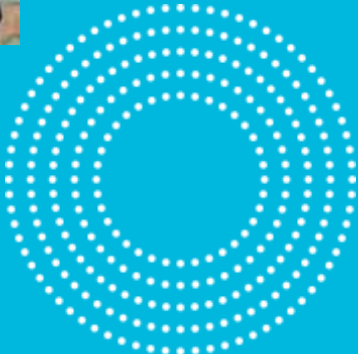
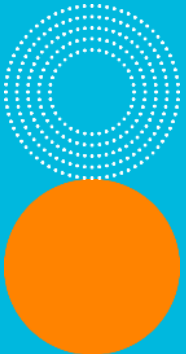


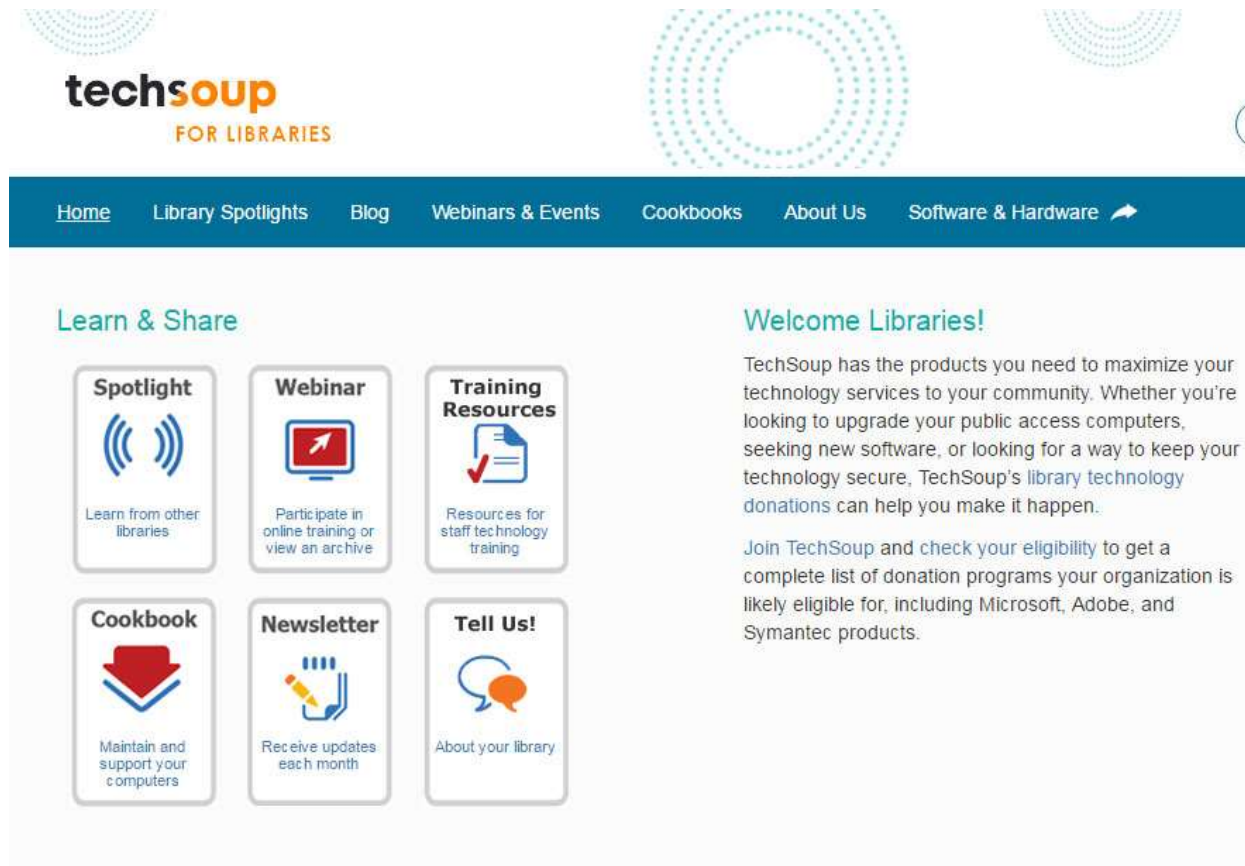
# Maximize Your Library Technology



**Molly Bacon**  
Social Media Manager,  
TechSoup for Libraries



# About TechSoup for Libraries



The screenshot shows the TechSoup for Libraries website. At the top, the logo "techsoup FOR LIBRARIES" is displayed in orange and black. Below the logo is a navigation bar with links: Home, Library Spotlights, Blog, Webinars & Events, Cookbooks, About Us, and Software & Hardware. The main content area is divided into two sections. On the left, under the heading "Learn & Share", there are six icons in a 2x3 grid: "Spotlight" (radio waves), "Webinar" (computer monitor with arrow), "Training Resources" (document with checkmark), "Cookbook" (downward arrow), "Newsletter" (hand holding pencil), and "Tell Us!" (speech bubbles). Each icon has a brief description below it. On the right, under the heading "Welcome Libraries!", there is a paragraph of text and a link to "Join TechSoup and check your eligibility".

**techsoup**  
FOR LIBRARIES

[Home](#) [Library Spotlights](#) [Blog](#) [Webinars & Events](#) [Cookbooks](#) [About Us](#) [Software & Hardware](#)

## Learn & Share

- Spotlight**  
Learn from other libraries
- Webinar**  
Participate in online training or view an archive
- Training Resources**  
Resources for staff technology training
- Cookbook**  
Maintain and support your computers
- Newsletter**  
Receive updates each month
- Tell Us!**  
About your library

## Welcome Libraries!

TechSoup has the products you need to maximize your technology services to your community. Whether you're looking to upgrade your public access computers, seeking new software, or looking for a way to keep your technology secure, TechSoup's [library technology donations](#) can help you make it happen.

[Join TechSoup and check your eligibility](#) to get a complete list of donation programs your organization is likely eligible for, including Microsoft, Adobe, and Symantec products.

TechSoup for Libraries gathers and shares stories from the field so libraries can learn from each other

# Our Impact



**\$160.4M**

in lifetime savings for  
public libraries



**Over Half**

Of all public libraries in US  
served

# Our Corporate Partners



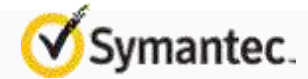
- Acclivity
- Adobe
- Alpha Software
- Atlas Business Solutions
- Atomic Training
- Autodesk
- Azavea
- BetterWorld
- Bitdefender
- Blackbaud
- Bloomerang
- Box
- Brocade
- Bytes of Learning
- Caspio
- CauseVox
- CDI Computer Dealers
- Cisco
- Citrix
- CitySoft
- CleverReach



- ClickTime
- Closerware
- Comodo
- Connect2Give
- Dell
- Dharma Merchant Services
- Digital Wish
- Dolby
- DonorPerfect
- Efficient Elements
- FileMaker
- GoDaddy
- GrantStation
- Guide By Cell
- Headsets.com
- Horizon DataSys
- HR Solutions Partners
- Huddle
- Idealware
- InFocus



- Informz
- InterConnection
- Intuit
- JourneyEd
- Litmos
- Little Green Light
- Mailshell
- Microsoft
- Mobile Beacon
- NetSuite
- Nielsen
- NonProfitEasy
- O&O Software
- OneNFP
- PayAnywhere
- PC Rebuilders & Recyclers
- People-OnTheGo
- PhilanTech
- Pitney Bowes
- Quickbooks Made Easy



- Reading Eggs
- ReadyTalk
- Red Earth Software
- Sage Software
- Shopify
- Simple Charity Registration
- Skillsoft
- Smart Business Savings
- Society for Nonprofit Organizations
- Sparrow Mobile
- Symantec
- Tableau
- TechBridge
- Tech Impact
- Teespring
- Telosa
- Tint
- Ultralingua
- Western Digital
- Zoner

# Who Can Get TechSoup Technology?

- Public Libraries with an IMLS listing  
<https://harvester.census.gov/imlssearch>
- Public libraries with 501(c)3 status
- Friends of the Library or Library Foundation groups with 501(c)3 status
- <http://www.techsoup.org/libraries>



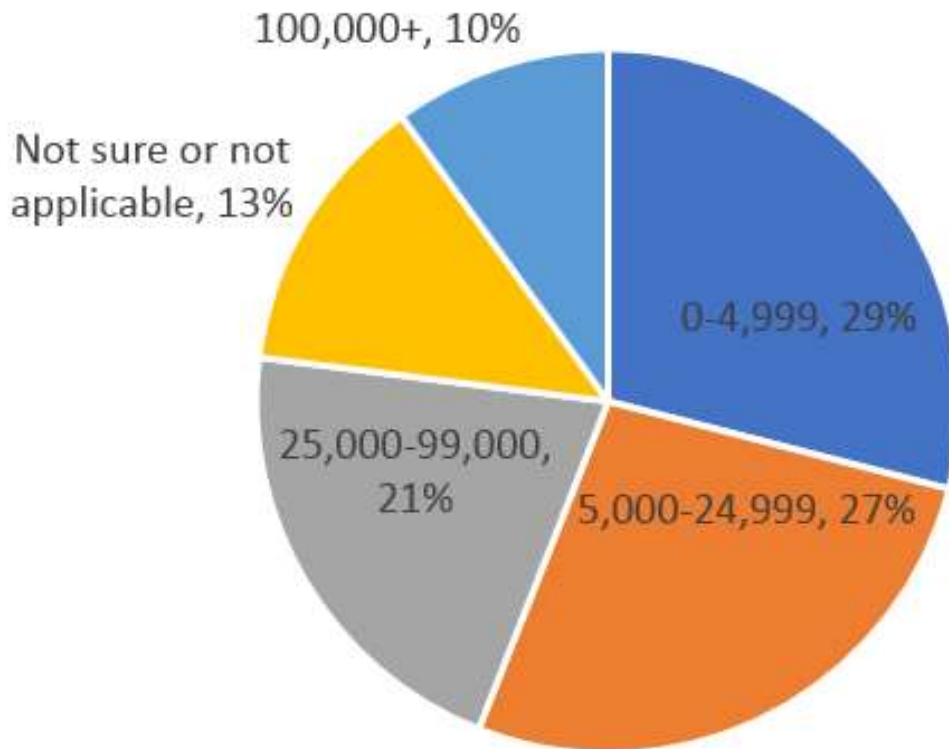
## Discounted Hardware

Choose from discounted and donated desktops, laptops, tablets, hotspots, projectors, and more to enhance your library's technology offerings!

