

# LAPL's Social Media

Reduce Stress & Increase the Effectiveness  
of Your Social Media



LOS ANGELES PUBLIC LIBRARY



**Social Media  
Librarian**



**Public Relations  
Specialist**







The Linda Lindas





can't live in  
the past...

2024 Total Impressions  
40,112,407

Total Followers  
337,484

## How it started —



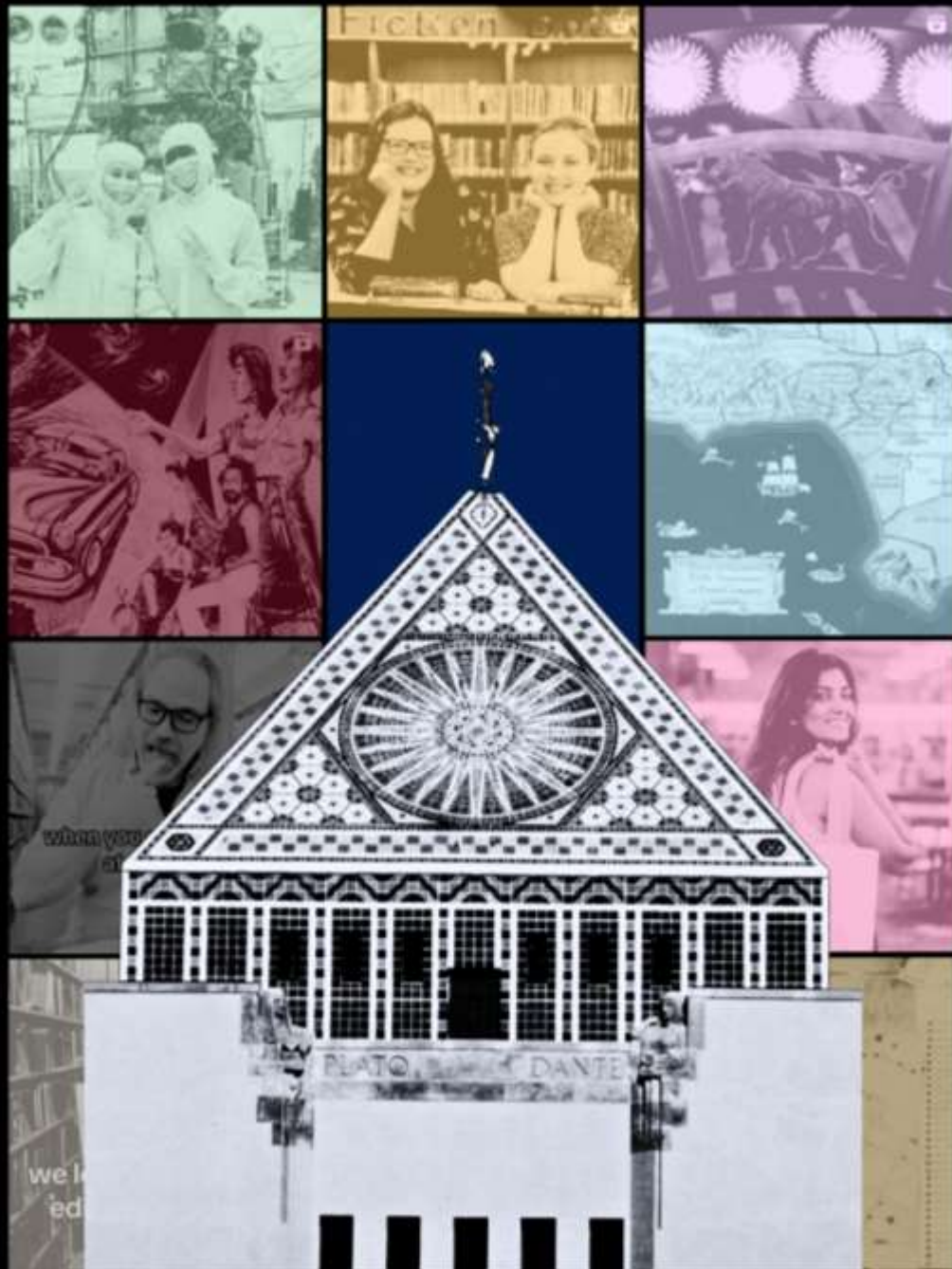
## How it started — how it's going



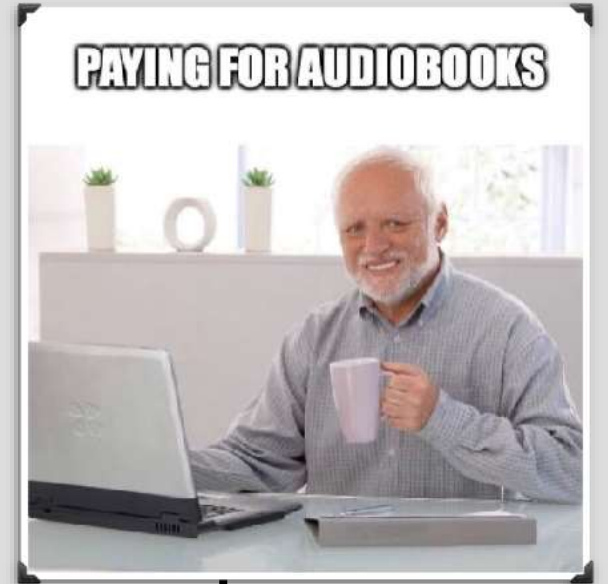
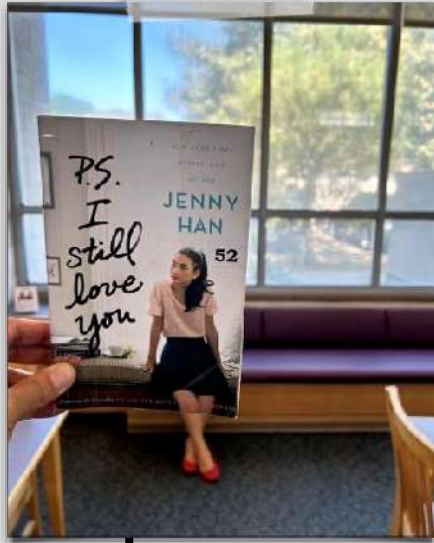
# How are you feeling about social media now?

Be honest. Share your thoughts in the chat.





# Social Media The Eras Tour



Jennifer Carkin @jenspeak · Jun 8  
Is there a model for renting books? Not a library. Something a bit more modern with a great and easy experience, but not a kindle reader

679 21 62

 **L.A. Public Library** @LAPublicLibrary

Replying to @jenspeak @sapna @nytimes

Just brainstorming here, this new model might include:

- An online portal for locating books: [ls2pac.lapl.org/?section=home](https://ls2pac.lapl.org/?section=home)
- Locations throughout the city: [lapl.org/branches](https://lapl.org/branches)
- Services to borrow books, movies, and music online: [lapl.org/collections-re...](https://lapl.org/collections-re...)

12:49 PM · 10 Jun 2019



# Capturing the hidden everyday stories



What your organization wants from social,  
might not be what your audience wants.



