

Social Media and Libraries

LEARNER GUIDE

Produced in partnership with



Webinar 1: Getting Started with Social Media

This section of the learner guide is designed to build a foundation to better understand social media platforms and purposes.

Optional activity

Rate yourself on a scale from 1-5, with 5 being very comfortable and 1 indicating a high level of discomfort with this concept or activity. This will help you hone in on specific content and formulate questions for the webinar event.

Determine how comfortable you are

- Identifying appropriate social media channels appropriate for library marketing efforts
- Understanding how to effectively use social media to create awareness of your library's services
- Describing purposes of specific social media platforms
- Integrating social media into your library's overall marketing plan

What are your goals for viewing this webinar?

Personal goals
Team goals









Gain an understanding

Social media is an effective way to help you create awareness of and position services of libraries in specific target markets. Take time to reflect on your own understanding of how your library uses social media. If possible, ask your patrons or colleagues the same questions.

How do you think social media influences patrons?

Optional activity

Take a few moments to create an overview of the social media platforms your library currently uses. Then, take notes on these platforms during the live events. Find out more details at [Smart Insights Social Media](#).

Platform	Do you use it?	Best Uses	Primary Audience	Notes
 Facebook				
 Instagram				
 Twitter				
 YouTube				
 Pinterest				
 LinkedIn				
 Snapchat				
 Medium				

Optional activity

Unsure of which platform or platforms your library should use? Start by asking yourself the following questions and refer to your responses in the previous table as you move to implement plans.

What are your goals: increase circulation, programming, share pictures, something else?

How will you deliver your message? Which platform or platforms will optimize your efforts?

How often will you post?

How will you engage and maintain relationships?

Who will manage the social media channels?

How will you track progress?

Optional activity

Below is a list of ways libraries are using social media. Check the box for those activities you already feel confident doing, circle those you'd like to improve upon, and prioritize with numbers the top three activities you'd like to work on in the next three months. Feel free to add details if they apply, about specific platforms, or staff roles, etc.

Share about library events

Share about library services

Highlight library collections

Share other community events or news

Share posts from others related to books or libraries

Share pictures from library events

Invite comments from followers

Provide reference or readers' advisory

Leverage hashtags

Live stream

Advocate on public policy issues

Share pop culture news

Post staff, volunteer, and customer profiles

Share images of work life behind the scenes

Share artwork made or displayed in the library

Post extreme weather and other hyperlocal interest topics

Webinar 2: Setting and Measuring Your Social Media Goals

This section of the learner guide is to help you measure your library's social media outcomes and evaluate your results.

Optional activity

Rate yourself on a scale from 1-5, with 5 being very comfortable and 1 indicating a high level of discomfort with this concept or activity. This will help you hone in on specific content and formulate questions for the webinar event.

Determine how comfortable you are

- Understanding what metrics to use for measuring your social media success
- Identifying and apply metrics for your library's social media program
- Building strategic measurement strategies for your library's social media program
- Analyzing your library's social media metrics
- Taking action on metrics/results to improve your social media strategy

What are your goals for viewing this webinar?

Personal goals
Team goals

Gain an understanding

Setting KPIs (key performance indicators) is an effective way to help you establish measurable goals. Take time to reflect on your own understanding of how your library establishes KPIs. If possible, ask your colleagues and patrons what metrics they think you should use to measure success.

Glossary

Here are a few terms you should know as you begin to craft your social media goals.

