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.
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 ≠ 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%
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.

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

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