**What Libraries Promote on Social**

**Programs  
Announcements  
Holiday Closures  
E-Resources  
Collection Highlights**

**What People Look for on Social**

**Memes  
Life Hacks  
Funny Sketches  
2000s Nostalgia  
Celebrities**

## What Libraries Promote on Social

**Programs**  
**Announcements**  
**Holiday Closures**  
**E-Resources**  
**Collection Highlights**

**Keanu  
holding  
a library  
card**

## What People Look for on Social

**Memes**  
**Life Hacks**  
**Funny Sketches**  
**2000s Nostalgia**  
**Celebrities**

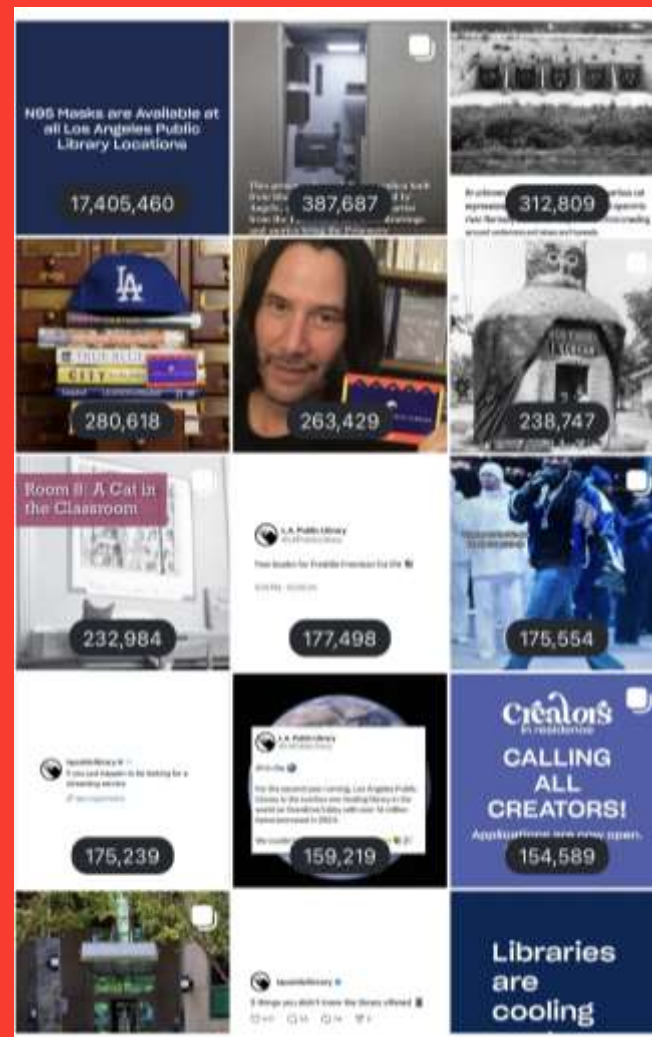


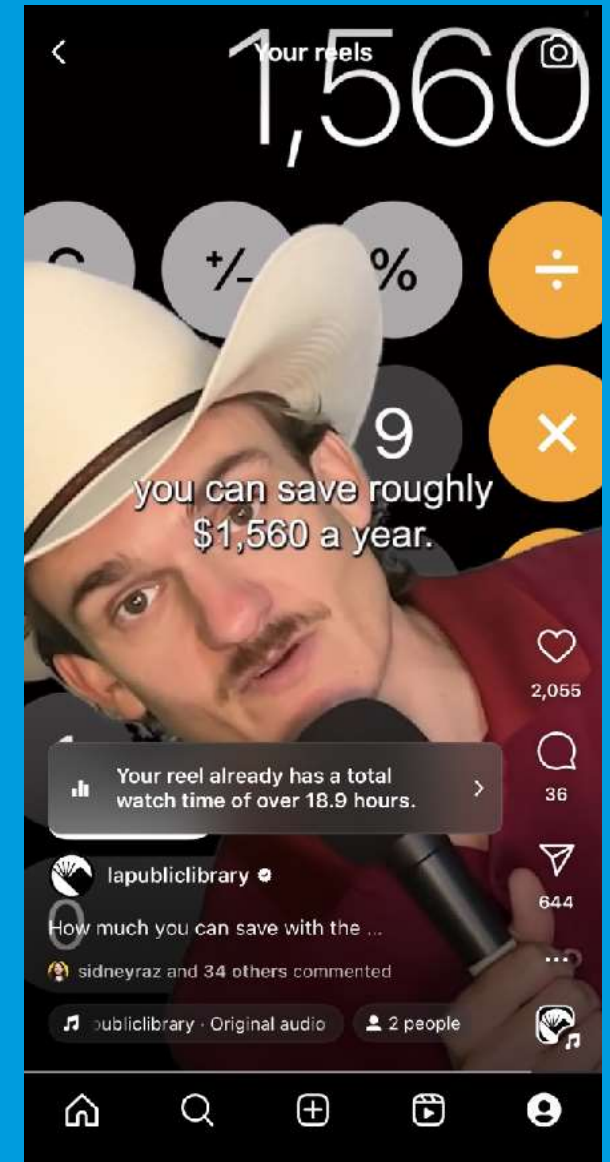
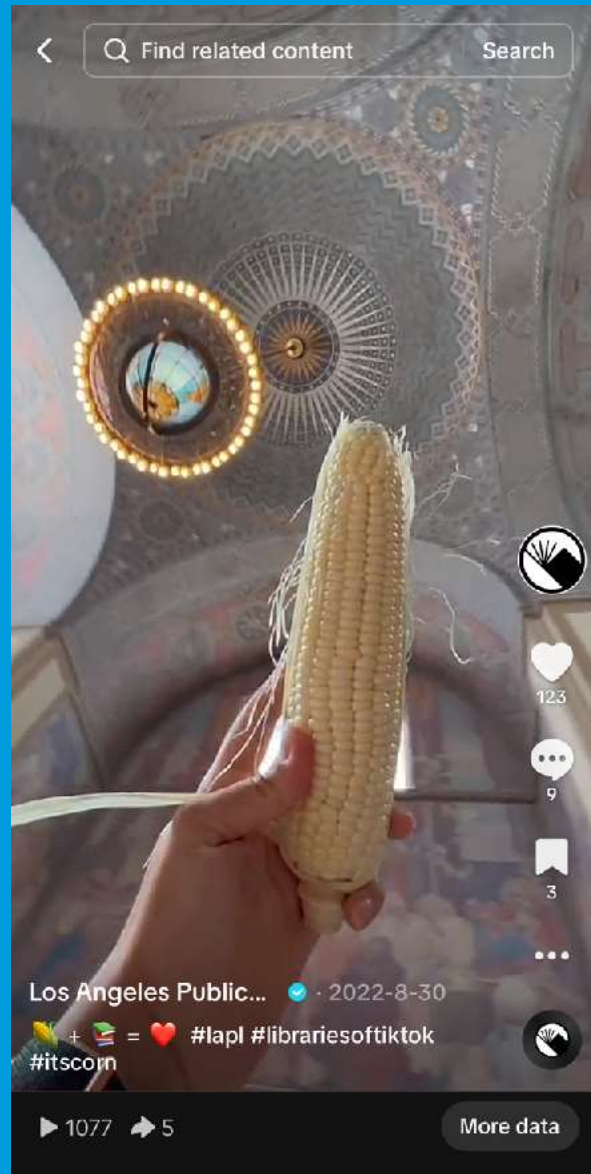




Bottom

Top







968,981 views  
800 sign ups



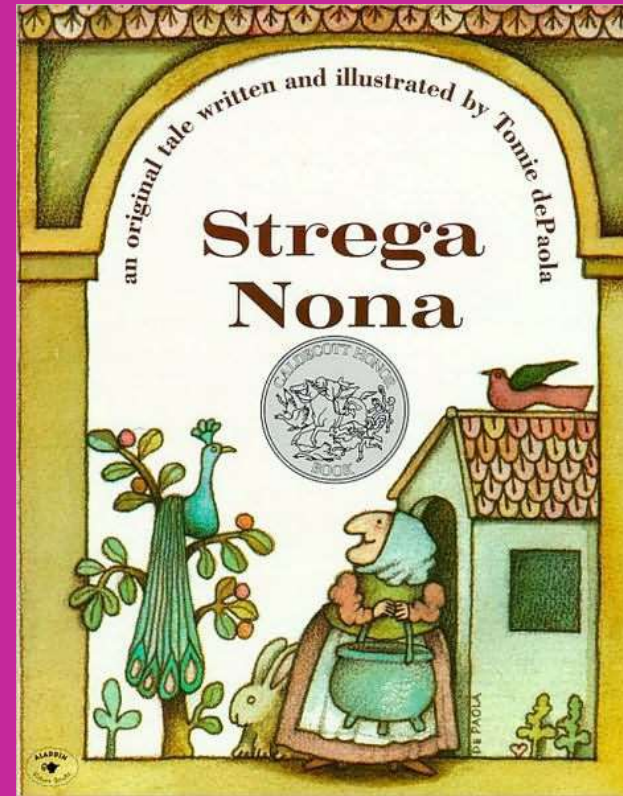


## Building Off Trends





# Strega Nona Fall 🍁





## Pop Up Book Storytime

Join us on Saturday, February 3 at 2 pm and celebrate the joy of pop-up books with a storytime at Central Library for all ages!

