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# Social Media

Create an editorial/content calendar.

Viewers will get bored seeing the same posts each week and eventually unfollow you; so, diversify your content strategy. Offer your audience content that will inform, educate, entertain, and get them to interact.

The goal with social is to create a community around your brand and give your audience a reason to consistently follow you.

# Facebook

Video content is king.

To make the most out of your videos:

- post clips directly to the platform
- make authentic content
- use an engaging thumbnail



# Instagram

Use hashtags -- this is the way Instagram organizes its content. It is also a tool that people use to search for the content they want.

To use Instagram effectively:

- use between three and five relevant hashtags
- mix popular and niche hashtags
- change your hashtags for each post to avoid repetitive content



# TikTok



Post short interactive videos. TikTok's algorithm values engagement more than anything else. And that means more than likes, comments, and shares. On TikTok, the time users spent watching your videos and the number of times they rewatched them are important factors that let the algorithm know your content is valuable.

Short and straight-to-the-point videos gain much more traction than longer ones because they don't require much time and attention from the viewer.

# TikTok



In 2023, 78% of Gen Z used TikTok and two-thirds of them used the platform daily.

Nearly 45% of TikTok's users belong to the Gen Z group.

On average, 18-to-24-year-olds spend 1 hour and 19 minutes per day on TikTok.

**source: Emarketer <https://www.emarketer.com/content/gen-zers-aren-t-only-tiktok-addicts>**



# Social Media

**Best Time to Post on Social Media *in 2024***

Facebook	Monday at 10 AM PST
Instagram	Monday at 9 AM PST
LinkedIn	Monday at 1 PM PST
Twitter	Friday at 9 AM PST
TikTok	Sunday at 1 PM PST

 @hootsuite 

The infographic features a dark teal background with a red owl logo in the top left corner. The title is in a white rounded rectangle. The platform names are in teal rounded rectangles, and the best times are in light green rounded rectangles. The Hootsuite logo and Instagram icon are at the bottom.

source: [hootsuite.com](https://hootsuite.com)

## THE IDEAL POSTING FREQUENCY FOR EACH SOCIAL MEDIA PLATFORM

### FACEBOOK

Minimum - Three Times a Week  
Ideal - Once a Day  
Maximum - Two times a Day



### INSTAGRAM

Minimum - three times/week  
Ideal - One or Two Times a Day  
Maximum - Three Times a Day



### TWITTER

Minimum - Three Times a Day  
Ideal - 15 Times a Day  
Maximum - 30 Times a Day



### LINKEDIN

Minimum - Once a Week  
Ideal - Two times a Week  
Maximum - Once a Day



### PINTEREST

Minimum - Once a Day  
Ideal - Three Times a Day  
Maximum - 30 Times a Day



### GOOGLE MY BUSINESS

Minimum - Once a Week  
Ideal - Every Day  
Maximum - There Is No Posting Limit



### TIKTOK

Minimum - Once a Day  
Ideal - Two to Three Times a Day  
Maximum - There Is No Posting Limit

