

# Social Media Strategies for Your Library

@cordeliaba

#librarytraining



C O R D E L I A  
**ANDERSON**  
C O N S U L T I N G



Library  
**MARKETING**  
*and*  
**COMMUNICATIONS**

Strategies to Increase Relevance and Results

CORDELIA ANDERSON



Available now at:

[alastore.ala.org/relevanceresults](http://alastore.ala.org/relevanceresults)

# Today's Topics

How to shift from promotion, which is a one-way conversation, to engagement, which is a two-way conversation.

Strategies such as active listening, trending topics, analytics and social media as a customer service point.

Pros and Cons of different management models for social media.

How governance and policy can be balanced with creativity and flexibility.



A woman with blonde hair, wearing a teal shirt and a colorful patterned scarf, is smiling and looking towards a man. The man has dark hair, is wearing a light blue button-down shirt and a dark tie, and is holding a tablet. They are in an office setting with bookshelves in the background. The text "Shifting From Promotion To Engagement" is overlaid in the center of the image.

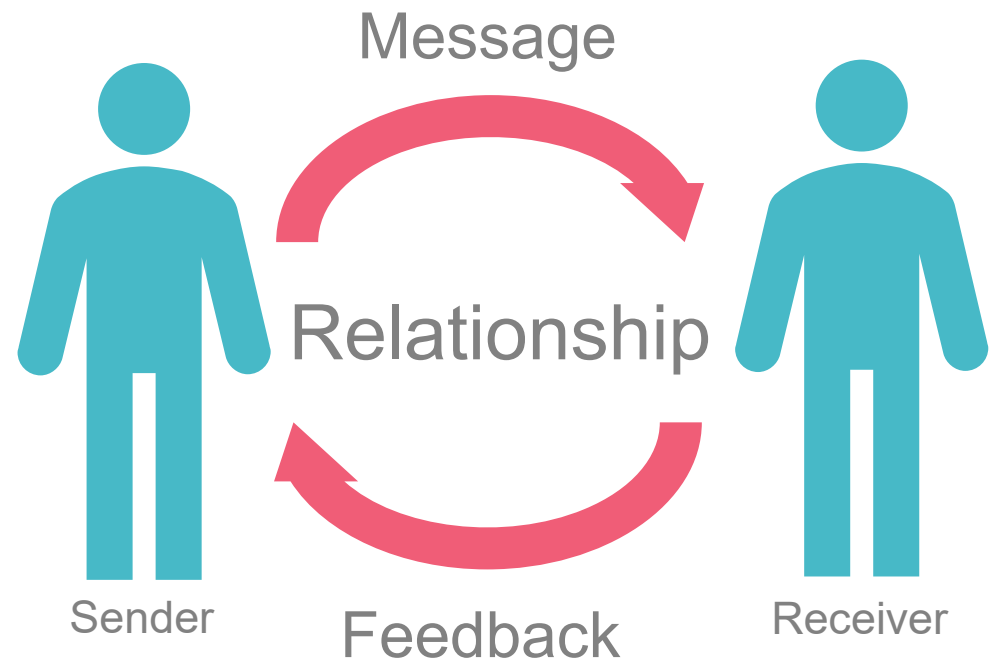
# Shifting From Promotion To Engagement

# Promotion vs. Engagement

Promotion: Megaphone



Engagement: Relationship





# Marketing and Public Relations = Engagement!

**Public Relations:** “the management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends.”

**Marketing:** The management function that identifies human needs and wants, offers products and services to satisfy those demands, and causes transactions that deliver products and services in exchange for something of value to the provider.

Source: [www.praccreditation.org/resources/documents/apr-study-guide.pdf](http://www.praccreditation.org/resources/documents/apr-study-guide.pdf)



# Benefits of Engagement



Audiences go from hearing the message to helping to spread the message.

You get valuable feedback from customers.

You learn what works and what doesn't; enabling you to invest more time in activities that yield better results.



# The *Promotion* Approach to Social Media

More Channels  
+ More Posts  
= More Engagement.  
*Right?!?!?*





# The *Engagement* Approach to Social Media



*Fewer* channels, more carefully monitored and curated, can yield *greater results*.

*Active listening* allows you to see what works, what people are saying and how to engage more effectively.