<http://www.techsoup.org/hardware>

# Who's here today?

Library Service Population



Library Type

- 63% Public
- 20% Academic
- 4% School
- 14% Other (Special, State, Consortium, non-library)

56% of registrants from small or rural communities



# Resources

## Webinar Series Learner Guide



## Worksheet: Understanding FB Activities



## Social Media Starter Kit

### Understanding Facebook Activity: From the Personal to the Organizational

Created by Jessica Bacon

1. Go to Facebook, click on the down arrow in the menu, and select "Activity Log" (For help finding: [https://www.facebook.com/help/289066827791446/helpref-faq\\_content](https://www.facebook.com/help/289066827791446/helpref-faq_content)). Evaluate what made you engage or respond on Facebook during the last month, or, if you are very active on Facebook, look at your most recent 20 actions.

Note how many of these types of posts you liked, commented on, shared, or posted a reaction to:

- A. Pictures of family/friends:
- B. Pictures without family/friends:
- C. Humor:
- D. Text status:
- E. Video:
- F. Linked article:
- G. Event:
- H. General info about a program/event:
- I. How many of these are from a personal account like family/friends/people you know?
- J. How many of these are from a page by a library/business/organization?



# Have you taken the survey?

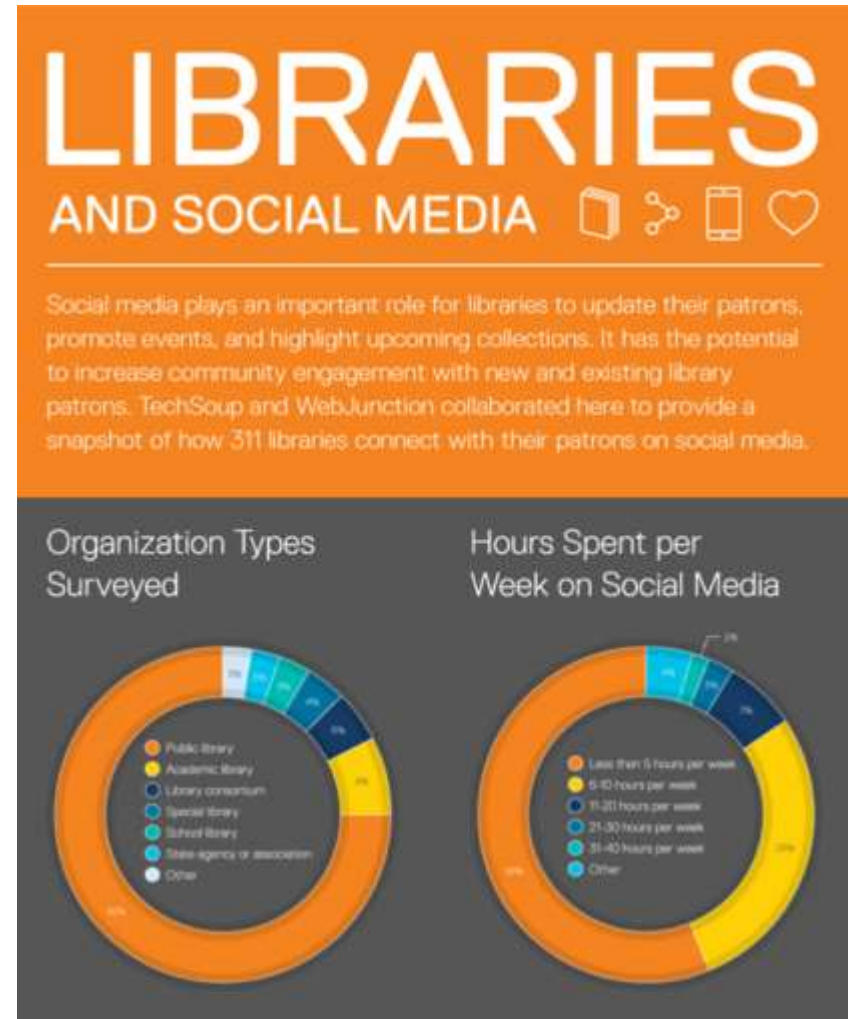
<https://www.surveymonkey.com/r/libsm>

Initial analysis on 311 respondents,  
[How Libraries Use Social Media](#)

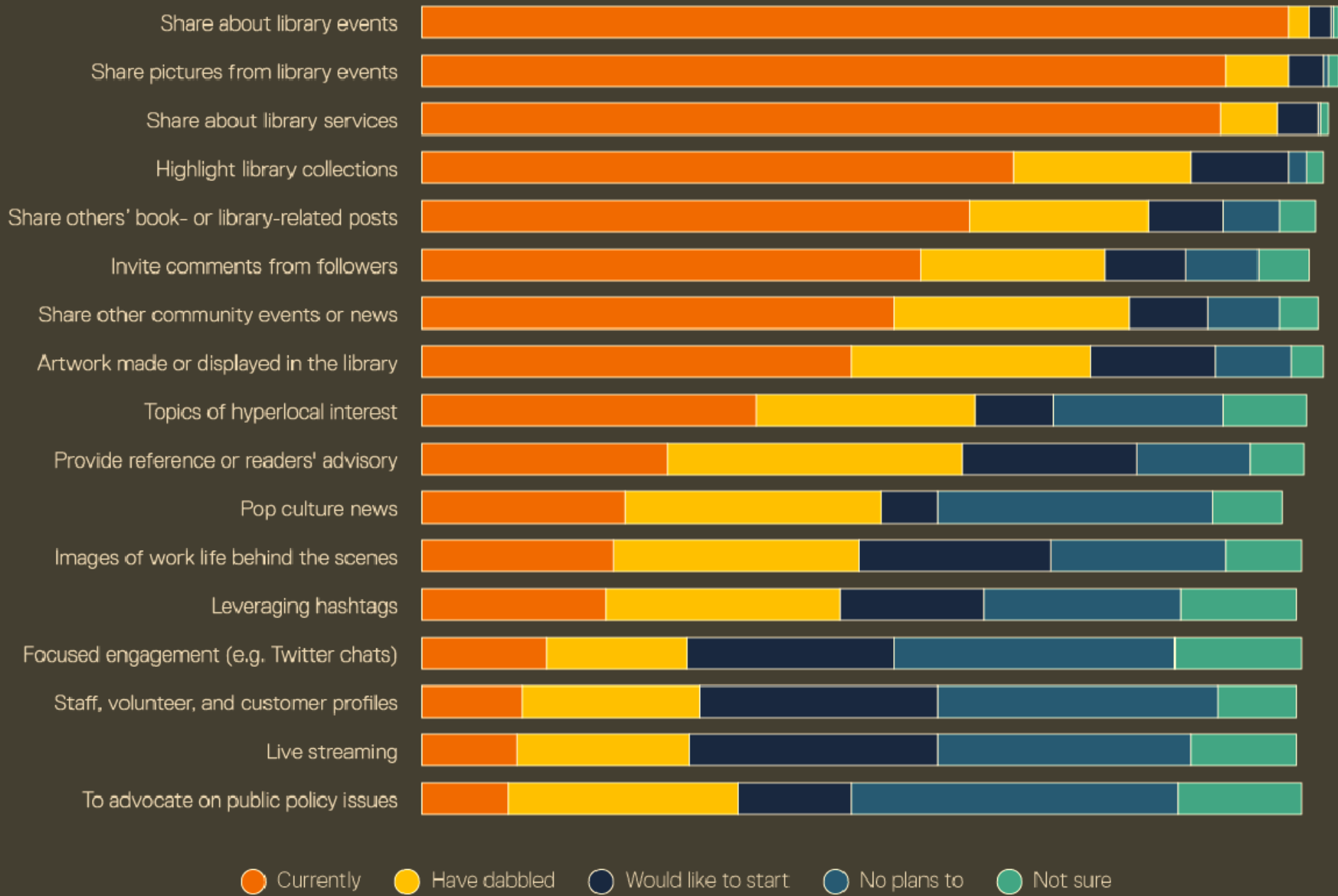
Over 400 respondents as of today!

