

Going Further with Social Media: Twitter and Instagram for Libraries

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Peace Library System 2016



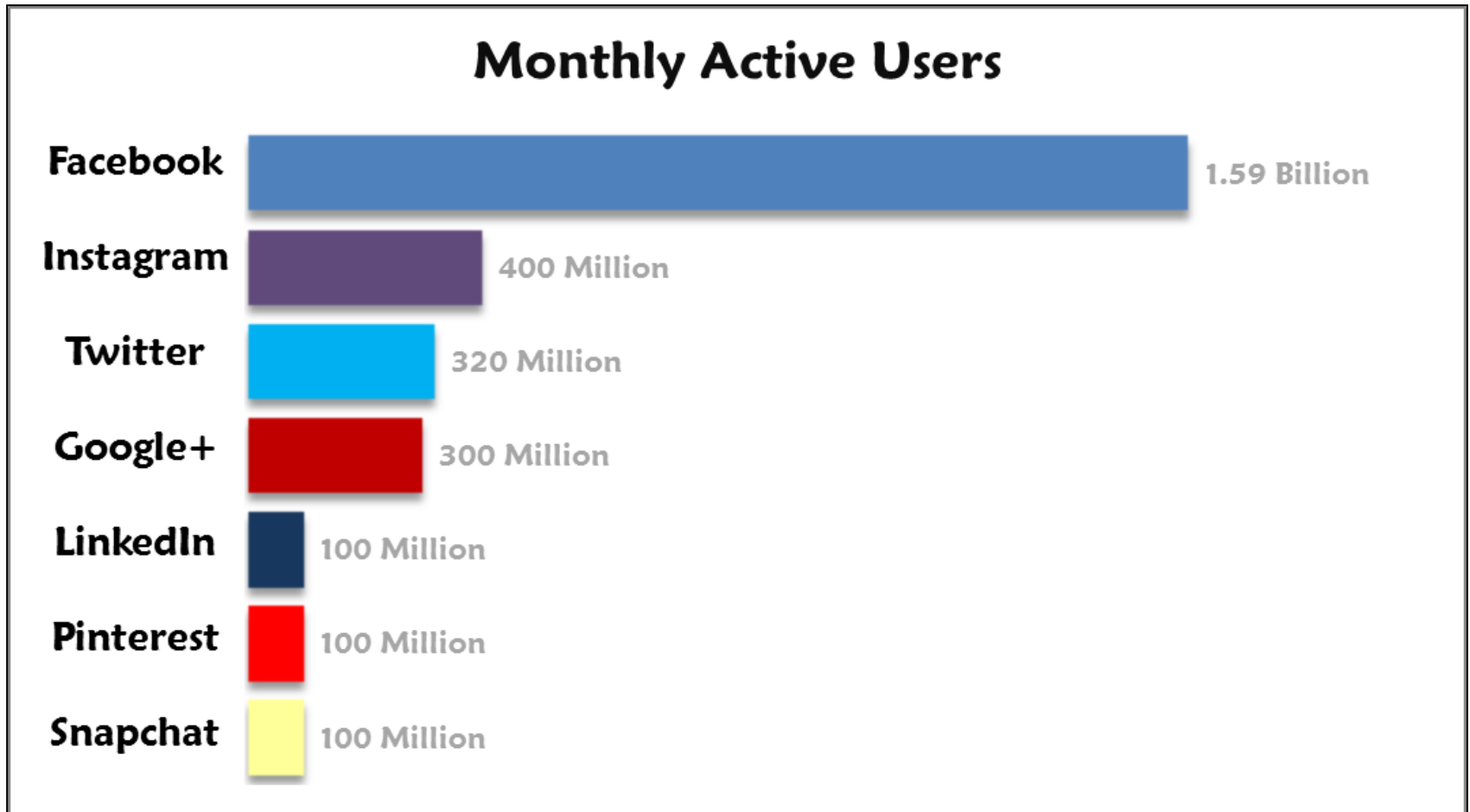
Social Media

- “Word of Mouth” online
- Fun, easy, interactive way of connecting with your audience
- Instant information on who is seeing your message
 - Understand successes and areas to improve
- Affordable – both time and money!
- Wide Variety of uses
 - Sharing events
 - Showing photos
 - Communicating important information
 - Creating a dialogue between the users of a service and the providers

Libraries and Social Media

- Community focus
 - Where community members are has changed in the past 10 years, more and more people are spending time online – therefore to reach people libraries must go to where they are.
- Helps to shape future programming and how funding should be allocated by understanding what patrons like and dislike in real time.

Choosing Which Social Media Site(s) to Use



Data Source: <http://www.adweek.com/socialtimes/heres-how-many-people-are-on-facebook-instagram-twitter-other-big-social-networks/637205>

Twitter



- 🐦 Instant, bite-sized, targeted communication
- 🐦 Disappears a lot quicker than Facebook
- 🐦 Great for interaction
- 🐦 Younger demographic



Twitter – Getting Started

- 🐦 Signing Up
- 🐦 Terminology
- 🐦 Introduction to the Site
 - 🐦 Posting
 - 🐦 Interactions



Twitter – What to Post

🐦 Photos

🐦 Announcements for Events – with links!

