

BE THE SHOW AND NOT THE COMMERCIAL: What do you  
want to communicate on social media?

<p>Message</p> <p><b>We are a welcoming space for everyone, and we're BUSY</b></p>	<p>Message</p> <p><b>We understand what Tucson wants and needs</b></p>	<p>Message</p> <p><b>We are a place where people get surprised &amp; inspired</b></p>
<p>How can you <b>show</b> this on social media with stories, photos, short movies, or graphics</p> <p>Consciously include all users in photos Real-time photos of events for immigrants Showcase multi-lingual staff Frequent real-time event photos Report from cultural festivals we attend Feature staff book recommendations Share WOW statistics in fun ways What happens behind-the-scenes? Share about all the hidden work we do Feature beauty of our buildings, settings</p>	<p>How can you <b>show</b> this on social media with stories, photos, short movies, or graphics</p> <p>Report on most responsive programs Share good news about Tucson/County Hyperlocal reports on weather, etc. Share real stories from customers Share great stuff about modern libraries "What Will I Read Next" series Updates on all facilities upgrades Showcase staff excellence Topical high quality articles &amp; infographics How we're experts on local history</p>	<p>How can you <b>show</b> this on social media with stories, photos, short movies, or graphics</p> <p>Love Letters to the Library series WOW events like Seed Library, STEM Share real stories from customers Read Strong Success stories Share about innovative programming "What Will I Read Next" series Prefer action shots over posed ones No stock photography Seek articles that break library stereotypes Showcase customer creativity</p>

Now you do it...

<p><b>YOUR KEY MESSAGE/SOCIAL GOAL</b></p>	<p><b>YOUR KEY MESSAGE/SOCIAL GOAL</b></p>	<p><b>YOUR KEY MESSAGE/SOCIAL GOAL</b></p>
<p><b>IDEAS FOR HOW YOU CAN SHOW THIS ON SOCIAL MEDIA WITH STORIES, PHOTOS, SHORT VIDEOS, OR INFOGRAPHICS</b></p>	<p><b>IDEAS FOR HOW YOU CAN SHOW THIS ON SOCIAL MEDIA WITH STORIES, PHOTOS, SHORT VIDEOS, OR INFOGRAPHICS</b></p>	<p><b>IDEAS FOR HOW YOU CAN SHOW THIS ON SOCIAL MEDIA WITH STORIES, PHOTOS, SHORT VIDEOS, OR INFOGRAPHICS</b></p>