Survey open through December 19

Final report available in early 2018



# What Libraries Use Social Media For



# WebJunction's Social Library Series

<http://www.webjunction.org/explore-topics/social-library.html>

## Social Library, Volume 93

Jennifer Peterson / 10 October 2017



This week's edition of our [Social Library](#) series represents a sampling of some of the exceptionally innovative programs, events, and news from the libraries we follow on Facebook. Whether picking up on the latest craze, or reaching unlikely patrons with new community partnerships, these libraries are definitely thinking outside the box! If you'd like to see your library featured in a Social Library edition, please let us know via [social@webjunction.org](mailto:social@webjunction.org) or find us on [Facebook](#). If you'd like to see your library featured in a Social Library edition, please let us know via [social@webjunction.org](mailto:social@webjunction.org) or find us on [Facebook](#).



- In case you haven't heard, there's a growing fascination for painted rocks out there! [N. P. Sims Library](#) in Texas posted this [colorful rock photo](#) above to announce their new Reading Rock program. Young patrons are invited to check out a book, along with its matching rock, and then hide the rock around town for another child to find and return to the library (there's a "please return to the library" message on the back of each rock). For each rock returned to the library, there's a prize! One of the comments in the Facebook thread suggests hosting a book-themed rock painting contest—we love that idea too!

# WebJunction's Social Library Series

- Loads of inspiration
- Nearly 400 libraries featured
- We'd love to feature your library!

Topics	Count
inclusion	24
teens	22
partnerships	21
social media	16
health	14
marketing	13
STEM/STEAM	13
fundraising	12
reading incentive program	12
community engagement	11
early learning	11
workshops	11
readers advisory	10
advocacy	9
contest	9
garden	9
national library week	9
tie-in	9
writers	9
banned books	8

## Social Library

Overview

News

See All

The [Social Library Series spreadsheet](#) (xls) collects all volumes and can be sorted by state, library, and topic.

[The Social Library, Volume 1](#)  
[The Social Library, Volume 2](#)  
[The Social Library, Volume 3](#)  
[The Social Library, Volume 4](#)  
[The Social Library, Volume 5](#)  
[The Social Library, Volume 6](#)  
[The Social Library, Volume 7](#)  
[The Social Library, Volume 8](#)  
[The Social Library, Volume 9](#)  
[The Social Library, Volume 10](#)  
[The Social Library, Volume 11](#)  
[The Social Library, Volume 12](#)  
[The Social Library, Volume 13](#)

[The Social Library, Volume 41](#)  
[The Social Library, Volume 42](#)  
[The Social Library, Volume 43](#)  
[The Social Library, Volume 44](#)  
[The Social Library, Volume 45](#)  
[The Social Library, Volume 46](#)  
[The Social Library, Volume 47](#)  
[The Social Library, Volume 48](#)  
[The Social Library, Volume 49](#)  
[The Social Library, Volume 50](#)  
[The Social Library, Volume 51](#)  
[Social Library Series Turns One](#)  
[Social Library, an Early Literacy Edition](#)

[Social Library, Volume 81](#)  
[Social Library, Volume 82](#)  
[Social Library, Volume 83](#)  
[Social Library, Summer Reading V](#)  
[Social Library, Pride Edition](#)  
[Social Library, Volume 86](#)  
[Social Library, Volume 87](#)  
[Social Library, Renovation Edition](#)  
[Social Library, Volume 89](#)  
[Social Library, Volume 90](#)  
[Social Library, Library Card Sign-u](#)  
[Social Library, Banned Books Wee](#)  
[Social Library, Volume 93](#)

# Geek the Library on Facebook



Geek the Library  
@geekthelibrary



- WebJunction-managed
- Great content generator
- Please share our posts
- We love sharing yours!

70,205

Total Likes

67,222

Total Follows



# Today's Presenters



**Amy Hitchner**

Collaborative Programming Coordinator,  
Colorado State Library



**Jessica Bacon**

Executive Editor and Founder,  
The 5 Minute Librarian

# Getting Started with Social Media: Tips for Beginners

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Amy Hitchner  
Collaborative Programming Coordinator  
Colorado State Library





# Session Objectives

- Learn how to make a **basic social media plan** that maximizes your limited resources and staff time.
- **Discover resources** useful for first-time library social media managers and content creators.
- Learn some basic **graphic design principles** that you can use when creating your social media content.

Social media is the digital space where you interact with your community.

No experts? No budget?  
No problem.

# Create a Social Media Plan.

- Assemble your team.
- Define your goals.
- Determine your budget.
- Plan to plan.
- Make a content calendar.
- Feed & water regularly.
- Refine with analytics.

Assemble your team.

Define your goals.

**USE ALL THE SOCIAL MEDIA  
PLATFORMS!**



[memegenerator.net](http://memegenerator.net)



Determine your budget.

Plan to plan.

Make a content calendar.

100% - \$ % .0 .00 123 - Arial - 10 - **B** *I* ~~S~~ A - [Icons] - More -

	A	B	C	D	E	F	G	H	I
1	x=done SCH=Has been scheduled	Date	CVL	FB	TW	LIB	Post	Message	Image
2	x	5/17/17		x	x		IMLS funds over 40 library programs and services, like CHNC & OB4CO, yet costs less than a stamp. #SaveIMLS!		
3	x	6/3/17			x		"100 Things To Do Before You're 12." Pick up a copy of the list at your library. Proud to partner w/ @GreatOutdoorsCO #GenerationWild		
4	x	6/5/17		x	x		FREE webinar: Look at Me When I'm Talking to You, w/Jean Heilig, 6/22/17 12pm MST <a href="https://s.lrs.org/13bu">https://s.lrs.org/13bu</a>		
5	x	6/6/17		x	x		Outside the Lines is Sept 10-16. What does your library have planned? #getOTL <a href="http://http://www.getoutsidethelines.org/">http:// http://www.getoutsidethelines.org/</a>		
6	x	6/7/17		x	x		Join the new RIPL (Research Institute for Public Libraries) Online Community of Practice, open to anyone interested in public library data & e		
7	x	6/8/17		x	x		Thanks to all who entered the 2017 Teen Video Contest! Watch a playlist of the winning submissions <a href="https://s.lrs.org/13ef">https://s.lrs.org/13ef</a>		
8	x	6/9/17			x		Explore a State Park, No.18 on #100ThingsToDo. You can check out a State Parks Pass @ your library! @GreatOutdoorsCO #CheckOutColo		
9	x	6/12/17	x	x	x		Read to the Children kits include literacy materials like #OB4CO title Mouse Mess. <a href="https://www.youtube.com/watch?v=_8tvwy0yB_E">https://www.youtube.com/watch?v=_8tvwy0yB_E</a> <a href="http://ww">http://ww</a>		
10	x	6/12/17		x	x		Libraries as Community Catalysts Virtual Webinar 8/16/17 9-3 MDT (reg details coming soon). Partnering w/ @GeorgiaLibs @StateLibraryIA		
11	x	6/12/17		x	x		National Institute of Corrections is hosting a college internship for Evidence-Based Librarianship in Corrections. Apply by 7/26/17. <a href="https://vsfs">https://vsfs</a> .		
12	x	6/13/17		x	x		Colorado beekeeping resources are on the State Pubs Library blog		
13	x	6/13/17		x	x		"Doc Susie" was a rare 19th century female dr who lived here in CO and was even a county coroner!		<a href="https://drive.goo">https://drive.goo</a>
14	x	6/14/17		x	x		The Moffat tunnel was David Moffat's vision for railroad travel through the Continental Divide. #timetraveltuesday		

Feed and water your social media channels regularly.

Use analytics to refine your plan.

Create better social media graphics.  
(a quick primer on graphic design)



# Visual Hierarchy & White Space

Make it easy to find the most important information.



<https://collection.cooperhewitt.org/objects/18790061/>

# Word Art and Clip Art

Just say no to 90s graphics.



# Fonts and Colors

Limit to 2-3 of each. The fewer the better.