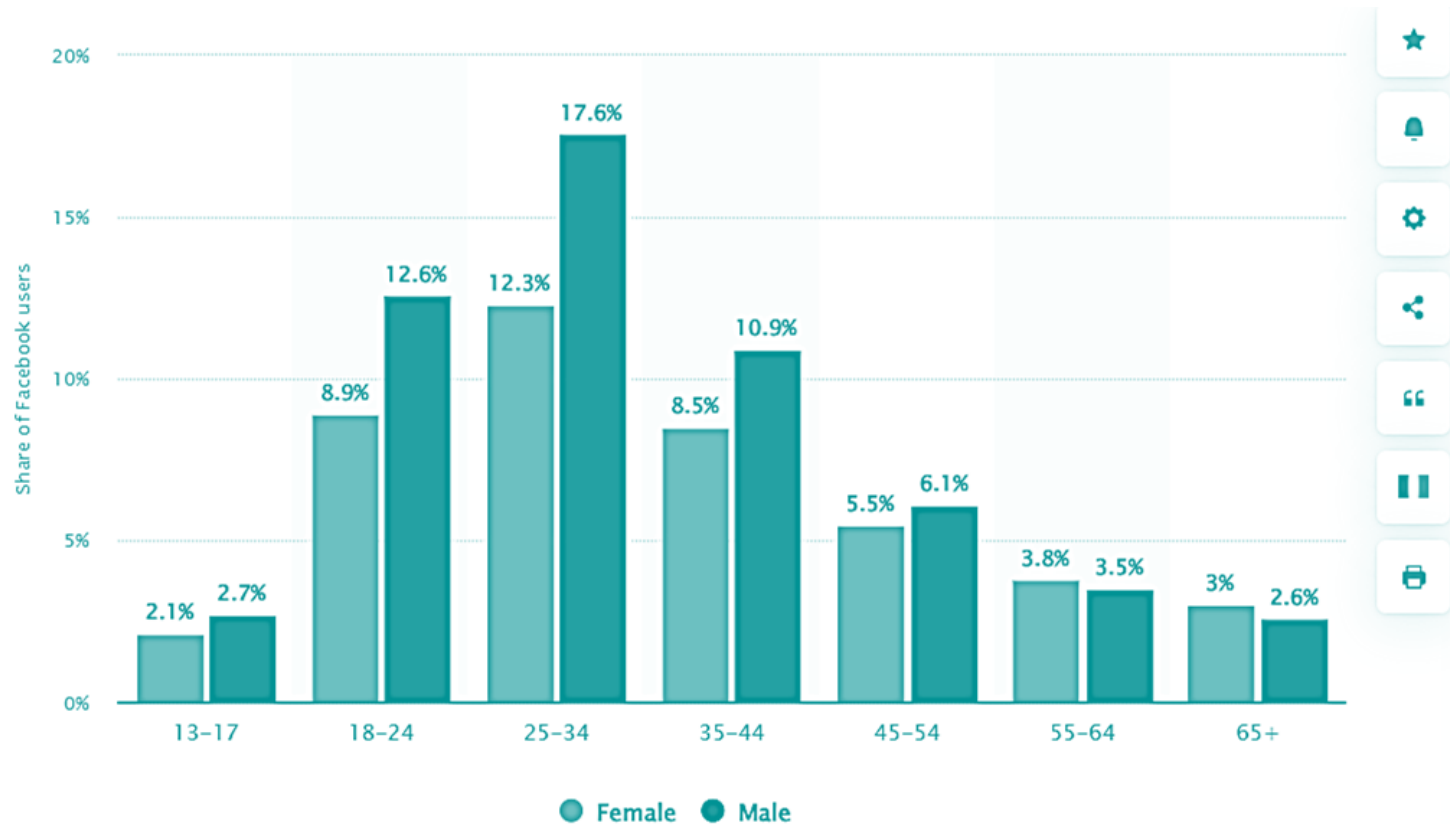


A top-down view of a person's hands writing in a spiral-bound notebook on a white desk. The person is wearing a tan sweater. To the left is a silver laptop with a black keyboard. In the top left corner, there is a white mug on a wooden coaster. The text "2023 Snapshot" is overlaid in the center of the notebook page.

# 2023 Snapshot



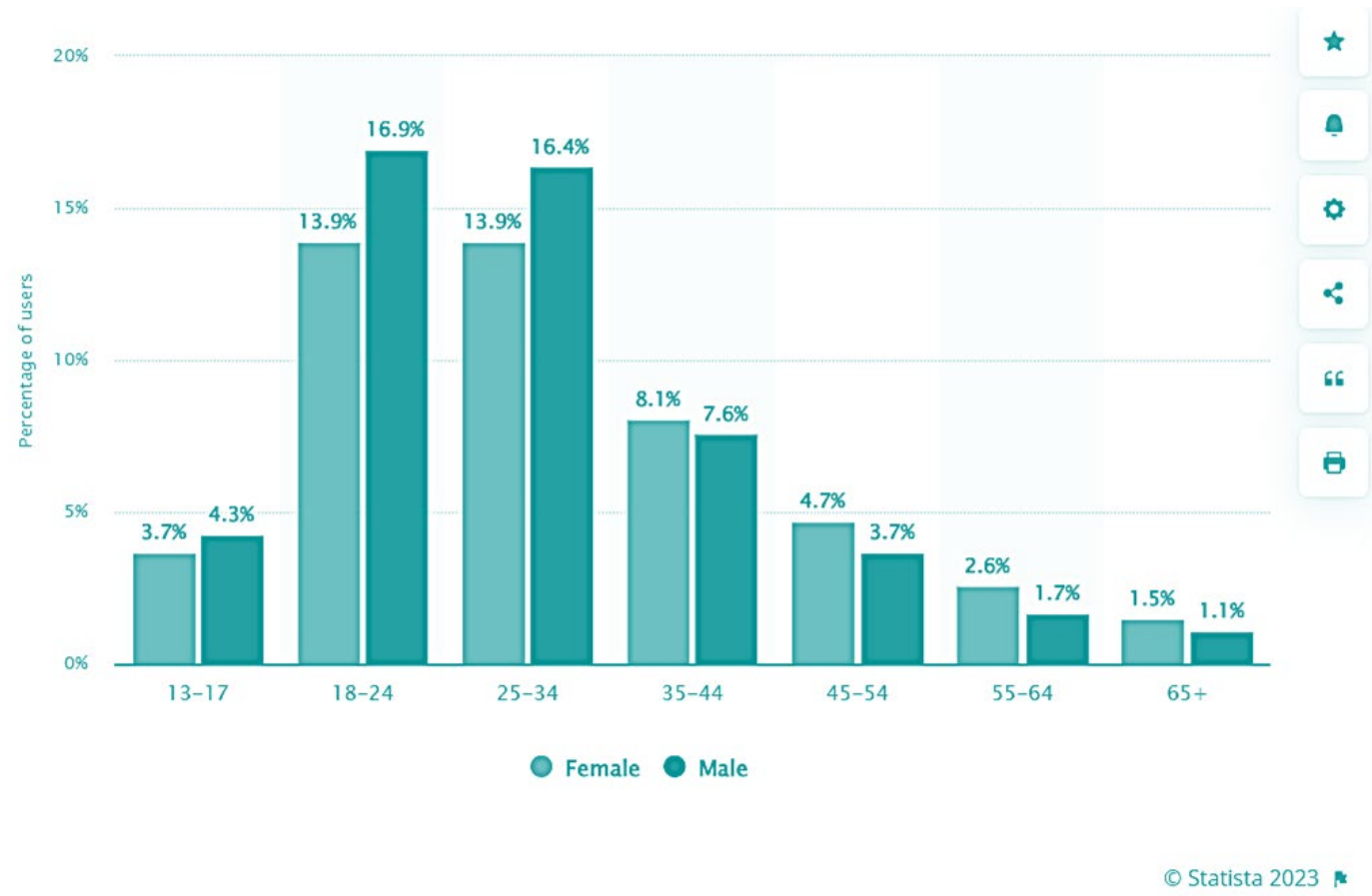
# Distribution of Facebook Users Worldwide, by Age and Gender