🐦 Basic format: Call to Action > Announcement > Link

🐦 Links to interest items

🐦 (Pop) Culture mentions

🐦 Interaction with Patrons/Other libraries

🐦 Videos

🐦 Polls



TorontoPublicLibrary @torontolibrary · 23h

We got this. #RTZ #WeTheNorth @Raptors @CityofMiami @MDPLS @MiamiHEAT



Central West Libraries

July 15 at 3:54pm · 🌐

Orange Library will be setting off lures at the Civic Square PokeStops this Saturday 16th July from 12pm. Come down and get warm in the Library, charge up your phone, wander through the Art Gallery and catch Pokemon. All Trainers welcome...except Team Rocket!





Twitter - Tips

- 🐦 Short and to the point
- 🐦 Post daily!
- 🐦 Queue your posts but make sure to pay attention to what is trending or in the news – tweet out when appropriate and removed queued posts if necessary
- 🐦 If promoting an event – don't just post it once. This will need to be repeated several times
 - 🐦 Provide focus – pick one event to promote – several will pollute the feed
 - 🐦 Include a link to others
- 🐦 Use hashtags

Instagram

- Linked to Facebook profile
- Getting Started
- Terminology
- Site Overview
- Other apps – Layout (for multiple photos)

Instagram – What to Post

- Photos
- Videos
- Event photos
- Interaction with patrons – photo contests, ask questions
- Interaction with community/other libraries
- Quotes
- New in the branch – be creative with this!
- Behind the scenes

lawrencelibrary • 17 months ago

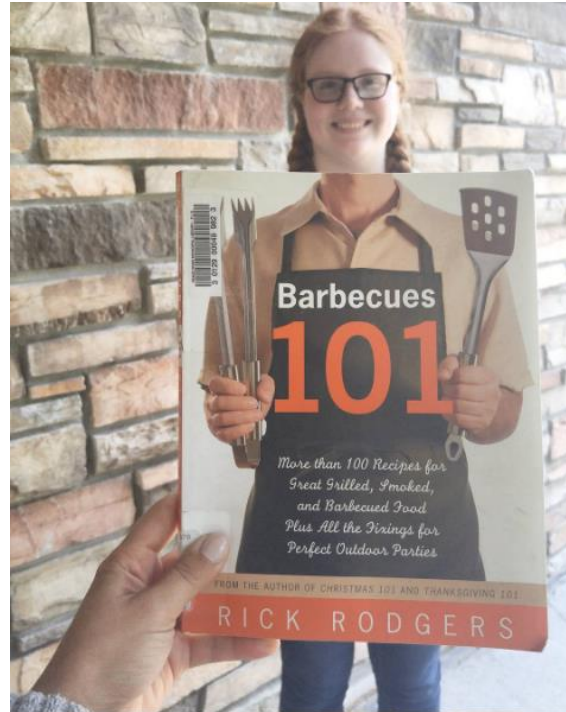
+ Follow



Downton Abbey Season 5 comes out today! Get a copy at Lawrence Public Library. (Tea and biscuits not included). #downtonabbey #teaandbiscuits

55 likes 2 comments

Instagram



peacervermunicipal...
Peace River, Alberta

Follow

16 likes

4d

peacervermunicipalibrary Summers are for being outside and grilling. #prmlibrary #peacerverab #bookfacefriday womenwithgrit Great pic 📷

Add a comment...

...

Getting Followers

- 🐦 Use Hashtags – pay attention to what is “trending”
- 🐦 Encourage interaction – responding to “mentions” and “comments” on Instagram
- 🐦 Posting on the website
- 🐦 Add onto print materials
- 🐦 Encourage people to share your posts or comment
- 🐦 Using analytics – see what works, what did not

Add to Website

- 🐦 For many people the library website is the first point of contact
- 🐦 On a Google search the library website will show up first – it is important to connect users there to social media pages
- 🐦 Email Emma so she’s aware and can get it up on the website or follow the steps I have outlined in the guide.
- 🐦 Make an announcement – “Did you know? We have a Twitter account!”
- 🐦 Important to connect the website and any social media accounts

Time Savers!

- 🐦 Pick a day of the week and spend some time scheduling the week's posts using the publishing schedule tool.
- 🐦 Use a student volunteer to schedule posts
 - 🐦 Not only helps keep the page updated but also helps to gain the attention of the teenage demographic as they'll know the latest trends and the information students want.



Analytics

- Facebook Insights Overview
- Twitter Analytics Overview
- Instagram – none native to the site
 - Monitor likes/comments and note what works and what doesn't.
 - Instagram should not be the main social media of the library

Advertising using Social Media

- Deciding which to advertise on will depend on your audience. Facebook is the number one when it comes to advertising simply because of number of users.
- As inexpensive as you would like - \$5 minimum and set a limit.
- Facebook Ad Manager Overview

Final Notes

- Check out HootSuite to help manage posting across platforms and scheduling. Useful tool but it is important to remember the tools that each social media site has natively – tailor posts. Retweeting something on Twitter may not be the best for posting to Facebook and vice versa.
- Facebook punishes posts made through third party applications so images and links will appear better through natively posting on their website and scheduling.
- LibraryAware is a great tool to publish print content onto social media – can even include links to the catalogue

Things to Remember

- Consistency
- Reliable schedule of posts
- Twitter requires more posting, more time than Facebook
- Tailor to your platform – it's fine to be cross posting for the majority of posts, however Facebook will be better for pushing events, Twitter is great for small snippets of information
- Know audience expectations. Twitter is great for sharing lots of information – a lot will get missed. Interaction in real time – Twitter moves quickly
- Interaction is a major key