<https://collection.cooperhewitt.org/objects/18655385/>

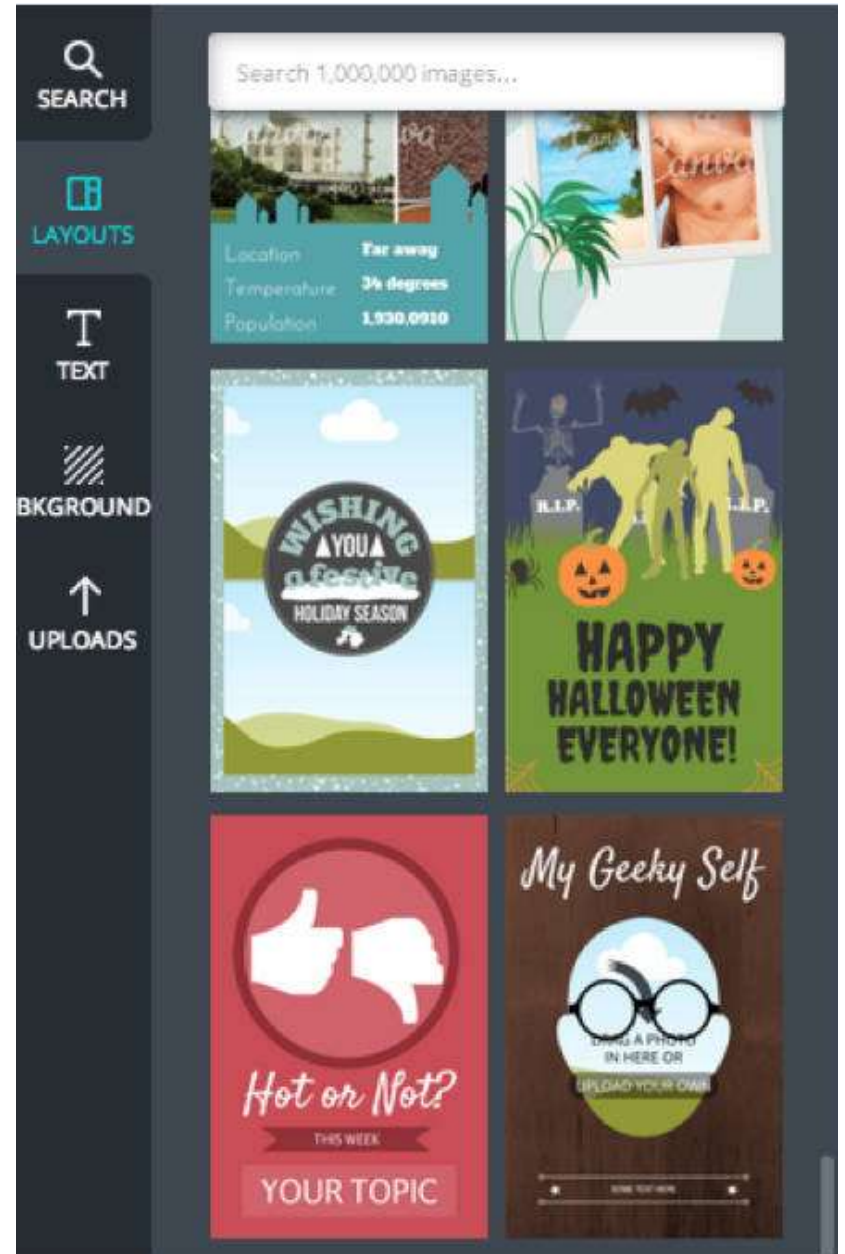
# Images

Crop them or resize them proportionately. Don't distort them by stretching.



# Templates

You'll wonder why you didn't use them before.



## Blogs & Articles

- [How to get your word out the “right way”](#)
- [Creating compelling visual content for social media](#)
- [12 common image formatting mistakes](#)
- [Smashing Magazine](#) (blog)
- [Ad/Lib](#) (blog)

## Learning & Training

- [TechSoup webinars](#)
- [Library Marketing & Communications Conference](#)
- [Wyoming State Library Training Calendar](#)
- [ACRL Library Marketing and Outreach Interesting Group](#) (Facebook group)
- [ALA PR Talk](#) (mailing list)

## Images

- [Nobacks.com](#) Free stock images with no backgrounds
- [Vecteezy](#) Free vector art
- [Noun Project](#) Free icons
- Free high-resolution images
  - [Pixabay](#)
  - [Unsplash](#)
  - [Public Domain Archive](#)
  - [Wikimedia Commons](#)
- [2017 Social Media Image Sizes Cheat Sheet](#)

## Design Tools

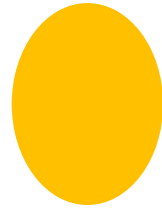
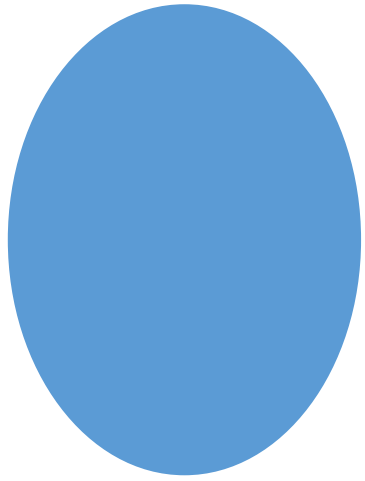
- [Canva](#)
- [Piktochart](#)
- [GIMP](#)

Amy Hitchner

[ahitchner@coloradovirtuallibrary.org](mailto:ahitchner@coloradovirtuallibrary.org)  
@hitchlib





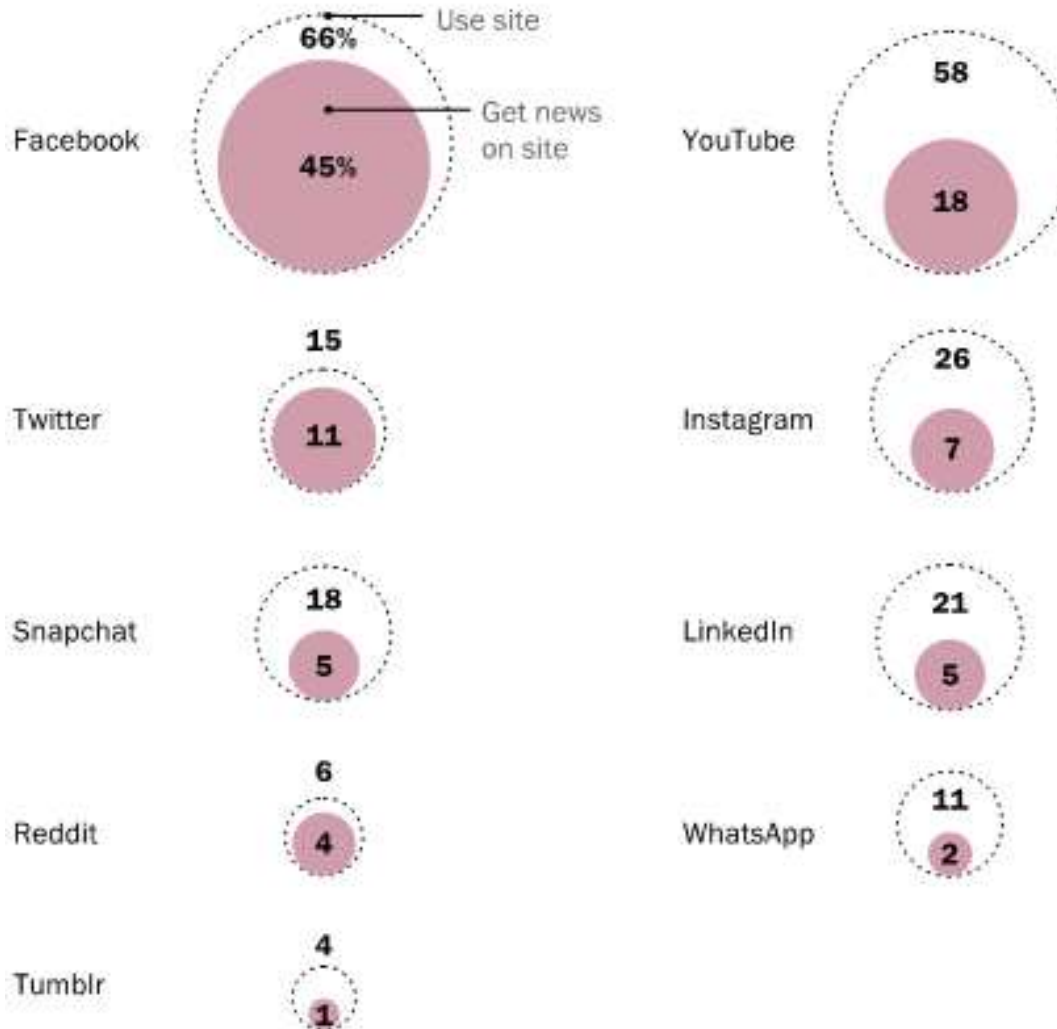


# Social Media Usage

Data and Platforms

# Social media sites as pathways to news

*% of U.S. adults who use each social media site and % of U.S. adults who get news from each site*

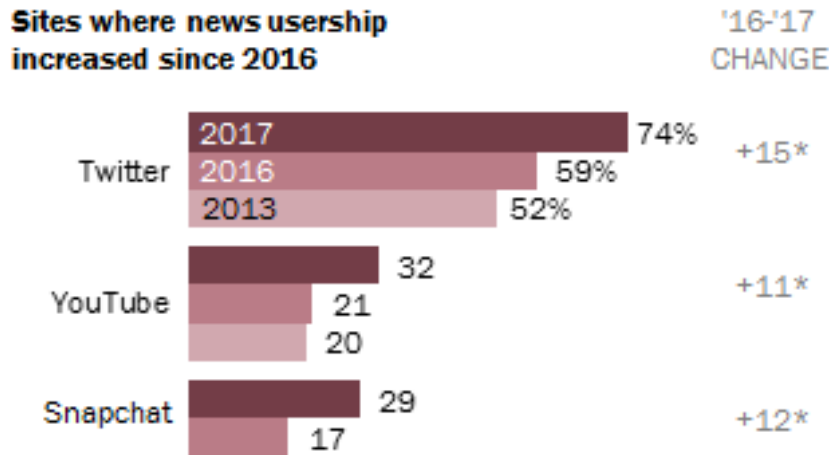


Source: Survey conducted Aug. 8-21, 2017.  
"News Use Across Social Media Platforms 2017"

