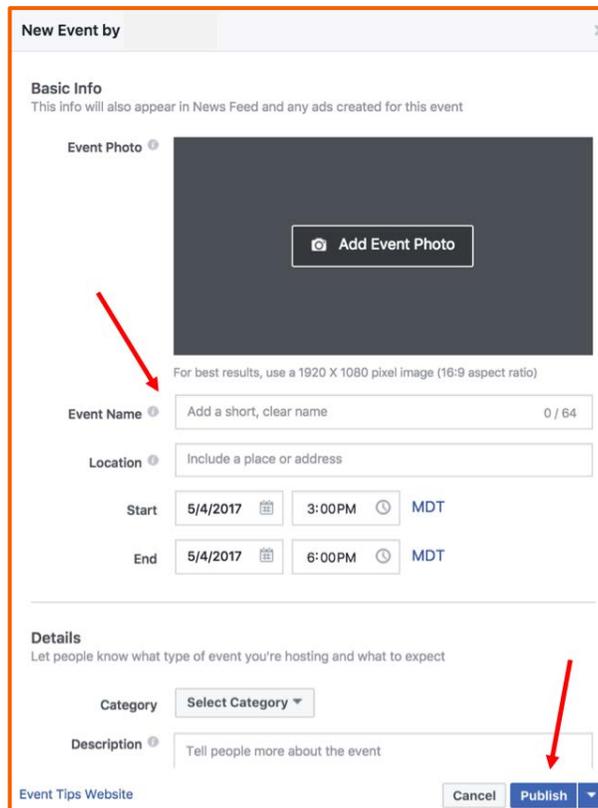


How to Create an Event

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

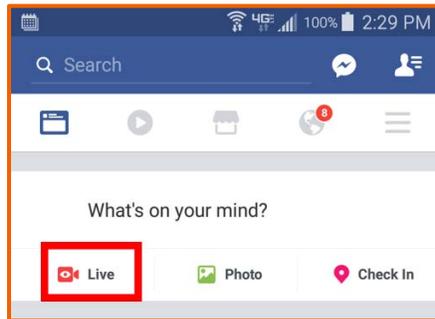


- In the pop-up window, enter the basic information and details about your event and add a photo for the event. When all the event details have been entered, click Publish to add the event to your page.



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.

