

Social Media for Libraries

How many accounts do I really need?

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Lake County Public Library





What We're Covering

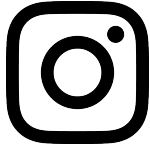
- Which platforms and why
- Starting points for any platform
- Getting to know your Facebook page
- Posting on Facebook



Which Platforms?



Audience, Audience, Audience



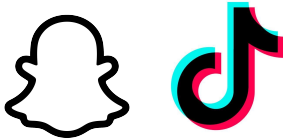
Ages
18-24



Everyone, but
adults are most
active



Women
18-49 but
use is low



Ages
18-24



Ages
18-29



???



**Starting points for any
platform**





Have a Plan!

- Set specific goals
- Benchmark and track progress toward goals
- Create a social media policy
- Keep your brand consistent across platforms
- Decide: One account? More?



What's a Goal?



- ✓ Increased awareness
- ✓ Improved communication with customers
- ✓ Improved credibility
- ✓ Higher circulation/sales



- ✗ Having a Facebook page
- ✗ Getting a certain number of likes



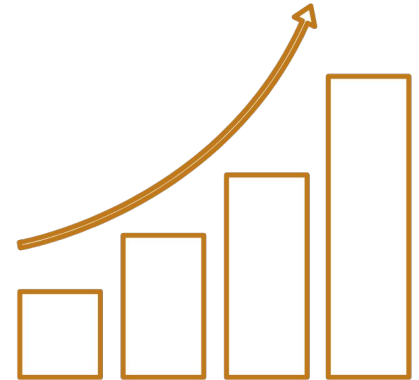
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Tracking Success

- **Success can be measured by:**
 - Increased website traffic
 - More conversations with customers
 - Higher event attendance
 - Higher clicks on promoted titles





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What's Your Policy?

- **For Staff**

- Consult a lawyer, but write for humans
- Keep in mind 1st Amendment rights
- Be specific re: platforms

- **For the Public**

- Outline general rules, purpose statement
- Include takedown policy
- Post somewhere accessible



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Quick Branding Tips

- Use the same profile picture
- Make your screennames as similar as possible
- Always fill in the “about” section





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Getting to Know Your Facebook Page



Business Pages vs Personal Pages



Lake Station Community Schools

@lakestationschools · Public School

Contact Us

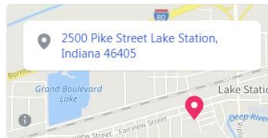
www.lakesk12.in.us

Home Events About Photos More ▾

Like Message Search More ▾

About

See All



1 Lake Station Community Schools serving the Pre-Kindergarten through 12th grade public education needs in Lake Station, Indiana at Thomas A. Edison Jr. Sr. High School, Virgil I. Bailey Elementary School and Alexander Hamilton Elementary School.



Create Post

Photo/Video

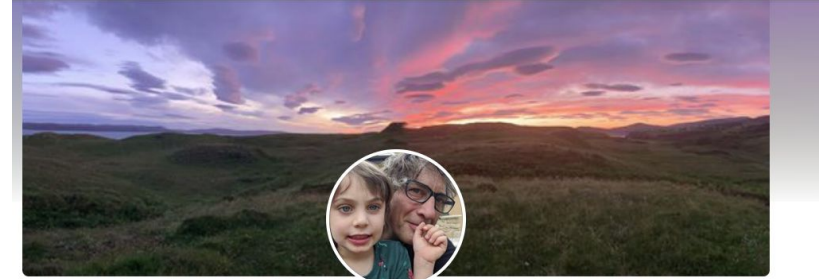
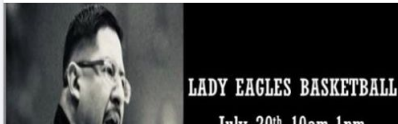
Check in

Tag Friends



Lake Station Community Schools

2d · 🌐



Neil Gaiman

Former semi-professional writer and showrunner, now mostly missing Ash.

Timeline About Friends Photos Videos More ▾

Message

More ▾

Do you know Neil?

If you know Neil, send him a message.

Message

Intro

Self-Employed

Went to Whitgift School

Went to Ardingly College



Neil Gaiman updated his cover photo.

July 11 at 5:43 PM · 🌐



👍👍👍 34

5 Comments

Share

View comments

Photos

See All





Facebook Behind the Scenes

- Two ways for people to see posts:
 - Newsfeed
 - Your page
- Facebook's algorithm determines who sees your posts
- The more fans you have, the more people see your posts





Housekeeping

- Set up Business Manager
 - business.facebook.com
- Explore the admin tabs
- Set your custom URL/handle
- Choose your cover photo and profile picture



Posting on Facebook



DO:

- Follow the 80/20 rule
- Entertain, inform, inspire
 - But always stay relevant!
- Be present - interact with your followers
- Use a conversational tone
- Schedule posts





DO NOT:

- Make very long posts
- Post several times in a row
- Post unattributed works
- Remove controversial posts
- Leave the URL in a link post





Refine Your Strategy

- Examine your audience
- Find your posting sweet spot
 - At least 5 times a week
- Try different post types
- **USE INSIGHTS**

The background is a solid teal color. It is decorated with several light teal question marks scattered across the surface. At the bottom of the image, there is a decorative pattern consisting of a series of vertical bars of varying heights, each topped with a semi-circle, resembling a stylized bar chart or a city skyline.

Questions?