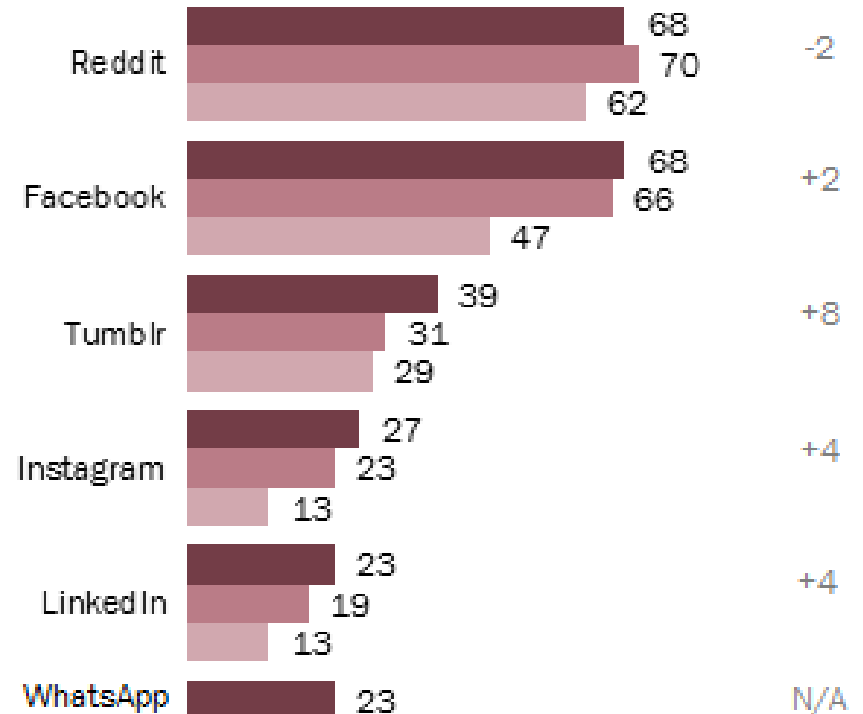
PEW RESEARCH CENTER

## Twitter, YouTube and Snapchat have grown since 2016 in portion of users who get news on each site

*% of each social media site's users who get news there*



## Sites where news usership did not change since 2016



\*Change from 2016 to 2017 is statistically significant.

Note: Snapchat not asked about in 2013. WhatsApp not asked about in 2013 or 2016.

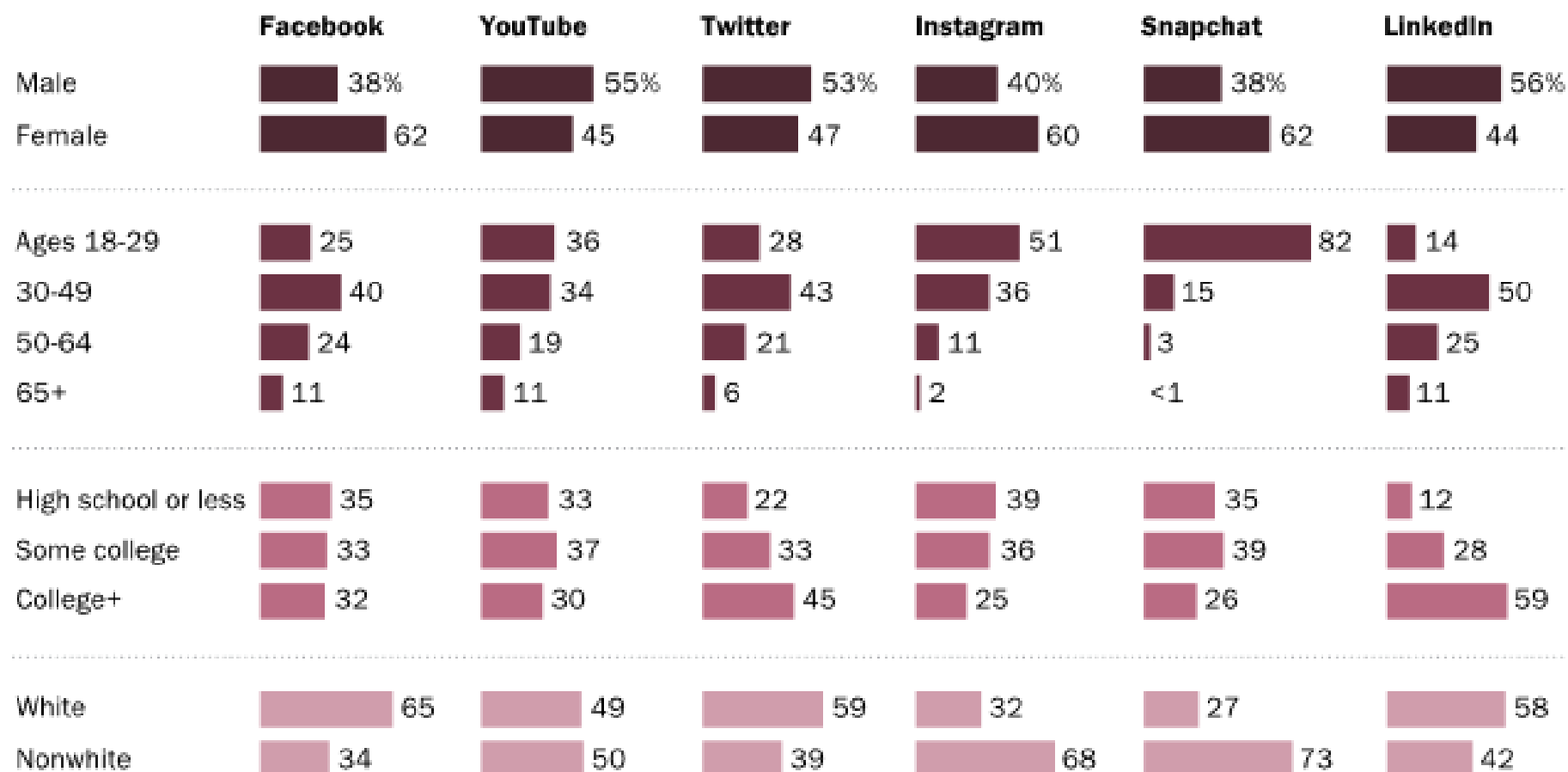
Source: Survey conducted Aug. 8-21, 2017.

"News Use Across Social Media Platforms 2017"

**PEW RESEARCH CENTER**

# Social media news user profiles

% of each social media site's news users who are ...



Note: Tumblr, Reddit, and WhatsApp not shown. Nonwhite includes all racial and ethnic groups, except non-Hispanic white.








Source: Survey conducted Aug. 8-21, 2017.

"News Use Across Social Media Platforms 2017"

PEW RESEARCH CENTER




# Learner Guide:

## Platform/Use/Audience Assessment

Platform	Do you use it?	Best Uses	Primary Audience	Notes
 Facebook	<input type="checkbox"/>			
 Instagram	<input type="checkbox"/>			
 Twitter	<input type="checkbox"/>			
 YouTube	<input type="checkbox"/>			
 Pinterest	<input type="checkbox"/>			
 LinkedIn	<input type="checkbox"/>			
 Snapchat	<input type="checkbox"/>			