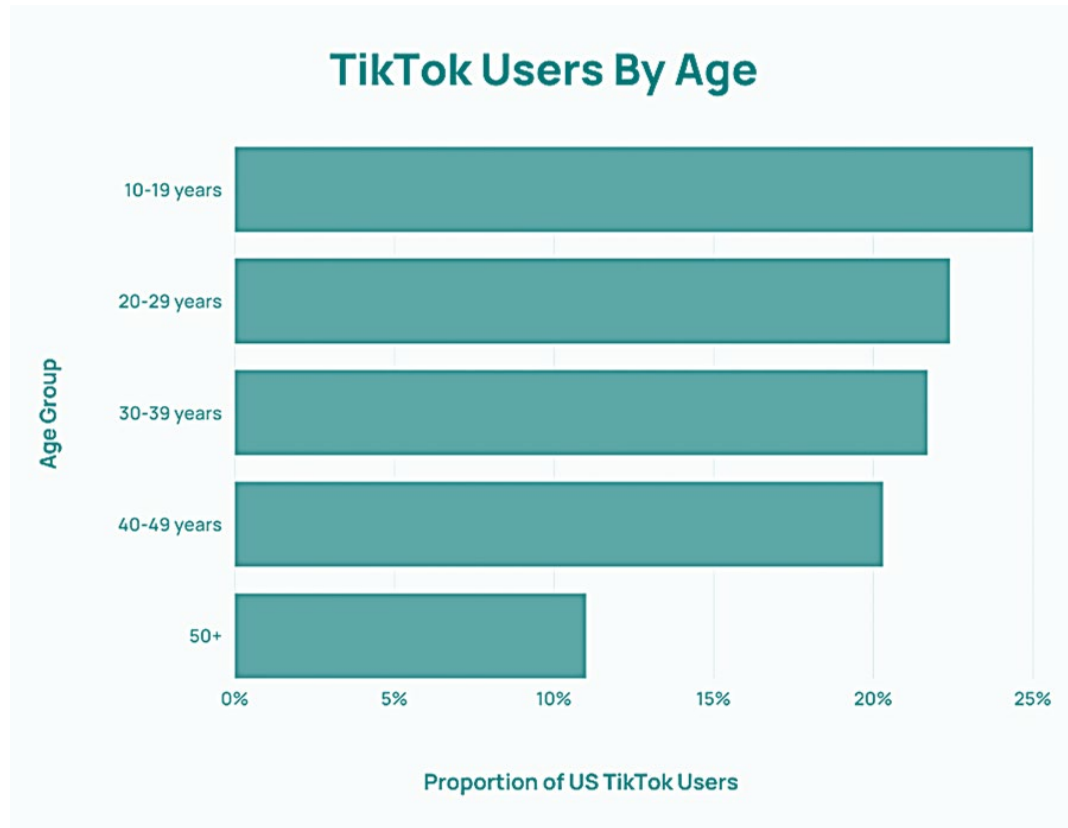
© Statista 2023

[statista.com/statistics/376128/facebook-global-user-age-distribution](https://www.statista.com/statistics/376128/facebook-global-user-age-distribution)

# Distribution of Instagram Users Worldwide, by Age and Gender



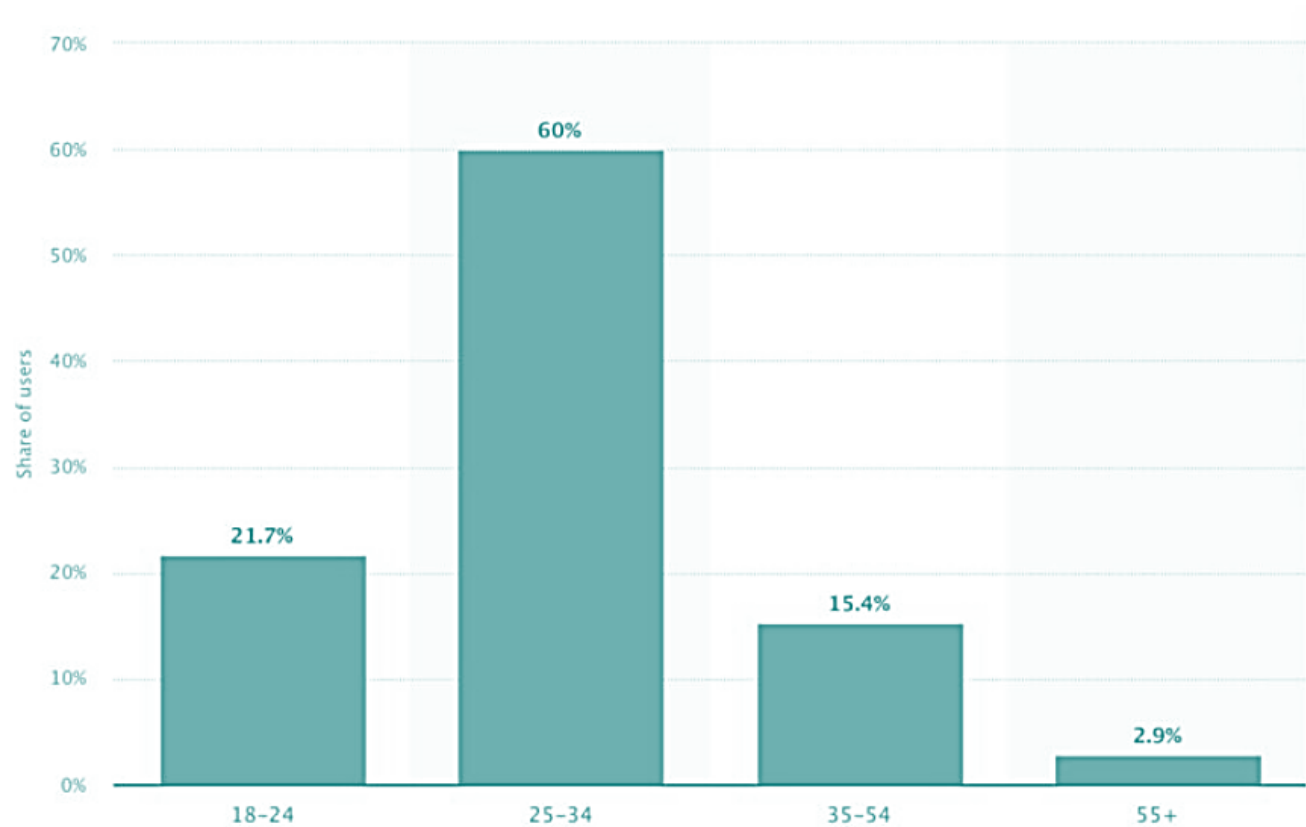
# US TikTok Users By Age as of July 2023