- **Brand awareness:** the extent to which consumers are familiar with your organization's particular identity
- **Community engagement:** a focus on building your community size and providing content through which you can generate two-way, thoughtful, engaging conversation
- **Content distribution:** a focus on expanding the reach of your organization's content
- **Lead generation:** the action or process of identifying and cultivating potential customers for an organization's products or services, which usually generates names and emails for your marketing purposes
- **Fundraising and revenue:** a focus on turning your followers into donors or supporters
- **Customer support:** a focus on responding to customers' or constituents' comments, good or bad, on social media
- **Influencer marketing:** the practice of building relationships with the people who can build relationships for you
- **Earned media/press:** an old-school version of influencer marketing; with social media, you can engage directly with press and build media relationships yourself
- **Social media listening:** the process of tracking and analyzing what is being said about your organization on the Internet

Select your goal areas

Now that you are familiar with some of the terminology, it's time to select your top goal areas by choosing three or four and ranking them. Then modify the following applied goals and metrics to fit your organization's needs.*

**Thanks to Alfred Lua and the post, [9 Social Media Goals You Can Set for Your Business \(and How to Track Them\)](#), for inspiring this list.*

	Goal area	Brand awareness
Rank	Case study	Your library is launching an annual summer reading program, Down by the Sea.
	Applied goals	Grow your library's Facebook page by 40 followers a week based on summer reading content curation. Start a Twitter chat with hashtag #TheBigWave and increase the number of users tweeting that hashtag 10 percent every month.
	Metrics	Follower growth. Reach of brand-specific posts. Campaign hashtag tracking and increase in mentions.
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	Goal area	Community engagement
Rank	Case study	Your library wants to put a human face on your behind the scenes library staff.
	Applied goals	Post two "behind-the-scenes" photos on Facebook, Pinterest, or Instagram per week. Ask one mission-driven question per week on Facebook.
	Metrics	Increases in likes, shares, and comments on, mentions of, and replies to community engagement content.
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	Goal area	Content distribution
Rank	Case study	Your library has a new campaign to involve youth in building a digital storytelling media space.
	Applied goals	Use Google Analytics to track posts announcing your campaign and increase share of traffic from social sources by 5 percent per week.
	Metrics	Track campaign post traffic from social media. Increases in share of overall traffic. Increases in number of clicks on related social media posts. Bounce rates.

	Goal area	Lead generation
Rank	Case study	Your library is partnering with the American Red Cross during hurricane season. The library's website will feature an image for the community to download a co-branded emergency preparedness checklist.
	Applied goals	Increase in number of registrations for emergency checklist and clicks on lead generation images.
	Metrics	Email addresses. Downloads (emergency checklists).
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	Goal area	Customer support
Rank	Case study	Your library sells t-shirts and other goods during summer reading.
	Applied goals	Respond to customer comments and questions about goods within [x] hours.
	Metrics	Number of support questions. Response time.
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	Goal area	Earned media and press
Rank	Case study	You're targeting Ellen or maybe The View for mentions of your Girls Can Code program.
	Applied goals	Create influencer lists and employ a social listening tool to track hashtag #GirlsCanCode mentions.
	Metrics	Track keywords and hashtags.
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	Goal area	Fundraising and revenue
Rank	Case study	Your library's new business entrepreneurial and job training program needs fundraising.
	Applied goals	Utilize Google tracking to focus on conversion for fundraising posts.
	Metrics	Conversion rates and number of people who have converted.
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	Goal area	Social listening
Rank	Case study	Your local youth center has instituted a new age restriction for free dance classes.
	Applied goals	Utilize a social listening tool to track your organization's keyword mentions and analyze sentiment.
	Metrics	Sentiment level. Keyword increases.

Webinar 3: Going Deeper with Social Media

This section of the learner guide is to help you assess the members of your library's audience based on their preferred platforms.

Optional activity

Rate yourself on a scale from 1-5, with 5 being very comfortable and 1 indicating a high level of discomfort with this concept or activity. This will help you hone in on specific content and formulate questions for the webinar event.

Determine how comfortable you are

- Identifying and applying effective content curation and sharing techniques on social media
- Identifying and using best practices in informal and social media communications
- Understanding how to amplify your library's content with social media
- Developing your library's online identity with social media marketing tactics and strategy to build an online audience

What are your goals for viewing this webinar?

Personal goals
Team goals

Gain an understanding

Social media gives you a great opportunity to curate content to share. What is your library's social media strategy?

Has this strategy been influenced by this webinar series?

What tactics do you currently use to develop your library's online identity?