# Time for a Virtual Brainstorm



Platform	Best Uses	Primary Audience
 Facebook		
 Instagram		
 Twitter		

# Getting Started with Facebook for Your Library

Jessica Bacon

*The 5 Minute Librarian Founder and Editor in Chief*



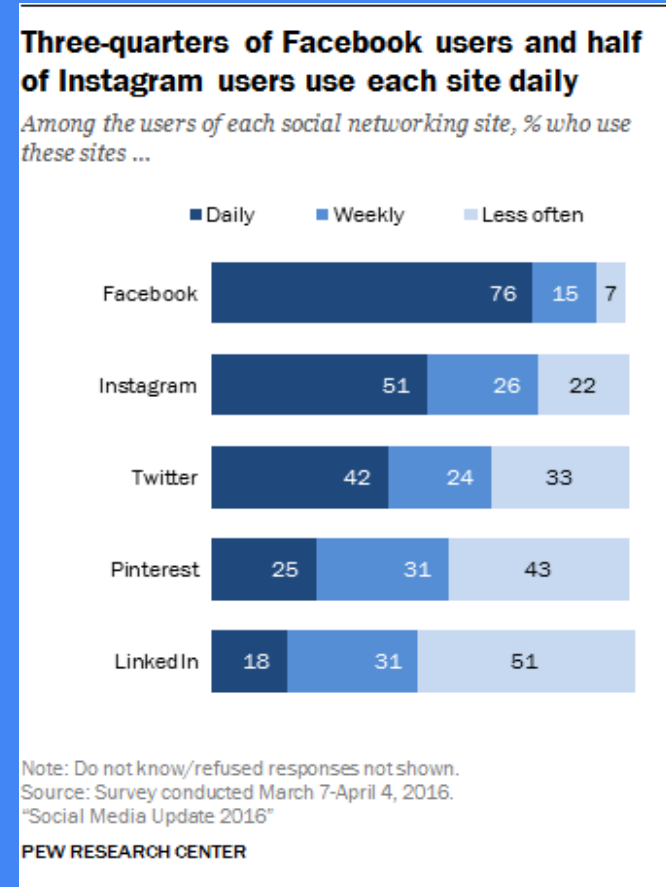
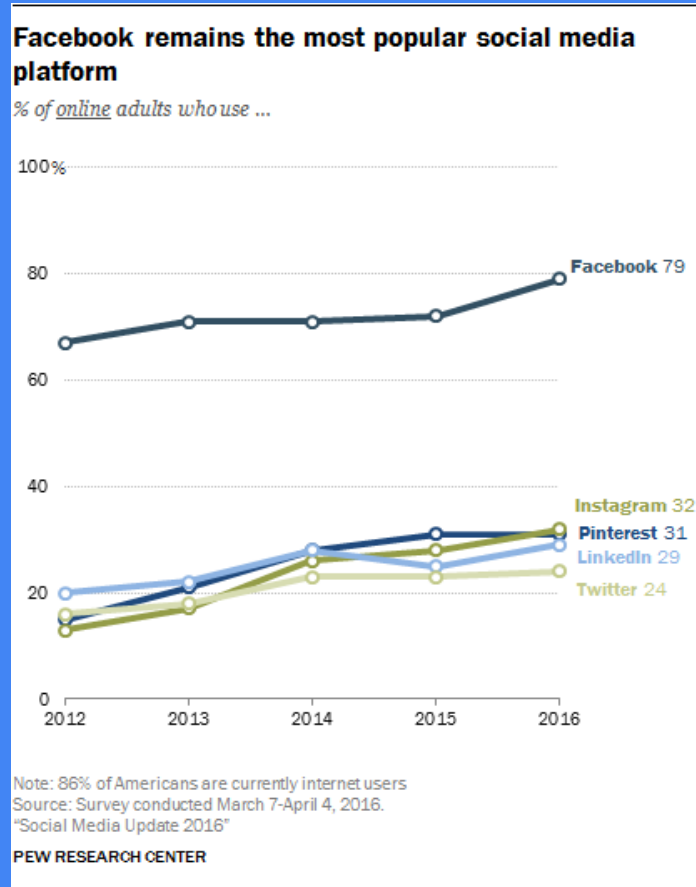


# Session Objectives

- To provide an understanding of **Facebook's role in social media.**
- How to **harness the power of Facebook** for library outreach.
- Developing a list of resources you can use to **save time on content creation and increase your reach.**

# Why Libraries Need to be on Facebook

- 86% use the internet
- Nearly 8 in 10 online users are on Facebook.
- On average, US users are on Facebook 50 minutes daily.

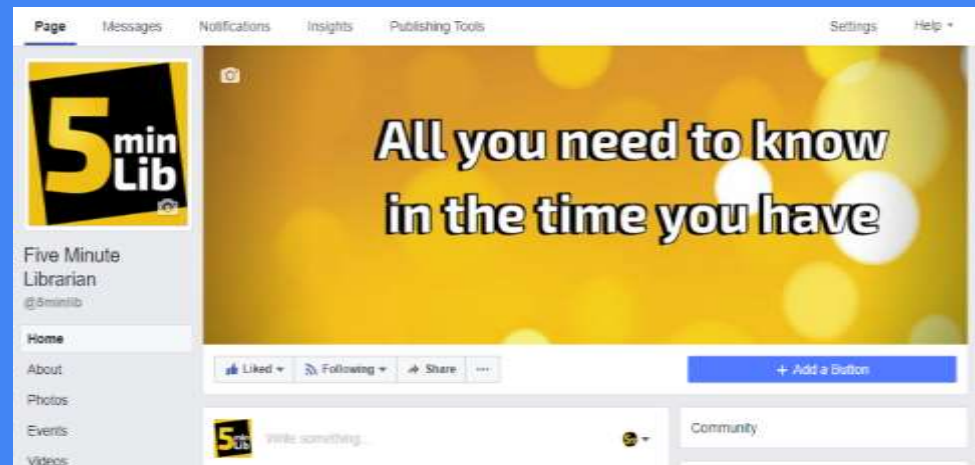


# Personal **≠** Page Accounts

## Personal Account



## Page Account



# Personal Page Accounts



## Personal Account

- Top priority: Friends and Family
- “Inform” posts
- “Entertain” posts
- Interactions builds newsfeed
- May hide and unfollow



## Page Account

- Competing for views under “inform” and “entertained”
- Typically, organic reach = 2% to 6% of followers
- Must post 1x a day
- Interactions = Better Reach
- Must be social
- Track and measure results

# Personal $\neq$ Page Accounts

## How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = * \mathbf{C} \times \mathbf{P} \times \mathbf{T} \times \mathbf{R}$$

Creator      Post      Type      Recency

**C**reator

Interest of the user  
in the creator

**P**ost

This post's  
performance  
amongst  
other users

**T**ype

Type of post  
(status, photo,  
link) user prefers

**R**ecency

How new is the post

\* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

Think Facebook is still easy?



# 7 Factors of a Successful FB Page

- 100+ organic reach
- Consistent engaging posts
- Follower interaction
- Page responds to comments
- Page answers messages quickly
- Images designed for desktop and mobile
- URL is updated



# 9 Ways to Maximize Your Reach





# 9 Ways to Maximize Your Reach

## #1. Post Often

- Once in the morning
- Once in the evening
- EVERY day

# Post Often

- Schedule ahead of time (1-2 weeks)
- Reshare, Reshare!
- Google Alerts
- IFTTT

# 9 Ways to Maximize Your Reach

## #2. You Live and Die by Clicks

- Only post engaging content
- Likes, emotions, comments, shares, clicks to read/watch MATTER!
- Don't be too self focused -- share content based on shared values (reading, authors, book humor, community, etc.)

# You Live and Die By Clicks



Join us today for Storytime Surprise at 5:30 pm! We'll read stories, sing some songs and make a paper cup penguin.



## Storytime Surprise! Wednesdays from 5:30 - 6:15



Each Wednesday, Ms. Jennie hosts a storytime filled with fun! (ages 3-6, with a caregiver)

**REGISTRATION NOT REQUIRED!**



Drop in to the Children's Room today between 1 and 2 and read to Odie, a certified therapy dog who loves to hear stories! Practice your reading, build your confidence, and make a new furry friend.

This program is designed for children from K to 2nd grade.



# You Live and Die By Clicks

Take the title of your latest read and add "with a chainsaw" to the end. Post it here.



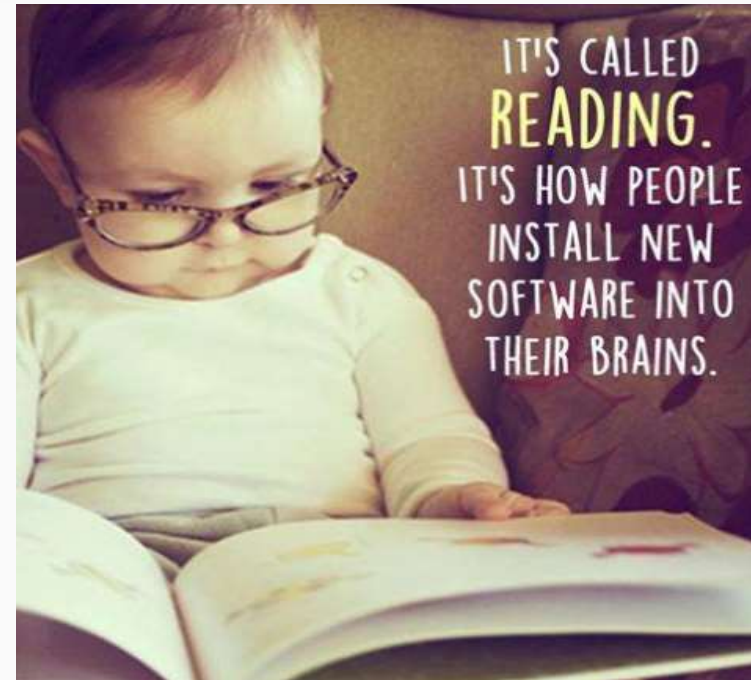
someecards  
user card

<https://www.facebook.com/groups/ShareableClique/permalink/1608570249401080/>

The turtle beacon has been lit! Quickly, Spike! The city needs you!



<https://www.facebook.com/MarlboroughPublicLibrary/photos/a.402620709795.177333.218138244795/10153586585104796/?type=1&theater>



IT'S CALLED  
**READING.**  
IT'S HOW PEOPLE  
INSTALL NEW  
SOFTWARE INTO  
THEIR BRAINS.

