

Revamping Strategies for Social Success

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Bi-Weekly SWAT Team

- Brainstorming sessions: 20-30 minutes, 2x per month
- Staff throughout Library
- Answering question "How can the Library be relevant in customers' lives?"

Analyzing posts, format and channels

- End-of-month reports: keeping track of stats and most engaging posts from the month
- Analyzing content
 - *What did people engage in?*
 - *Did we speak to the right audience for this post?*
 - *Was this the right channel?*
 - Bi-monthly editorial meetings
- Repurposing successful posts

Analyzing interaction between digital channels

- Promoting content between channels
 - *Did we direct customers where we wanted to?*
- Looking at all channels
 - Social (Facebook, Twitter, Instagram, YouTube, etc.), Website, E-Newsletter, catalogue

Programs shared as Facebook Events instead of just posts

- Allows followers to respond and notifies their friends
- Gives you a separate "feed" specifically for that event/program
 - Allows for more variety on main feed

Usage of Facebook Live

- Increased relevance and reach
- Programs more effective
- Promoting Live events prior to the event itself
- *Facebook wants you to utilize its features*

Branding, branding, branding

- Consolidated # of pages
- Clear and consistent voice
- Branded images/content
- Use of logo
- Guidelines given to staff



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@gailbrdnlibrary



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Use of social influencers

- Establishing relationships
- Popular pages, groups and people
- Asking for promotion

Fun is in the mix

- Immediately increased engagement
- BookFace, emojis, social campaigns, behind the scenes shots, puns, etc.
- Variety of content (GIFs, boomerangs, videos, articles, events, photos, etc.)
- Show personality

Boosting plan

- Increased ROI
- Strategy
- A-B testing
- Always analyzing

Content calendar

- 1 hour/month
- Easy to glance at for quick ideas
- Shows your relevance
- Mix of new/upcoming AND previous ideas that worked well

Goals

- Need to set goals to get anywhere
 - Posts per channel, focus on engagement, focus on boosting strategy, awareness, etc.
- Strategic plan
 - *Understanding our audience*

Social Media Campaigns

- #GetCaughtReading
- #LibraryCardSignUpMonth
- Contests
- Try them... if it doesn't work, change it up and try it again.

Miscellaneous

- 5-10 minutes every day
- Don't focus entirely on our industry
- Your audience determines your content
- Value training and expanding your knowledge