- The majority of TikTok users *and* creators are female.
- [explodingtopics.com/blog/tiktok-demographics](https://explodingtopics.com/blog/tiktok-demographics)

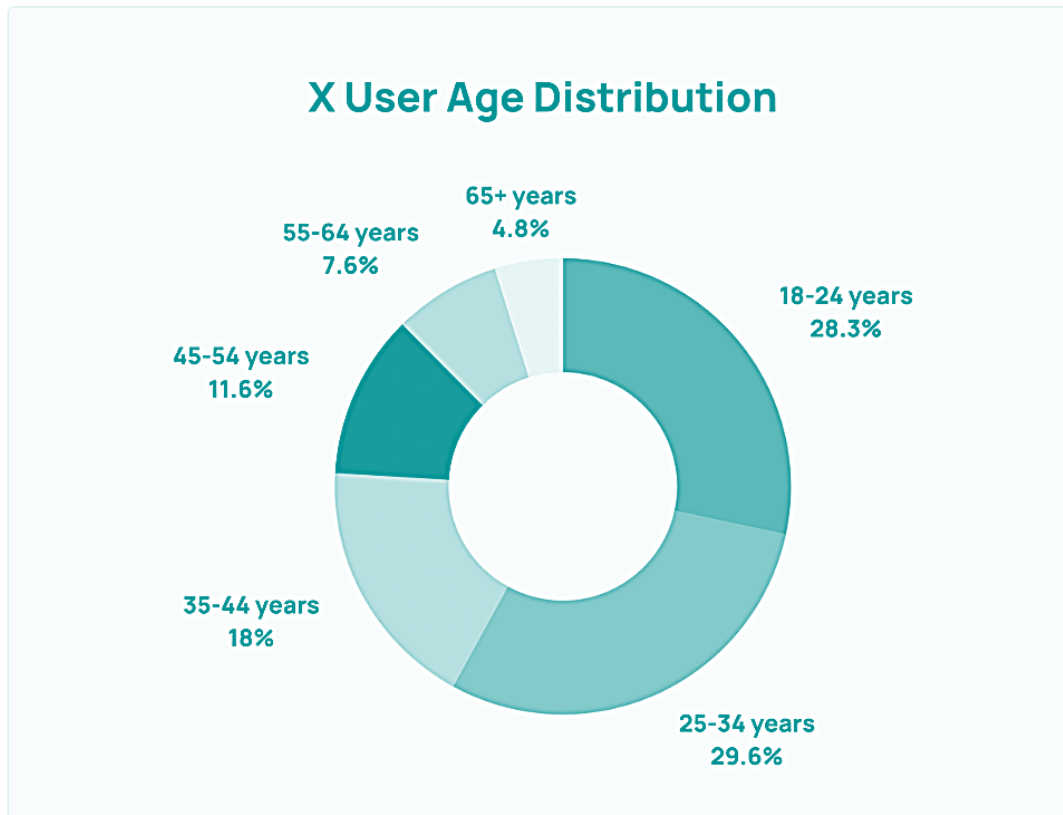


# Distribution of LinkedIn Users Worldwide, by Age Group



- 57.2% of LinkedIn users identify as men
- [blog.hootsuite.com/linkedin-demographics-for-business](https://blog.hootsuite.com/linkedin-demographics-for-business)

# X Users By Age



- According to data from August 2023, users are split almost exactly at a 2:1 ratio among males (66.72%) and females (33.28%).
- [explodingtopics.com/blog/x-user-stats](https://explodingtopics.com/blog/x-user-stats)

A high-angle, close-up photograph of a person's hands working at a desk. The person is wearing a tan sweater and is writing in a spiral-bound notebook with a black pencil. To the left is a silver laptop with a black keyboard. In the top left corner, there is a white mug on a wooden coaster. The desk is white, and the overall lighting is soft and natural. The word "Strategies" is overlaid in white text in the center of the notebook.

