

Your Social Media “Going Deeper” Challenge Ideas

Can't find the time to go deeper? Limit what you are trying to do and for one month, only do 3 things on Facebook. Focus on embedding these 3 activities into your workflow. Ask for help from colleagues. Say “no” to something you normally do – it's only for a month.

Review your previous posts. Could they be happening anywhere? Do they sound like a real person? Is the post something YOU would share with your friends?

If this is hard, there's nothing wrong with you, it's more likely a problem with workflow.

1. Enter 5-10 of your juiciest, most surprising events for the month as Facebook events. Tag all the programming partners, funders, and sponsors (they have to have a Facebook page to tag). Entering the event is automatically a post.
 - a. Then think of how you would tell the event's story in a post, with a photo or very short video.
 - b. Invite a few personal friends who would love it to the event
 - c. Schedule “share” of the event with a teaser lead-in 3 days before the event.
2. Schedule yourself to attend one of these events a week with a camera, and capture its story, either with short (30 sec.) video or your 3-5 best photos. Announce that you are photographing specifically for Facebook, and invite people to like the page. Post the photos or video as quickly as you can.
3. Supplement these events-focused posts with at least two informational posts a week about some of the things that people are talking/asking about at service desks (Weather? Food? Stuff to keep kids busy?) or that encourage or support your community's aspirations (Kindness? Sharing? People helping people?). There does not need to be an explicit library tie-in. Keep the lead-in short and upbeat.

EVENT	DATE/TIME	HOW IT'S A STORY