



MARKETING & SOCIAL MEDIA FOR LIBRARIES

AGENDA

- Content Marketing Basics
- Social Media Overview
- Planning & Execution
- Inclusivity & Accessibility
- Project Ideas & Additional Resources

RULE 1

Always follow your library's social media guidelines.



CONTENT MARKETING

Compelling visuals, audio, and text that draw people in and aid in promotion, social engagement, and the development of a library's personality and presence.

GOOD CONTENT IS:



RELEVANT



TARGETED



CONSISTENT



INTENTIONAL

RULE 2

MARKETING \neq PROMOTION



SOCIAL MEDIA

There are several social media sites that libraries can (and should!) utilize, but for those just starting out this form of library marketing, there are **3 main hubs to hit:**



THE PEW RESEARCH CENTER
SURVEYED APPROXIMATELY
1,500 ADULTS
ON SOCIAL MEDIA USAGE IN 2021.

FACEBOOK

69%

INSTAGRAM

40%

TWITTER

23%



BUT WHAT DO **LIBRARIES** DO WITH SOCIAL MEDIA?

Aside from being engagement platforms on their own, your social media accounts also act as the **main distribution centers** for large forms of content like blog posts, newsletters, presentations, video campaigns, etc.

2 TIPS FOR UPPING YOUR SOCIAL MEDIA GAME:

ENGAGE WITH YOUR AUDIENCE

Want people to pay attention to you?
Pay attention to them.
Respond and talk to your audience!

CROSS-PROMOTE YOUR CONTENT

Share things across your social platforms,
BUT make sure you **stagger the timing** and **reword the posts.**



BREAKOUT **SESSION**

1. Which social media platforms does your library use? Are they used very often? Why or why not?
2. What kind of social media posts from the library would YOU be likely to engage with? How come?
3. Give some ideas for quality blog or social media content your patrons would find either valuable, educational, entertaining, or a combination?

PLANNING & EXECUTION

How to get it done and make it worth the effort.

RULE 3

MAKE YOUR CONTENT COUNT



SOCIAL MEDIA POST IDEAS

- ▶ Polls & contests
- ▶ Community news
- ▶ Patron recognition
- ▶ Memes (of course)
- ▶ Event reminders
- ▶ Short-term engagement
- ▶ Holidays & anniversaries
- ▶ New material announcements
- ▶ Staff engagement/BTS visuals



STRIVE TO BE

- Informal but professional
- Creative and fun
- Strategic and consistent
- Visually appealing



FEELING OVERWHELMED?

PLANNING IS EVERYTHING

Content
Calendars

- **DIY Options (Google Calendar)**
- **Free Templates**

Content
Schedulers

- **Automation across platforms**
- **Most cost money**

RULE 4

CONTENT SHOULD BE BOTH
INCLUSIVE & ACCESSIBLE

“

Inclusive design increases access.
A social media strategy that considers inclusive design does the same. Without accessibility, you miss out on connecting with your full potential audience.

- *Katie Sehl of Hootesuite*

[Inclusive Design for Social Media: Tips for Creating Accessible Channels](#)

INCLUSIVE DESIGN TIPS FOR SOCIAL MEDIA

[Inclusive Design for Social Media:
Tips for Creating Accessible Channels](#)

Make text accessible

Provide descriptive image captions

Include video captions

Add video descriptions

Use a color contrast of at least 4.5:1

Don't rely on color to convey meaning

Stay informed about accessibility tools

Promote positive inclusion

Welcome and embrace feedback

PROJECTS & RESOURCES

Where to go from here.



PROJECT IDEAS

1

A week-long Instagram campaign (National Library Week, SLP, Teen Tech Week, etc.)

2

A content marketing calendar for your library to use for planning and scheduling

3

A series of blog posts and their social media promotions (Book reviews, resources, etc.)

RESOURCES

- ❑ [Super Library Marketing](#)
- ❑ [Libraries & Social Media Group](#)
- ❑ [Social Media Today](#)
- ❑ [Inclusive Design for Social Media](#)
- ❑ [Public Relations & Marketing | PLA](#)
- ❑ [Social Library series](#)

QUESTIONS?

KAYLA MARTIN-GANT

CONTINUING EDUCATION COORDINATOR

601.432.4057 | kmartin-gant@mlc.lib.ms.us