<https://www.facebook.com/groups/ShareableClique/permalink/1604616473129791/>



# You Live and Die By Clicks



Boulder Public Library added 3 new photos

Check out these photos of the Munson family and others at the Boulder Farmer's Market in 1978 when it was in front of the Courthouse. It's changed a bit in 37 years! Boulder County Farmers' Markets: Longmont and Boulder & Seeds

<https://www.facebook.com/boulderlibrary/posts/10153276231681827>



<https://www.facebook.com/ggckaufmanlibrary/photos/a.411330931989.196686.12965156989/10152846618671990/?type=3&theater>

**BOOKWORMS** will  
rule the **WORLD**  
As soon as we finish  
one more chapter..



more awesome pictures at [THEMETAPICTURE.COM](http://THEMETAPICTURE.COM)

<https://www.facebook.com/TopikalLibrary/photos/a.380087232975.1981.5550982975/10153311642752976/?type=3&theater&fb=1>

# 9 Ways to Maximize Your Reach

## #3. Don't Kiss and Tell

- Don't treat Facebook like a library bulletin board
- It is SOCIAL network for a reason -- All posts should be of high interest

# 9 Ways to Maximize Your Reach

## #4. Make a Facebook Event for Events

- Don't make a post about it
- Only include big events
- Harness the power of "interest" button



# 9 Ways to Maximize Your Reach


#5. Share Popular Content from Page Feed and other Libraries

- Proven quality
- Facebook bump in reach
- Saves you lots of time!

# Pages Feed

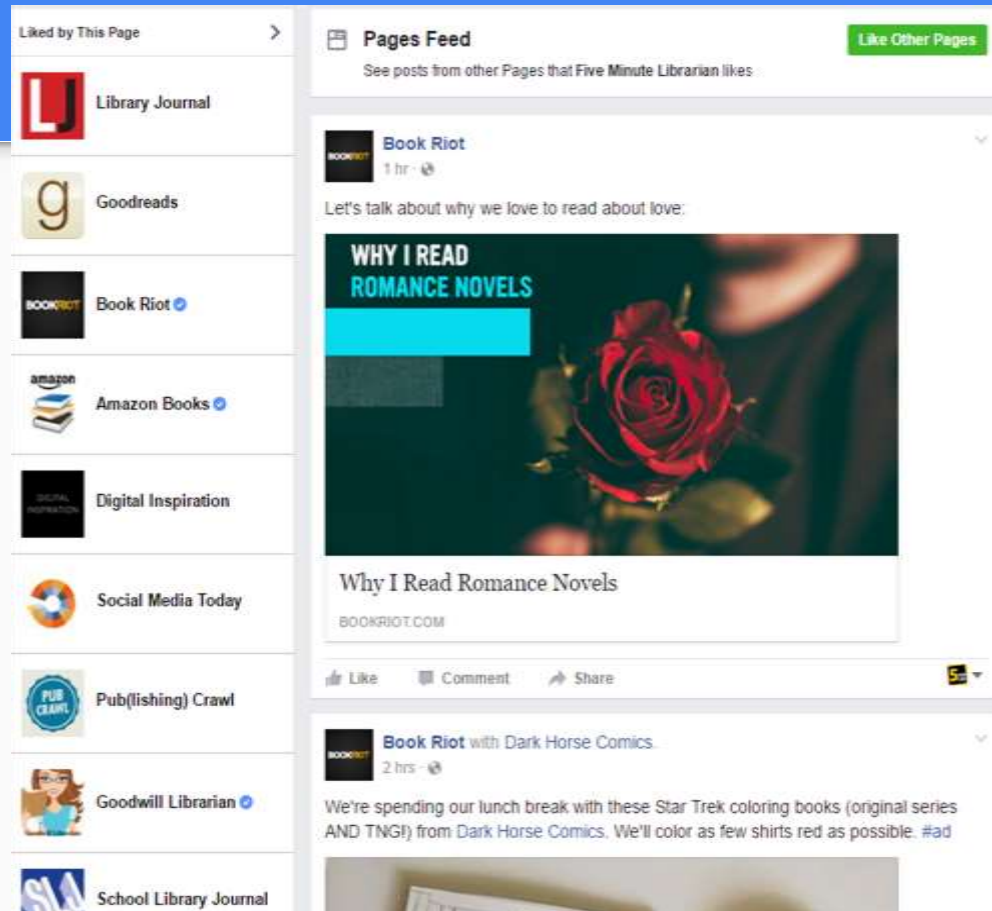
- Visit a Page
- Like it as Your Page
- Visit Pages Feed

 Very responsive to messages  
100% response rate, 2-mins response time

 1,665 likes +1 this week  
Cindy Lafortune and 25 other friends

 1,685 follows

 See Pages Feed  
Posts from Pages you've liked as your Page




Liked by This Page

- Library Journal
- Goodreads
- Book Riot
- Amazon Books
- Digital Inspiration
- Social Media Today
- Pub(fishing) Crawl
- Goodwill Librarian
- School Library Journal

**Pages Feed** [Like Other Pages](#)




See posts from other Pages that Five Minute Librarian likes


**Book Riot** 1 hr · 

Let's talk about why we love to read about love:

**WHY I READ ROMANCE NOVELS**

Why I Read Romance Novels  
BOOKRIOT.COM

 Like  Comment  Share

**Book Riot with Dark Horse Comics** 2 hrs · 

We're spending our lunch break with these Star Trek coloring books (original series AND TNG!) from Dark Horse Comics. We'll color as few shirts red as possible. #ad

# Pages to Watch

## Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Goodwill Librarian	714.4K 	▲0.3%	55	44.4K 
2  Librarian Problems	23.7K	▲0.2%	2	1.8K
3  The Lipstick Librarian!	17.4K	▲0.2%	19	2.1K
4  Teen Librarian's Toolbox	3.4K	0%	4	25

## This week's top posts from Goodwill Librarian



**Robert Pattinson:** "If you find a girl who reads, keep her close. When you find her up at 2 AM clutching a book to her chest and weeping, make her a cup of tea and hold her. You may lose her for a couple of hours but she will always come back to you. She'll talk as if the characters in the book are real, because for a while, they always are. Date a girl who reads because you deserve it. You deserve a girl who can give you the most

7.2K

201 Comments 3.6K Shares 148 Saves


Like Comment Share

# The Shareable Clique

- Share your top performing posts
- Reshare popular posts
  - Do not use the time stamp!
  - Use the direct post link
- Crowdsourcing for ideas



RECENT ACTIVITY ▾

 **Tracy Leigh** shared Prince William Public Libraries's post. September 24 at 1:15pm ⋮

Posted this about 15 minutes ago- already have 18 comments. Feel free to share from the library's page.

**Add**

**"WITH PUMPKIN SPICE"**

**to a book title.**

**Post the title in the comments.**



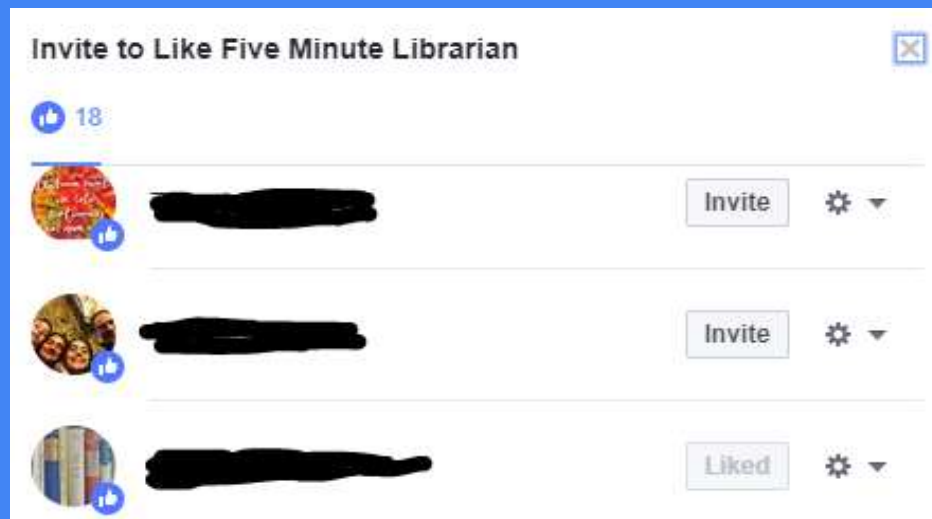
Prince William Public Libraries September 24 at 12:53pm Like Page

You know we couldn't resist. #pumpkinspiceeverything

# 9 Ways to Maximize Your Reach

## #6. Reach Out

- ❑ Join Facebook Groups for schools and town/city
- ❑ Invite non-fans who liked post to follow page
  - ❑ Works up to 100K followers
  - ❑ On posts that has a lot of likes
- ❑ Advertise



# 9 Ways to Maximize Your Reach

## #7. Create & Link Your Page to a Group

- Groups get higher priority
- Targeted advertising
- Comment and like as your page
- Admins can create and schedule posts

# 9 Ways to Maximize Your Reach

## #8. Words Matter

- ❑ Avoid specific words:
  - ❑ Buy, sale, click, win
- ❑ Highlight Milestones
  - ❑ Anniversary, Birthday, Retirement