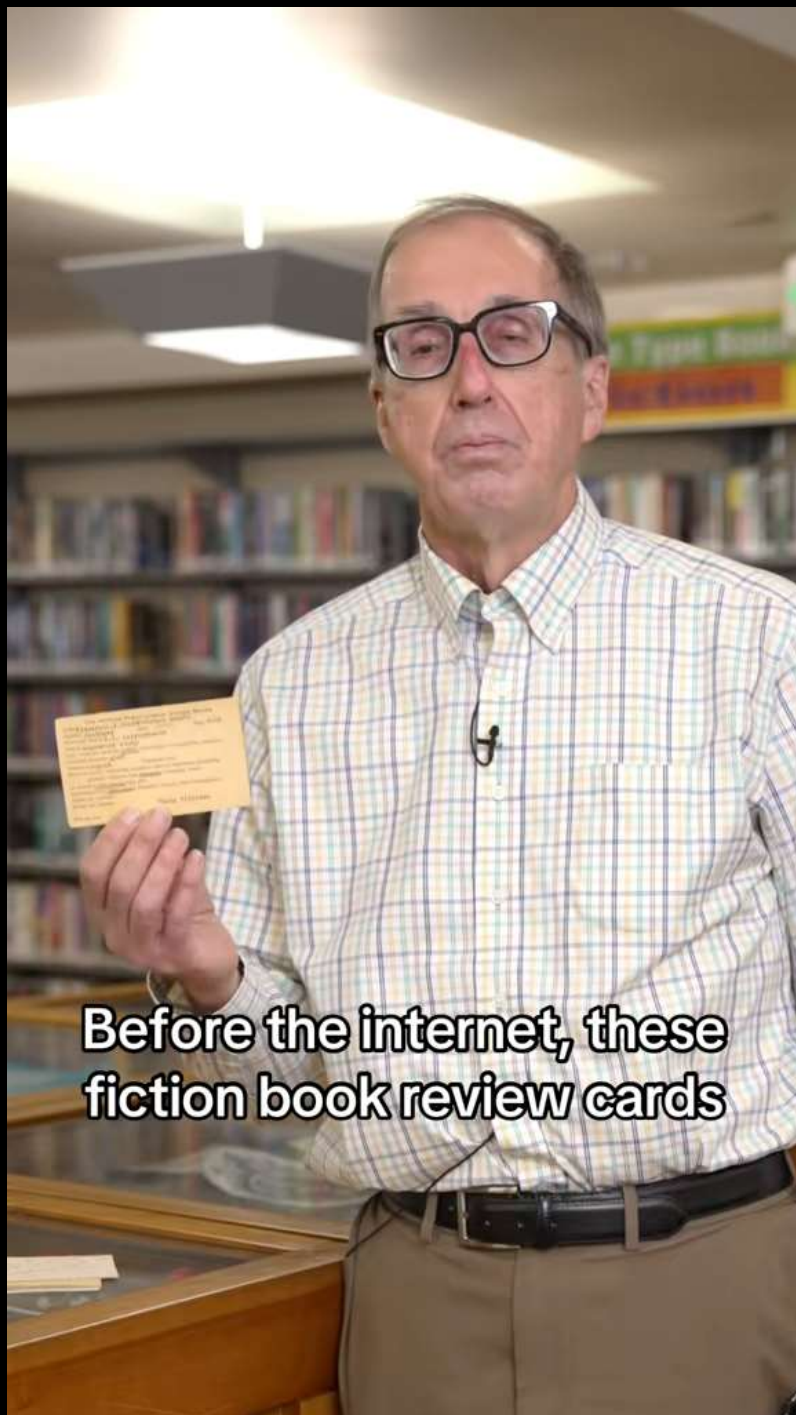


How many would  
click on this?