# Strategies

## The Three Accountabilities of Social Media

**Content**

**Monitoring**

**Governance**

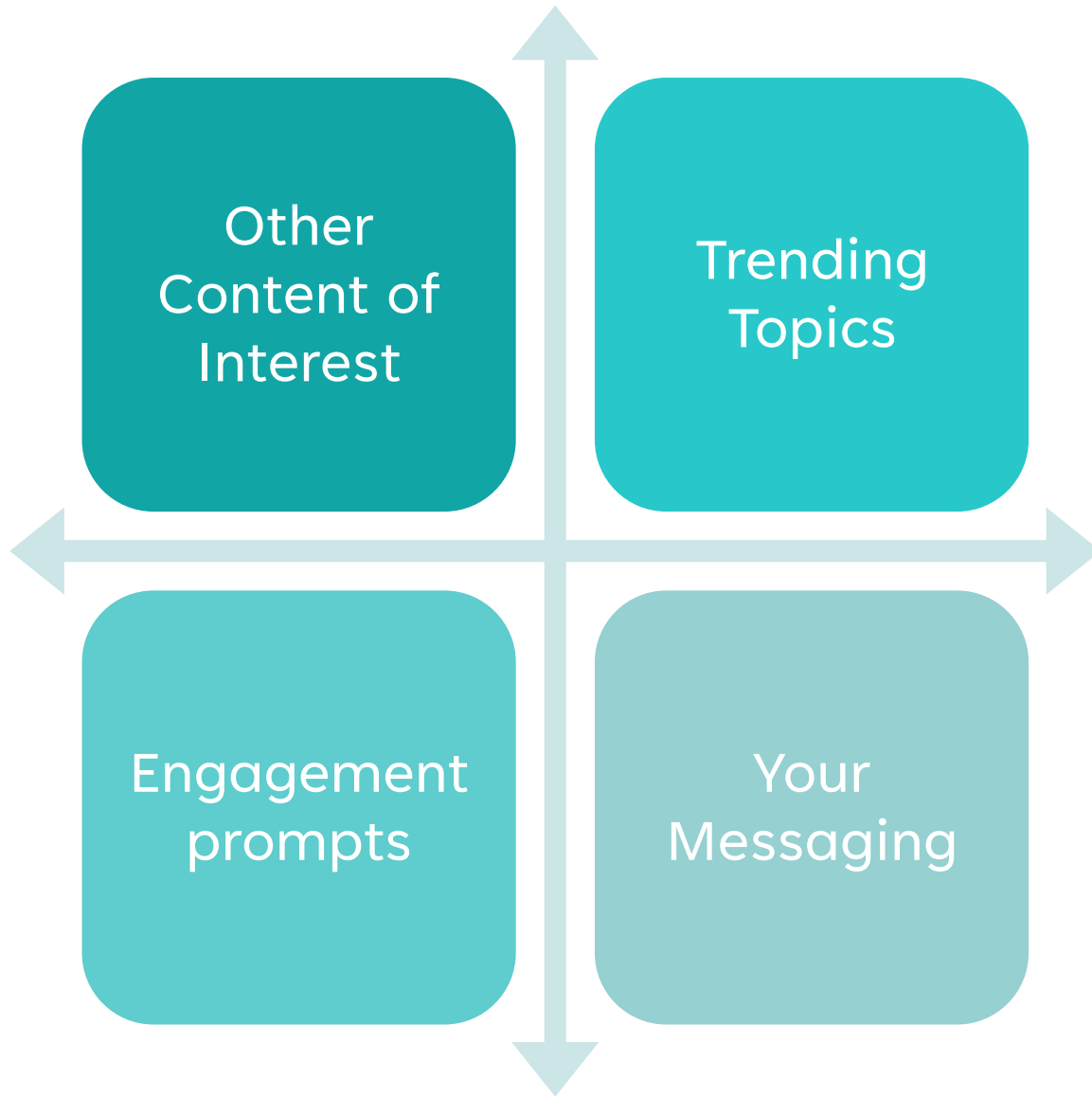


# Content

What are you saying, and why?







# Content Types



# Trending Topics



Examples of Trending Topics

Prominent figures (authors, artists, scientists, etc.) and awards (book awards, Nobel Peace Prize, etc.)

Current events.

Local events and issues.

Mememes and popular shows, series, movies, etc.



# Trending Topics

## Tips for Making it Relevant

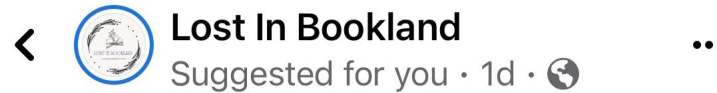
- Tie message back to library offerings.
- Tie it back to a library strategy – increasing circulation, program attendance, growing your audience, raising awareness, etc.
- Use appropriate hashtags and handles.
- Make content (text/visuals) easy to understand and “shareable.”



# Engagement Prompts

## Examples of Engagement Prompts

- Asking open-ended questions.
- Requesting feedback (be prepared to act on it!).
- Encouraging people to tag a friend in their comments.



📖❤️ **Sunday Funday** ❤️📖

✨ **Post the book you're currently reading. Then go back and like the books you've read.** ✨

Like Comment Share

133

4 Shares



21

12 Comme



# Fun, Humorous and/or Visually Engaging

LiverpoolUniLibrary  
@LivUniLibrary

Please don't shelve sandwiches. If you need help differentiating between books & food ask a member of staff #experts



5:03 PM - 15 Dec 2014

2,475 Retweets 1,716 Likes



fulcolibrary  
3,647 followers  
View Profile



View More on Instagram



36 likes  
fulcolibrary

Thank you, @andrewk106 for sharing. #librarydolphin is our new favorite hashtag. . . .  
##Repost @andrewk106 with @repostapp

#dolphinsonparade #librarydolphin spotted near the Atlanta Public Library Central Branch.

wcplonline  
North Regional Library  
View Profile



View More on Instagram



15 likes  
wcplonline

Can't wait to ask Mary Kay Andrews what her favorite recipe is! Join us at North Regional Library this Sunday 2-3:30



# Monitoring

Active listening and reputation management.



# Active Listening



## Monitor social media channels for:

- Trending Topics
- Post Engagement
- Customer Feedback
- Questions
- Negative Comments and Mis- or Dis-information

## Channels to monitor:

- Traditional Social – Facebook, Twitter, IG, TikTok, SnapChat, YouTube, etc.
- Don't Forget! Online Reviews – Yelp, Google, Etc.
- Other – Blogs, Forms, Etc.

# Monitoring & Reputation Management

ALA guidance states that library social media spaces are considered to be a "designated public forum."

Just like any public forum, there should be clear, transparent and fair rules of engagement.

Post moderation guidelines.

Correct mis- or dis-information.

Block damaging or abusive posts.

Ignore trolls unless they are abusive or spreading disinformation.

Social media posts can also be subject to public records laws.



## Example: Portland Library, UK

Welcome to Portland Library.

This group is for anyone interested in Portland library and who wants to engage with our library and with one another|

Portland library has the community at its heart and offers access to a wide range of services for all ages; Latest books, Wi-Fi, Public computers, DVDs, Virtual activities and events.

The group has been set up by Fi and Anna, Portland library's team to keep you up to date with news about the library, share activities for children and adults, post competitions, quizzes and suggestions for reading.

All members can post in the group, and we welcome local, community, topical and book related posts.

When posting or sharing content to the group, please be respectful of our guidelines:

- No business promotion or advertising please.
- No campaigning or political posts.
- Hate speech, bullying, and denigrating comments about race, religion, culture etc. will not be tolerated.
- Healthy debates are welcomed but kindness is essential.

The moderators will remove posts deemed inappropriate, including those using offensive language.

