

ACLB Trustee Leadership Conference  
Nov. 6, 2015

# **Making the Most of Social Media for Your Board and Library**

# Social Media

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- What is social media?
- How to use it effectively?

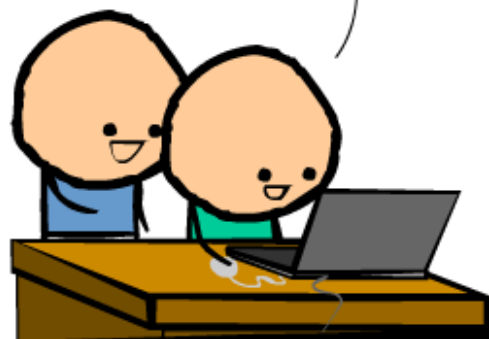
# What is Social Media?

Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks.

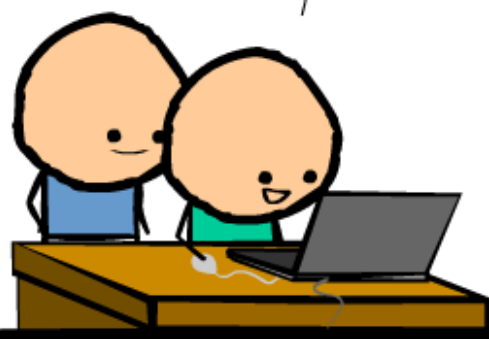
-Wikipedia

HAVE YOU SEEN  
THIS VIDEO ON  
YOUTUBE?

THAT'S  
GREAT!



HAVE YOU SEEN  
THIS ONE?



EVENTUALLY



# Choose a platform



# Make a Pan

- Start small
- Create a schedule
- Experiment
- Review your results

# Updates/Posts Should

- Spread your message
- Tell your story
- Spark conversation

# Updates/Posts Should

- Promote the mission of the library
- Advocate for the library



# Use Images

BORING ☹️

Friends of Connecticut Libraries  
April 11 📅

How's this for creative and simple? A Bakeless Bake Sale sponsored by the Friends of the Lucy Robbins Welles Library. It starts with a clever poem and ends with money!

One more bake sale I can not take,  
Baking cookies, brownies and cake  
I really hate to bake,  
Even for Lucy's sake.

Instead without fuss or bother,  
Hope you will donate a dollar,  
And know that you have done your part,  
With a ready and willing heart.

Find out how much money they raised at Boot Camp!

AWESOME 😊



# Use a Call to Action

Give your audience clear directions

- “Donate”
- “Volunteer”
- “Sign up”

# 5-3-2 Rule

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- For every 10 posts...

# 5-3-2 Rule

- 5 posts should have content from others, relevant to your audience.
- 3 posts should be content from you, relevant to your audience.
- 2 posts should be personal, something non-library related to help humanize your organization.

# Other Tips

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- Ask questions
- Be humorous
- Experiment

# Questions?



# Sources

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- <http://www.heinzmarketing.com/2011/10/the-5-3-2-rule-for-social-media-content/>
- <http://www.edudemic.com/5-reasons-we-use-social-media/>
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