What do you think of this graphic?  
Share in the chat.

How many would watch  
this?





**Before the internet, these  
fiction book review cards**

Sharing the history of the  
library in bite sized stories



# Series



Map Collection



Astrology



Photo Collection



Special Collections



Trees at LAPL

# What AI can do...



write four really good short social posts promoting library card sign up month



1. 📖 Get ready to unleash the power of knowledge and imagination! September is Library Card Sign-Up Month, and your key to a world of books, resources, and more is just a visit away. Join the reading revolution today! 📖  
#LibraryCardSignUp
2. 📖 Discover the magic of a library card this September. It's your ticket to endless adventures, from bestsellers to hidden gems. Embrace the joy of reading and sign up now! ✨  
#LibraryCardMonth
3. 📖 Your library card is your VIP pass to a treasure trove of stories, learning, and inspiration. This September, make it official and embark on a journey through the pages of a book. 📖🔑 #LibraryCardLove
4. 📢 Don't miss out on the incredible world of knowledge waiting for you at your library. It's Library Card Sign-Up Month, and your ticket to endless possibilities is just a library card away. Get yours and start a new chapter today! 📖🔒  
#LibraryCardSignUpMonth













dianamcdavidv2 8w

@lapubliclibrary why would u use AI for this, when, being a library, you are also threatened by the existence of increasingly capable AI???? Very upsetting and disappointing.



4



knifeinherteeth 8w

really disappointing to see you using AI. you know how much water creating these images wasted? how many artists were disrespected and stolen from to make this? lapl I expect better of you ):



116

mtlibrarian 8w

Absolutely ridiculous that LAPL is using AI to make art when the library has so many artists in residence



oetam.\_.mateo 8w

Really La public library couldnt get p to draw pictures of cats you couldn't pulled out some cat books and show off you had to use AI how disappoint



obsessedwithvinyl 8w



Reply Hide



omments against AI.



11



eszpandme 8w

Please, I will draw you a cat (I for beans, but at least I don't environment when I try!).



brothtransfusion 8w

We trusted you



xiongmaobearcat 8w

No AI please 🙅



29



tuff\_waffles 8w

The LA public library using AI art is a bad look. Also cats don't sweat through their fur, which seems like a big oversight for a place full of informative books...



mattzart 8w

AI is terrible for the environment



ghostsb4breakfast 8w

Really? You don't have cat books you could have used to illustrate this point instead of AI?



10





lapubliclibrary 

Original audio



 i love libraries!! thank you  
[@lapubliclibrary](#) — please hire someone to run your social  
media in the style of [@milwaukeekeepubliclibrary](#) haha 🥰❤️





2d Reply



Hide replies



lapubliclibrary    
thanks for the suggestion! We've hired people to  
run the account in the style of [@lapubliclibrary](#)



2d 8 likes Reply ...



# How We've Reduced Stress



Authentic > Polished

Content > Strategy



Engagement > Followers

Quality > Quantity



To Share or Not to Share?





## Scout for Talent



### Los Angeles Street Names The Past Coinciding with the Present

11.4K

Los Angeles Central Libr... · Los Angeles

Los Angeles Public L... · 6d ago

#### Los Angeles Street Names: The Past Coinciding with the Present

In a city as a diverse as Los Angeles, there is one thing we almost all have in common - traffic. While stuck at intersections or on freeways, pondering the heritage of our fair city is probably not on the foref... more



If you had more time, what would  
you work on?

# What We've Taken Off Our Plate



## Twitter/X

At one time, probably one of our top social networks. Today, we primarily use the platform to share citywide announcements.



## Long Form Video

With the focus on short form video, we don't have time for longer pieces that we would have uploaded to YouTube in the past.



## Press Events

Still a staple of the library, we don't dedicate the same level of resources to these events for social purposes as we used to.