CONTACT:

Portlandlibrary@dorsetcc.gov.uk

01305 820171 [See Less](#)

# How to Implement Active Listening & Monitoring

## Strategies

Monitor social media for comments, messages, reviews.

Respond promptly when appropriate. (Sometimes better to ignore.)

Use auto-responders (ex: Facebook).

Identify most popular content.

Pay attention to trends, popular posts.

Create, share and enforce moderation guidelines that prohibit abusive, inappropriate content.

## Process & Accountability

Identify who will be active listening.

Communicate which channels they are monitoring and when.

Develop a schedule.

Create processes and responses for frequently asked questions and feedback.

Report back.



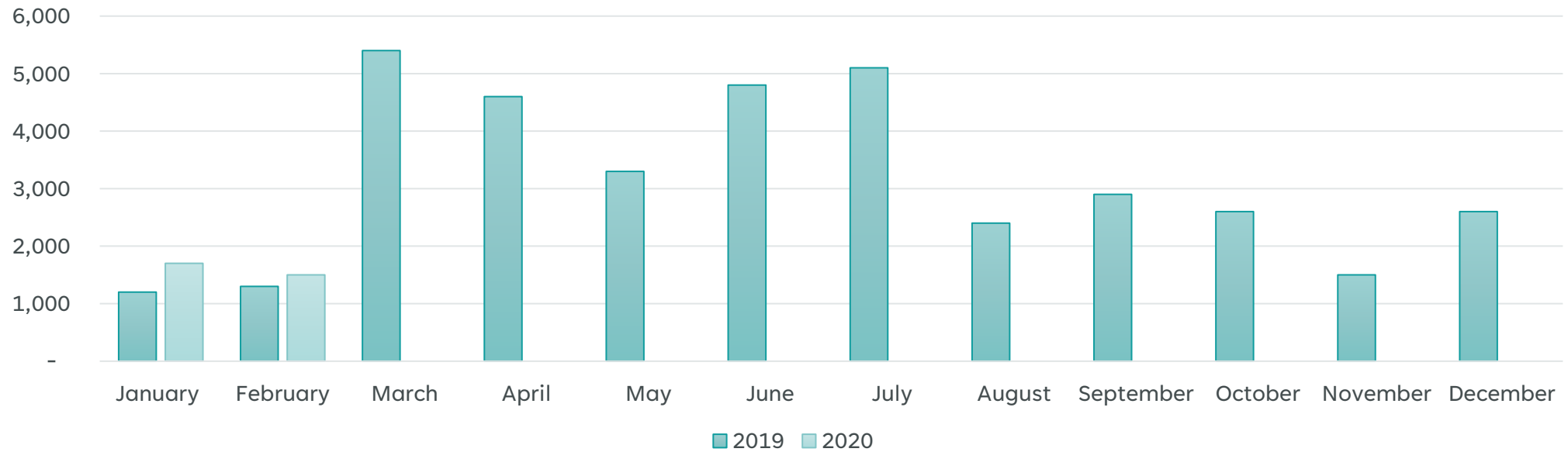


# Analytics

- If possible, use a social media aggregator to save time and give you a broad view of social media.
- Some products (HootSuite, Sprout Social) offer an engagement metric.
- Monitor regularly to see what kinds of posts are getting the most engagement.
- Set a goal!
  - “We want to increase engagement by 5% over last year.”
  - “We want to reach 10,000 followers by the end of 2023.”

# Example: Social Media Metric

Facebook Engagement



# Social Media as a Service Point



Customers come to social media for help and information.

How to prepare:

- Staff monitoring social media need a customer service mindset.
- Know answers to common questions and be consistent.
- Try to maintain consistent response times.



