SOCIAL MEDIA MARKETING IN YOUR LIBRARY

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AGENDA

- Content Marketing Basics
- Social Media Overview
- Planning & Execution
- Project Ideas
- Resources
Content Marketing 101
The Basics
Rule #1: Always follow your library’s social media guidelines.
Compelling visuals, audio, and text draw people in and aid in promotion, social engagement, and the development of a library’s personality and presence.
Good content is

- Relevant
- Targeted
- Consistent
- Intentional
Rule #2: Marketing ≠ / = Promotion.
Social Media
An Overview
There are several social media sites that libraries can (and should!) utilize, but for those just starting out this form of library marketing, there are three main hubs to hit:

**The main contenders**
% of US adults using social media platforms

- Facebook
- Instagram
- Twitter

Age groups:
- 13-18
- 18-29
- 30-49
- 50-64
- 65+

PEW Research Center Results as of 2019
Okay, but what do libraries do with social media?

Aside from being engagement platforms all on their own, your social media accounts also act as the main distribution centers for larger forms of content—blog posts, video campaigns, newsletters, etc.
Cross-promote Content

Kristina Kelly gives a rundown of what cosplay is and how you can do it, too! MLCREF.BLOGSPOT.COM

“RECREATING WHAT YOU READ AND WATCH”

MLC’s Kristina has a blog post explaining the ins and outs of #cosplay! #MSLibraries mlcref.blogspot.com/2020/07/recrea...

MLC’s own Kristina Kelly has been missing comic cons, like the Comic-Con International that’s going on virtually now. (Check here for today’s schedule: https://www.comic-con.org/cciat/home/2020/thursday/) In this blog post, she explores the world of cosplay and shows off some incredible costumes and ideas. Click the link to read more! 🤖❤️️
Putting the social back in social media
Breakout Session

What social media accounts does your library utilize? Are they used often? Why or why not?

What are some posts or campaigns that have been successful for your library? Why do you think they worked?

Does your library regularly update its blog? What are some ideas for quality content your patrons would find valuable?
Rule #3: Don't post stuff just to post stuff.
Post things like:

- Polls & contests
- Community news
- Patron recognition
- Memes (of course)
- Staff engagement/BTS visuals
- Short-term engagement
  - Holidays/anniversaries
  - New material announcements
  - Event reminders
Strive to be:

- Consistent
- Creative and fun
- Strategic
- Informal but professional
- Visually appealing
Feeling Overwhelmed?
Planning is Everything

Content Calendar vs Content Schedulers

DIY Options (Google Calendar) Free Templates

Automation across platforms Most cost money
Project Ideas & Resources
Where to Go From Here
Project Ideas

1. A week-long Instagram campaign (National Library Week, SLP, Teen Tech Week, etc.)
2. A short video advertisement for a large-scale library event or new service
3. A content marketing calendar for your library to use for planning and scheduling
4. A series of blog posts and their social media promotions (Book reviews, instructional posts, resource roundups, etc.)
Resources for you:

- Super Library Marketing
- Libraries & Social Media Group
- Content Marketing Institute
- Social Media Examiner
- Social Media Today
- Tech Soup