## Non-Negotiables

Vacation is vacation

Work phones for work

Make it fun

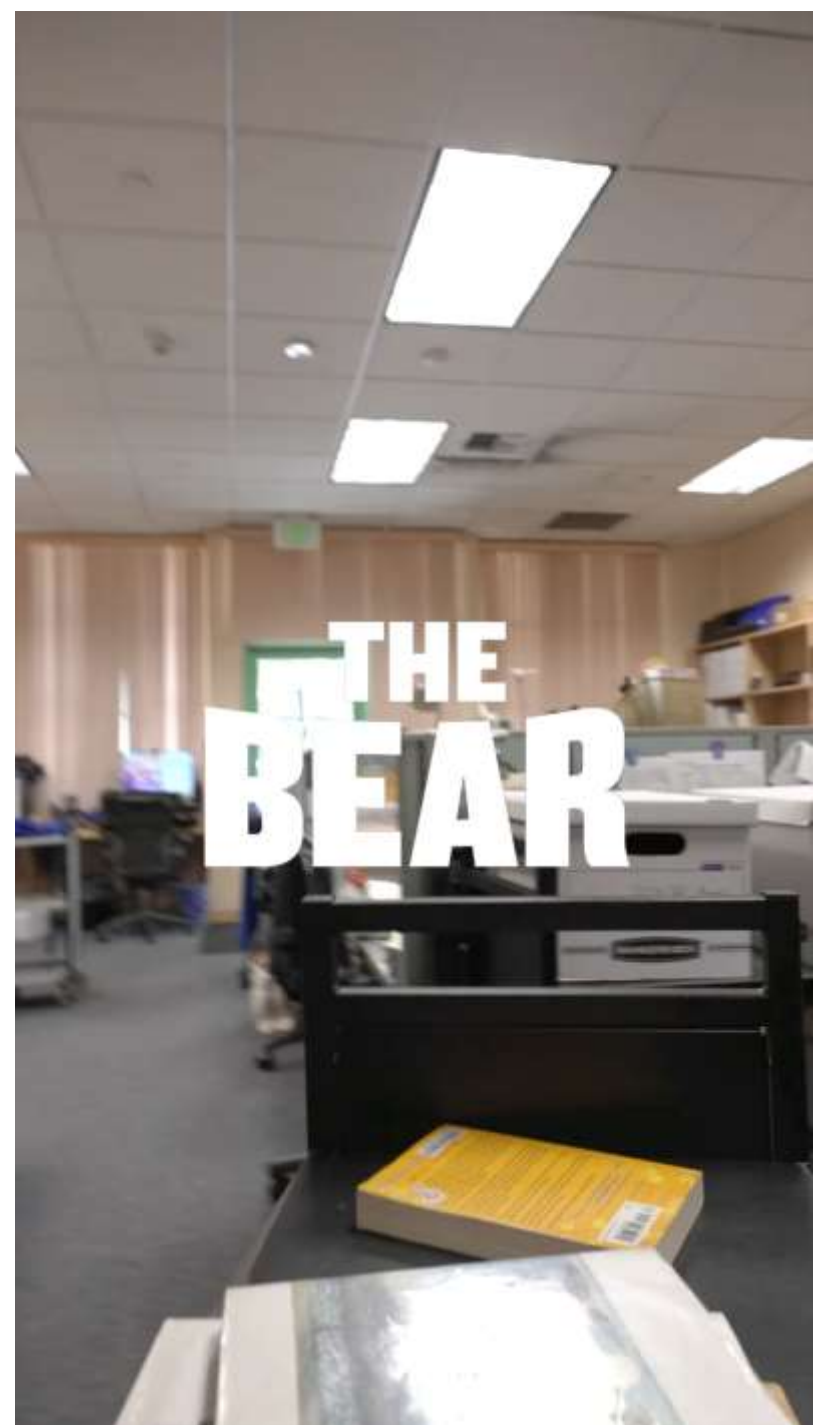
Take a break on the weekends

Vibrant collaboration

View is learning

EVERY SECOND COUNTS

THE  
BEAR



# Thank You.

If you have any questions you can email  
[kkesler@lapl.org](mailto:kkesler@lapl.org) and [krystal.ruiz@lapl.org](mailto:krystal.ruiz@lapl.org)

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