

## Ten questions for inspiration about what to write for social media

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- 1) What's your biggest unique offering of value in the community? How is the library special compared to similar businesses and nonprofits?
- 2) How about you? What unique skills/interests do you bring to your workplace? Is there something of value to your customers that you can teach in small bits online?
- 3) Do you partner with charities or civic activities? Talk about them, photograph them. What is the impact your library has on the community? How are you working to make things better? This is news you want to share.
- 4) What's one awesome thing that happened at your library this week -- that the public couldn't see?
- 5) What do customers/donors ask you about the most? When you talk face to face, what do your customers ask about? Share with you? What seems to surprise them? Delight them? These are great clues for subjects to post about.
- 6) What do your customers/donors do in their free time? This is possible content if it's related to your library.
- 7) What is special about where you live? Make a point to celebrate these things in photos and text.
- 8) What three things do you want to strengthen in your community?
- 9) Is there a way you can directly feature your customers? Ask permission of course.
- 10) List 10 things that are visually interesting about your library, then go out and photograph some of them.