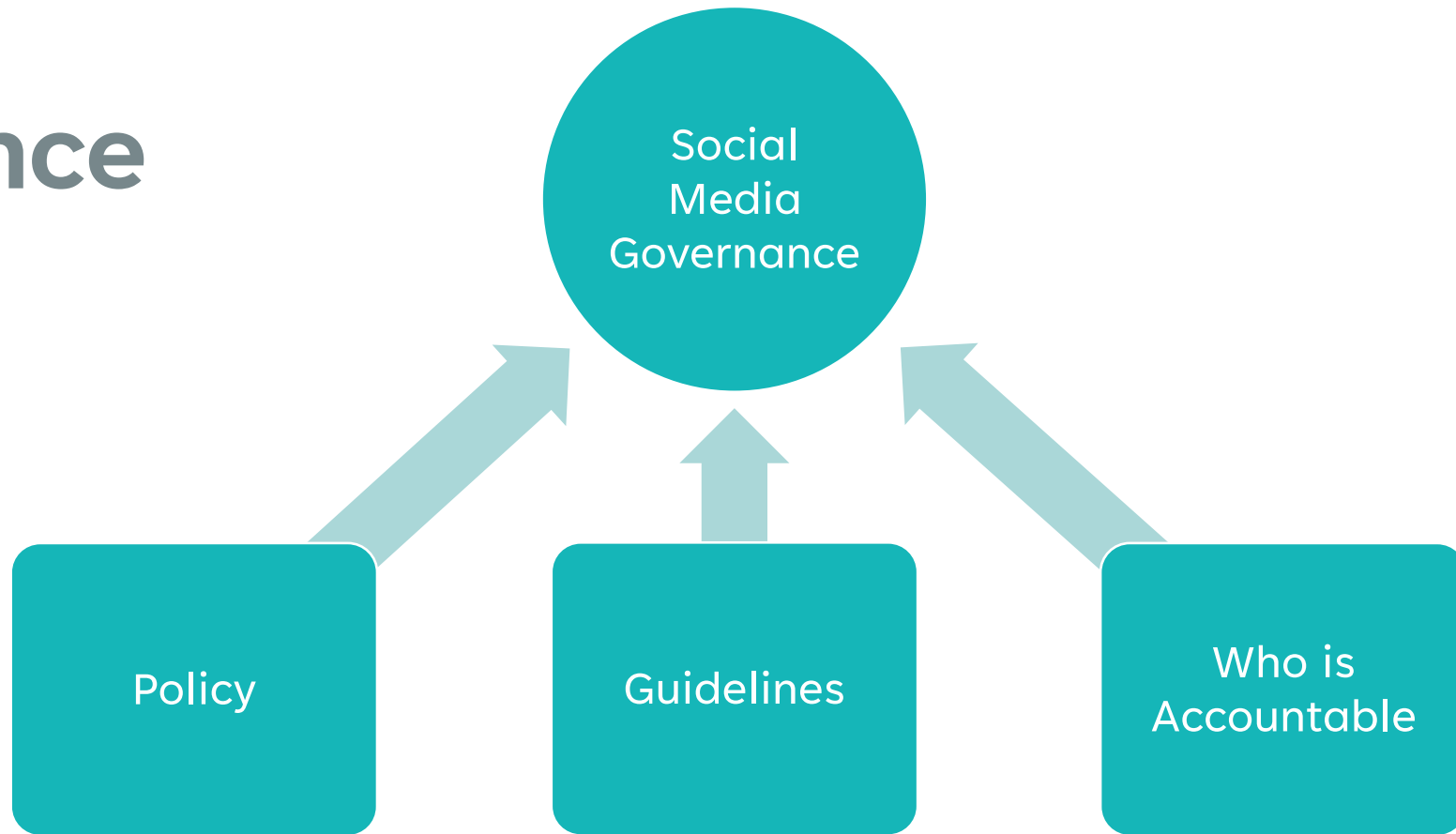
# Governance

Protect your library, your employees  
and your visitors.





# Governance



# Social Media Policy

## ALA Guidance

- Make social media policy publicly available on website and link to the policy from social media platforms when possible.
- Outline appropriate staff behavior and responsibilities.
- Provide recourse for individuals to express complaints or concerns about content.
- Clearly state the consequences for posts that do not meet the policy.

When developing or revising your policy, get feedback from employees, look at examples from other libraries and non-library organizations, and have your legal counsel review it.

If an employee is doing social media for the library, make it part of their job description.



# Social Media Guidelines

While having a social media policy is necessary, the legal language can be intimidating to employees.

Guidelines are your opportunity to emphasize the *positive* aspects of social media!

Look to other libraries for success stories and best practices.

Celebrate employees who are doing a great job on social media.

Guidelines can include:

- Best practices.
- Suggestions for types of content.
- Brand and graphics standards.
- Pathway to participation – i.e. how employees can contribute to social media.



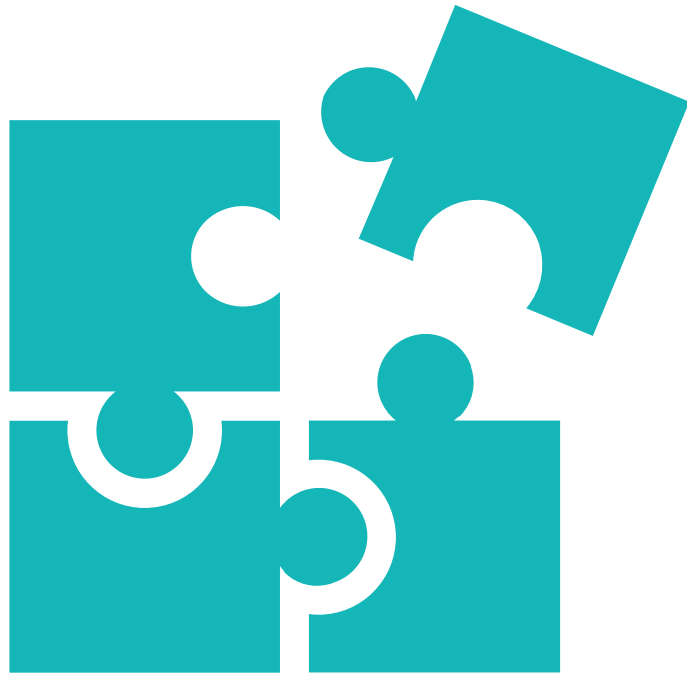
# Who Is Accountable

- As part of your policy and/or guidelines, clearly outline who is accountable for social media.
- Identify the employee(s) or department(s) who are responsible for:
  - Content
  - Monitoring
  - Enforcement of Policy





# Social Media Governance Models



Fully Centralized  
Fully Decentralized  
Hybrid



# Fully Centralized

Content, Monitoring and Governance all reside with one person or department.

Pros: Complete control, low reputation risk.

Cons: Less creativity, lower engagement.



Social  
Media



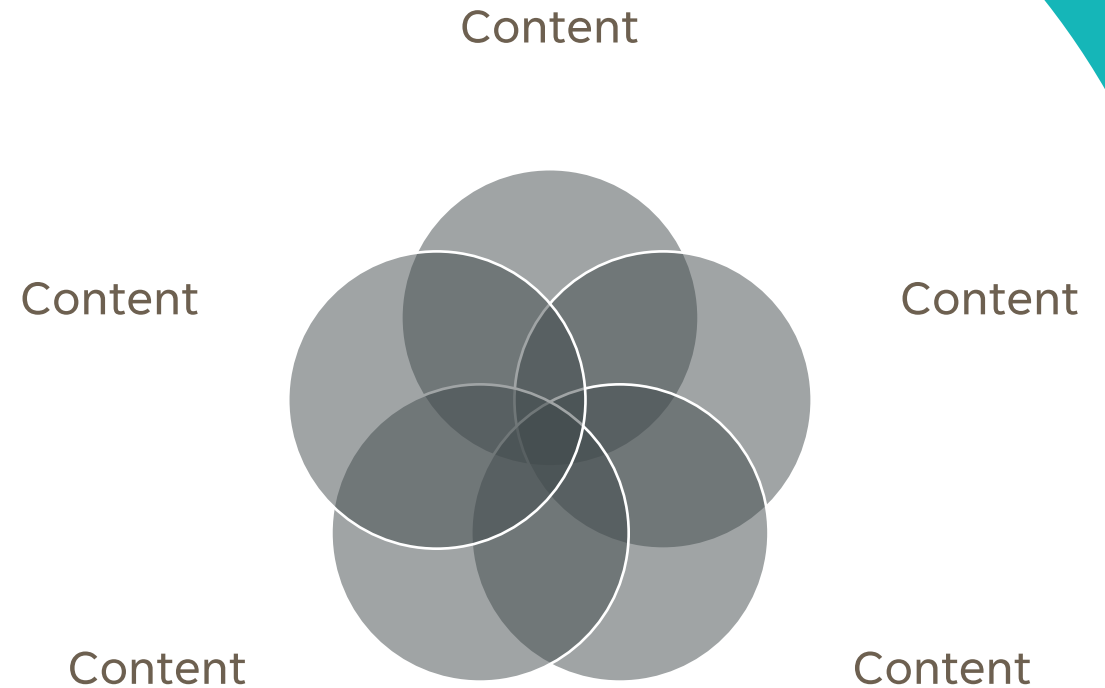
# Fully Decentralized

Content, Monitoring and Governance reside with many different people and/or departments.

