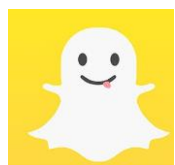




# SIMPLE STRATEGIES FOR SOCIAL MEDIA



MEDIA

Athens Moreno  
Glencoe Public Library





# OUTLINED AGENDA

- Introduction/Agenda
- Evaluating what you have, need, can do
- How to's on getting the word out
- How to's on posting and scheduling tips
- How to's on using resources
- Resources list
- Contact Information

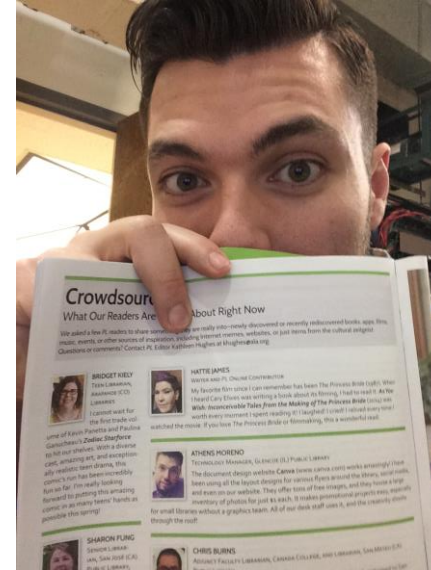
# INTRODUCTION

Athens Moreno  
Glencoe Public Library  
Network Manager

Highland Park Public Library  
Youth Librarian

15 years of library experience  
Adult, Kids, Family, Community experience

@librarykindaguy



# GOALS FOR THE DAY

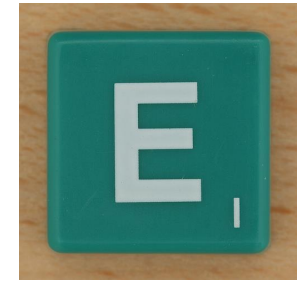
- Better understand what you're social media is about (what do we want to do)
- Gain an understanding on how each SM platform works
- Learn some tools/tricks/resources to help make it less of a chore
- Learn that you're not alone. When in doubt, look around you! #teamofone

#railstoday

# EVALUATE WHAT YOU HAVE

- Get an AUDIT started. (Not IRS bad) It's a good thing!
- What is working? Isn't working?
- Can you get rid of anything not working? Don't pause an account
- Which ones are easy for you and which are not
- Can you dedicate time?
- Can you call on others?
- What is the treemap? Who else is involved getting you info/pics?
- Is there a policy? Cover yourself from FOIA, give you the right to delete