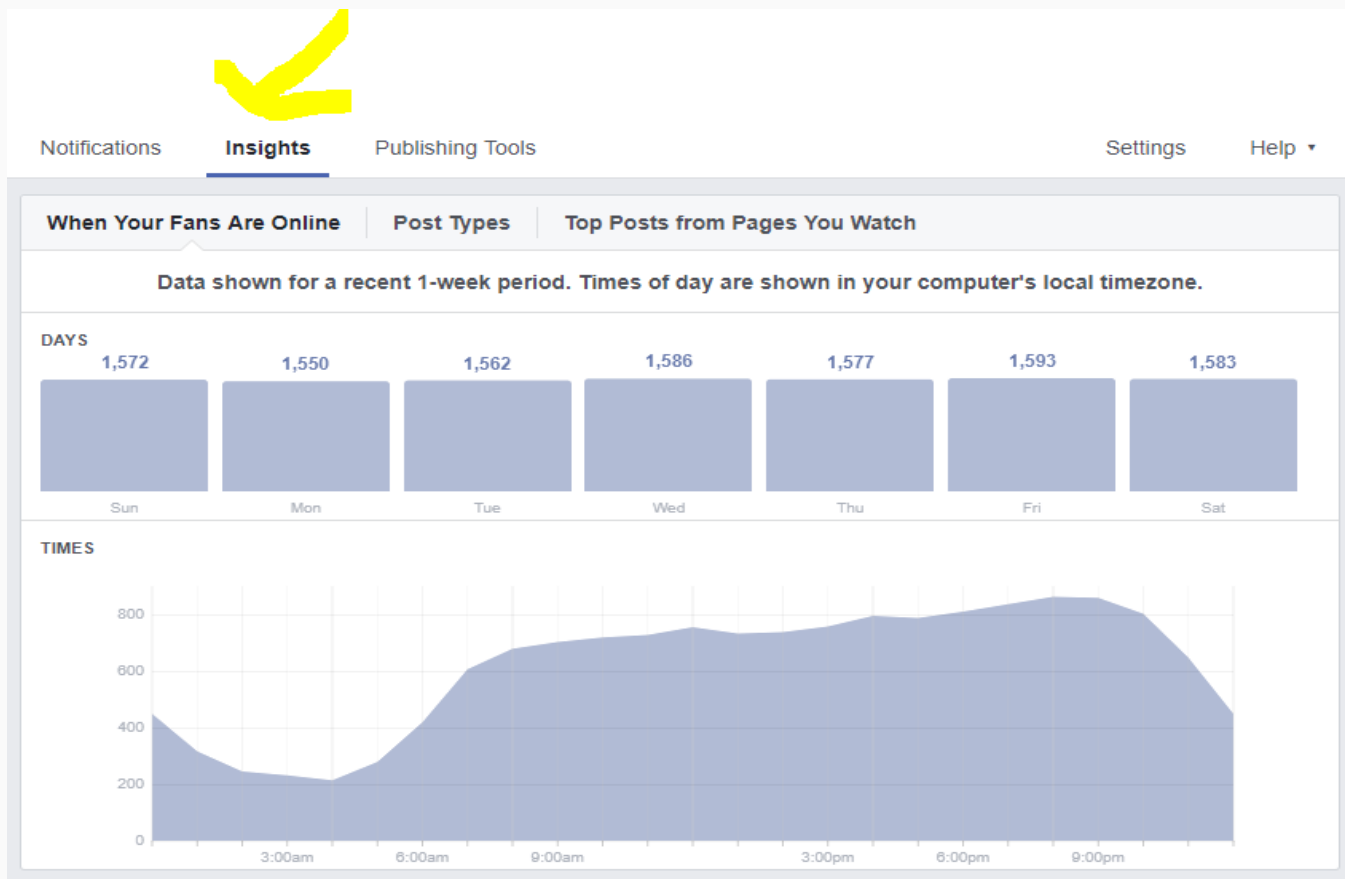
# 9 Ways to Maximize Your Reach

## #9. Experiment with Facebook Insights

- Try a variety of content
  - Video, Pictures, Articles, etc.
- Retry content at different times
- Vary length, character count, or video time






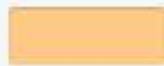
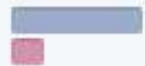















# Facebook Insights



# Facebook Insights

All Posts Published

■ Reach: Organic / Paid ▼
■ Post Clicks ■ Reactions, Comments & Shares ▼

Published	Post	Type	Targeting	Reach	Engagement	Promote
12/30/2016 7:04 pm	 The ultimate Literary Holiday Calendar for the programming and			16.3K 	1.2K 310 	<a href="#">Boost Post</a>
01/06/2017 10:37 am	 Feeling like you need a boost to start this new year? Here are 5 t			4.7K 	516 73 	<a href="#">Boost Post</a>
02/10/2017 4:21 pm	 Libraries have joined the resistance! The Que(e)ry Librarians kick			2.6K 	217 138 	<a href="#">Boost Post</a>
01/27/2017 10:45 am	 With the new Youth Media Award Winners announced last Mon			2.1K 	90 20 	<a href="#">Boost Post</a>

Questions?



# Experts to Follow

- ❑ Mari Smith, the Queen of Facebook
- ❑ Social Media Examiner
  - ❑ Podcast: Social Media Marketing
  - ❑ Live Video Show: Social Media Marketing Talk
- ❑ Social Media Today
  - ❑ Free webinars
- ❑ Libraries & Social Media (Facebook Group)



# Great Content Generators

- The Shareable Clique (Facebook Group)
- Goodreads
- Bookstr
- Goodwill Librarian
- Epic Reads
- Awesome Librarians
- Grammarly
- For Reading Addicts
- Book Riot

# Citations

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# Jessica Bacon

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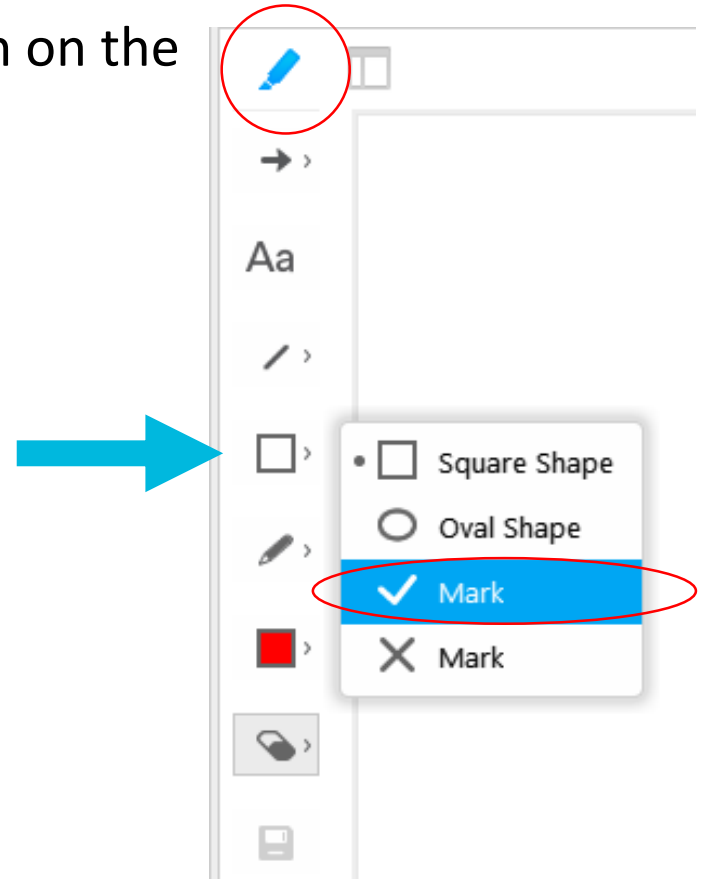
# Annotation Tools

Find the **grey marker pen** in top left corner of the presentation screen.

Click to open the tool buttons in a column on the left side; the marker pen will turn **blue**.

## Check mark

- Click on square shape, half-way down.
- Use the drop-down menu and choose the check mark.
- Click on slide to indicate choice.



# We would like to **start** using social media more for:



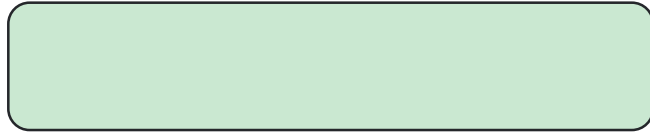
Live streaming



Staff, volunteer and customer profiles



Focused engagement, e.g. Twitter chats



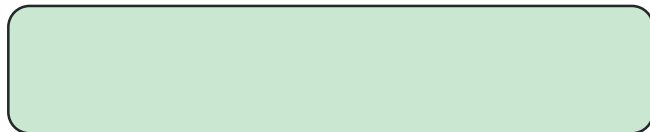
Images of work life behind the scenes



Provide reference or readers' advisory



Leveraging hashtags



Artwork made or displayed in the library



To advocate on public policy issues

# Social Media and Libraries Webinar Series

- Use the Learner Guide between sessions to take action
- Connect with each other in [Libraries & Social Media](#) group

## Part 2: Social Media Analytics: What to Measure and Why

Thursday, November 30, 2:00-3:30 pm Eastern Time

Presented by **Molly Bacon** and **Cherise Mead**

## Part 3: Going Deeper with Social Media

Tuesday, December 19, 2:00-3:30 pm Eastern Time

Presented by **Lisa Bunker** and **Cesar Garza**

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