Pros: Lots of ideas at the table, more potential content.

Cons:

- Monitoring difficult or impossible.
- Diffusion of responsibility.
- Mixed and competing messages.
- Reputation risk.



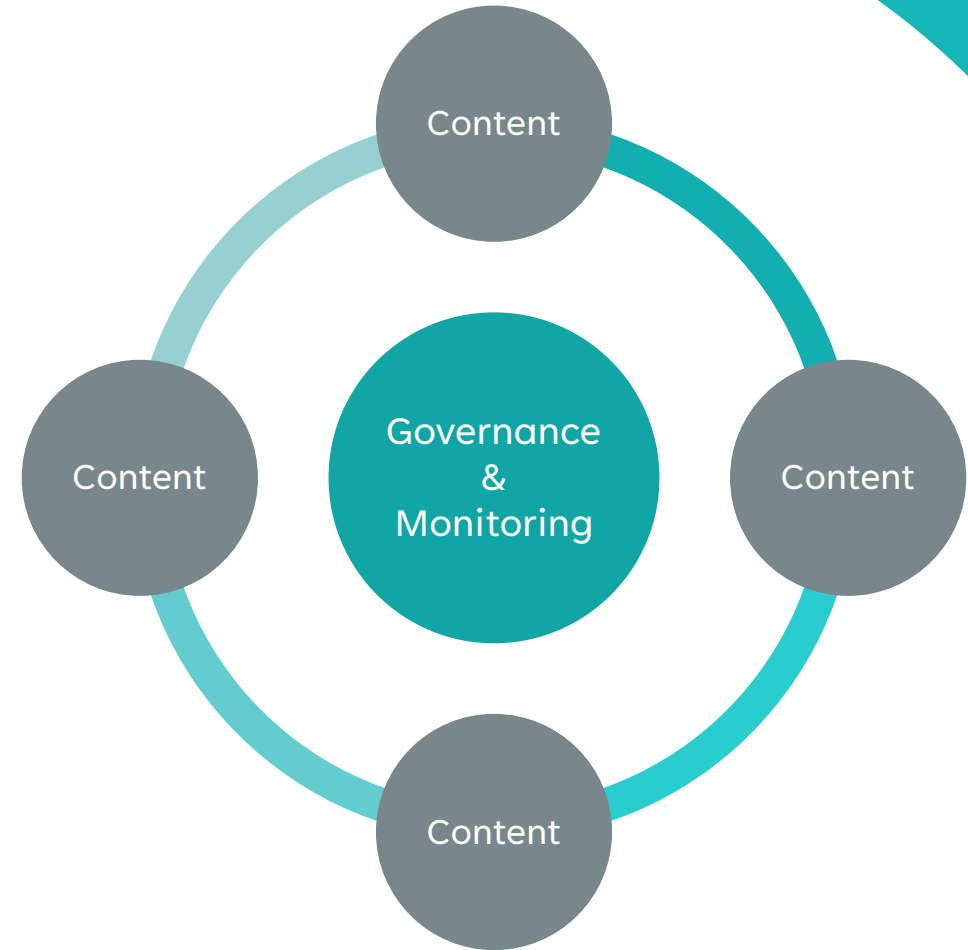
# Hybrid Model

Content is shared among many people and/or departments.

Monitoring and Governance reside with one department.

Pros: Good mix of accountability and creativity, higher engagement.

Cons: Some reputation risk, requires strategy and oversight to manage.







# Final Thoughts





# Getting Started



Change takes time!

You are probably doing some of this already.

Pick one new strategy and start with that.

Keep momentum going.

Remember: It all comes back to the *two-way relationship* with your audiences and followers.



# Finding Collaboration Opportunities

- Create a social media tea” with representatives from across the organization.
- Invite diverse viewpoints and perspectives and be aware of potential biases or blind spots.
- Meet regularly and provide best practices, tips, etc.
- Encourage members to bring their favorite accounts and posts to share and discuss with the team.
- Highlight the good work of team members.

# More Info

**episode 06** library figures podcast //

**HOW YOUR LIBRARY'S STAFF...  
can be experts at  
social media**



featuring  
**CORDELIA  
ANDERSON**

Library Figures Podcast:  
“How your library staff can  
be experts at social media”

[bit.ly/libraryfigures](https://bit.ly/libraryfigures)



# Additional Resources

109 Social Media Demographics Marketers Need to Know in 2023  
[blog.hootsuite.com/social-media-demographics/](https://blog.hootsuite.com/social-media-demographics/)

CNET Article: Libraries lean on Twitter, Facebook and Instagram to reel you in  
[cnet.com/news/libraries-lean-on-twitter-facebook-and-instagram-to-reel-you-in](https://cnet.com/news/libraries-lean-on-twitter-facebook-and-instagram-to-reel-you-in)

Rivistas Article: 12 Must Follow Library Instagram Accounts [rivistas.com/12-must-follow-library-instagram-accounts](https://rivistas.com/12-must-follow-library-instagram-accounts)

Matt Anderson Blog: 100 Libraries to Follow on Facebook  
[mattanderson.org/blog/2013/01/31/100-libraries-to-follow-on-facebook](https://mattanderson.org/blog/2013/01/31/100-libraries-to-follow-on-facebook)

ALA Social Media Guidance: [ala.org/advocacy/intfreedom/socialmediaguidelines](https://ala.org/advocacy/intfreedom/socialmediaguidelines)





# Questions & Answers

# Connect With Me

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