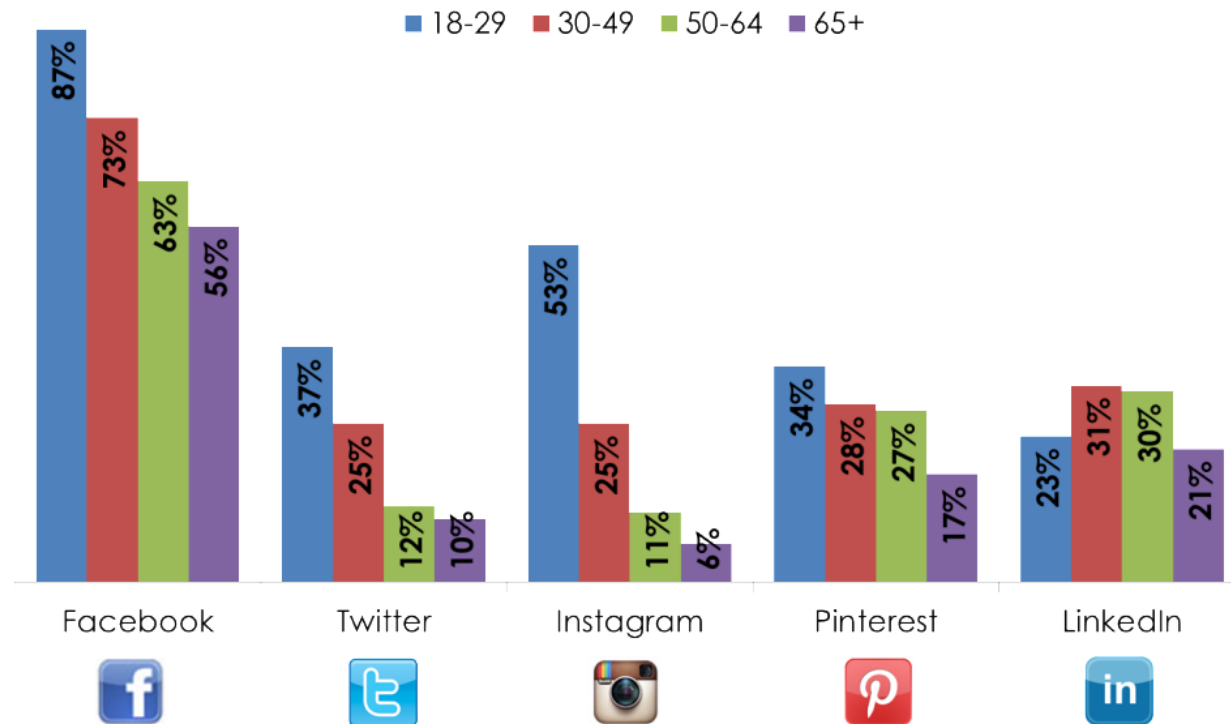


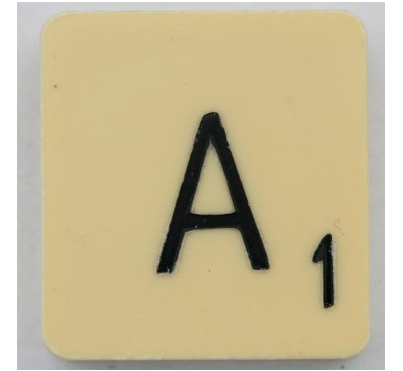


# EVALUATE CONTINUED

- What ways is SM being promoted?
- Reports? How frequent, what is the demand?
- Do you have a budget?

Percentage of US Internet Users by Age Group Who Use ...





# ATTACK STRATEGIES

## Getting Awareness and Buy In

- Put your SM platforms on display (enewslatters, flyers, newsletter, brand your stuff with social media icons and users handles. Even business cards, Digital sign)
- Get stuff pushed to you if possible (staff want the promotion just as well)
- Call on others? Social Committee
- Budget (makes it tangible)
- Giveaways, prizes
- Show off the stats (board packet, department stats)



# ATTACK STRATEGIES

## Posting Content and Scheduling (Hootsuite)

- Get your phone connected. This is a must. Accept it. Works great with emojis.
- Can you dedicated 15 mins a day? One hour a day or even a week?
- Get ahead of the calendar. Big dry erase board
- Scheduling starts big then small
- Big events- 7/1/Day of Small events 1-2 days prior/ day of
- Double check, see how post looks, add edits, emojis, date/time, age, registration



# #UMM... THAT'S NOT HOW TO USE A HASHTAG

## Staying Relevant and How to use the Big 3

- Facebook- Must have / daily
- Twitter- Must have / daily
- Instagram- Must have / few times a week - daily
- Pinterest- Easy to have / weekly
- Snapchat- Popular but hard to have / few times a week
- LinkedIn- Nice to have / weekly

# FACEBOOK

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

- When possible, tag location and activity
- Great platform for pictures, inserting links, scheduling
- Usually can tie to many other entities (tagging, checking in)
- Best for promoting events in advance
- Impressions is the # of times your post has been seen
- Ads can be purchased and are great for centralized promotion
- #hashtags not heavily used
- Mobile app
- Respond to messages as response time is present
- Can insert newsletter signup
- Can tie to other social platforms
- Easy to share/post pictures from phones
- Follow your page activity and interact with people (Like, Comment, Heart)
- Especially interact with people checking in
- Analytics are not the easiest to use (28 days)

# FACEBOOK



**Glencoe Public Library**

Published by Hootsuite [?] · 17 hrs · 🌐

Possible flurries this weekend? Well, perfect! Register for our Snowman tales and crafts! Saturday @ 2PM Grades K-2  
<http://ow.ly/fxS730914Iz>



Snowman Tales and Crafts

[GLENCOEPUBLICLIBRARY.EVANCED.INFO](http://GLENCOEPUBLICLIBRARY.EVANCED.INFO)

**Glencoe Public Library** was 🎬 watching **Denial** at 📍  
Glencoe Public Library.  
Published by Athens Miguel Moreno [?] · Yesterday at 10:37am · Glencoe · 🌐

Weather is nice and we've got some Monday movies for your enjoyment.  
Showtimes at 1PM & 7PM today.

**Denial**  
Movie

605 Likes

61 people reached Boost Post

👍 Like    💬 Comment    ➦ Share

# TWITTER



- #hashtags are heavily used
- Links can be inserted but watch character limit
- Ideal for trending, real time, What's happening now!
- Can be tied to other platforms for cross sharing
- Be careful that images are shown vs a link to somewhere else (Instagram sharing)
- Best for quick mentions, highlight a certain item, event or person
- Desktop use makes it easy for promotion by retweeting
- Follow everyone since every one has it ( Libraries, Book companies, Digital companies)
- Easy to follow analytics

# TWITTER



**Glencoe Library** @GlencoePL · Feb 17

Join us this Sunday, as we learn about some of America's first road signs from author Dennis Downes! Sunday, @ 2PM [ow.ly/pvMt3095p6j](http://ow.ly/pvMt3095p6j)



**Glencoe Library** @GlencoePL · 5m

**J.K. Rowling Teases New Books**  
[ew.com/books/2016/12/](http://ew.com/books/2016/12/) ... via @ew Time to get the shelves ready ha!



**J.K. Rowling Teases New Books**

The prolific author answered some Twitter questions about upcoming projects Wednesday

[ew.com](http://ew.com)



# Instagram

- Best for pictures.. Just think pictures!
- Mobile Phone a must
- Can toggle between work and personal
- Analytics are limited
- Can tag users
- Can link to other accounts (be careful if picture isn't shown)
- Limited text, not for inserting links, hashtags can do the talking
- Great for emoji's and hashtags
- No desktop usage
- Be smart with filters (#nofilter is widely popular)
- Tag locations
- Don't take pictures of signs
- Make it fun, develop themes #bookfacefriday #newbooktuesday #collectionthursday #mondaymotivation

# INSTAGRAM



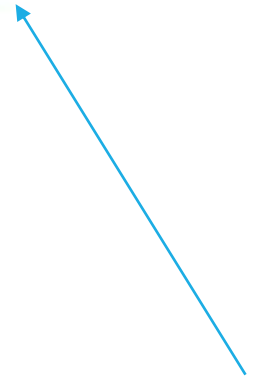
glencoepubliclibrary  
Glencoe Public Library

20 likes

9w

glencoepubliclibrary do donuts even need a filter!? they're here, donuts by the dozens for the start of our winter reading clubs! 🍩

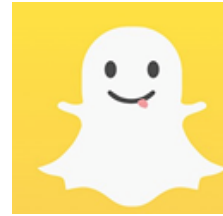
📖 📚 😊 #donuts #libraries #glencoe



# OTHER PLATFORMS



Reading Lists  
Easy to pin  
Pinterest chrome extension  
Articles  
Local news  
Local food  
Crafts, designs



Behind the scenes  
Scenic images  
Humor/creative  
postings



Articles  
Job resources  
Training Resources  
Great for  
employees



# RESOURCES

## Images

- Pexels
- Deathtostockphoto
- Pixabay
- Freepik.com
- Unsplash
- CANVA!

## Analytics

- Hootsuite!
- Iconosquare
- Tailwind
- Cyfe
- Simply Measured
- Quill Engage
- SumAll
- Google Analytics

## Scheduling

- Hootsuite !
- Buffer
- Sprout Social
- Later.com
- ActOn
- Hubspot
- iContact
- Constant Contact
- Marketo

## Others

- Think With Google
- Facebook Groups !!
- FB- Teamofone
- FB- library marketing and outreach
- Bitly & Owly
- Browser extensions such as pinterest, Hootsuite, Ritetag !!

# RESOURCES CONTINUED

- Mailchimp
- Constant Contact
- Lynda.com
- Hootsuite learning
- Marketingprofs
- Udemy
- Basecamp
- Slack
- Anything and all related to books on line. Libraries, publishers, book reviewers

# CONTACT INFO

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@librarykindaguy

Glencoe Public Library

