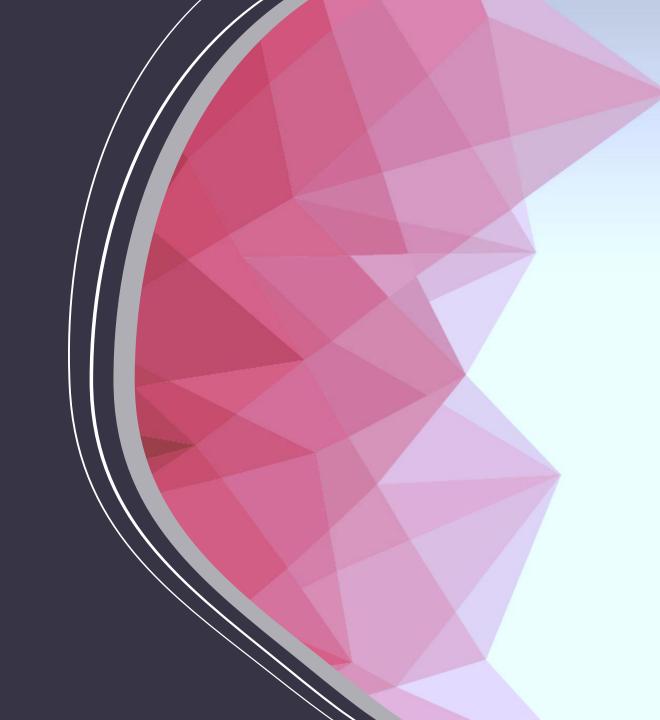
SOCIAL MEDIA MARKETING IN YOUR LIBRARY

KAYLA MARTIN-GANT
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Mississippi Library Commission





- Content Marketing Basics
- Social Media Overview
- Planning & Execution
- Project Ideas
- Resources



RULE #1: ALWAYS FOLLOW YOUR LIBRARY'S SOCIAL MEDIA GUIDELINES.



CONTENT MARKETING

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









RULE #2: MARKETING = / = PROMOTION.

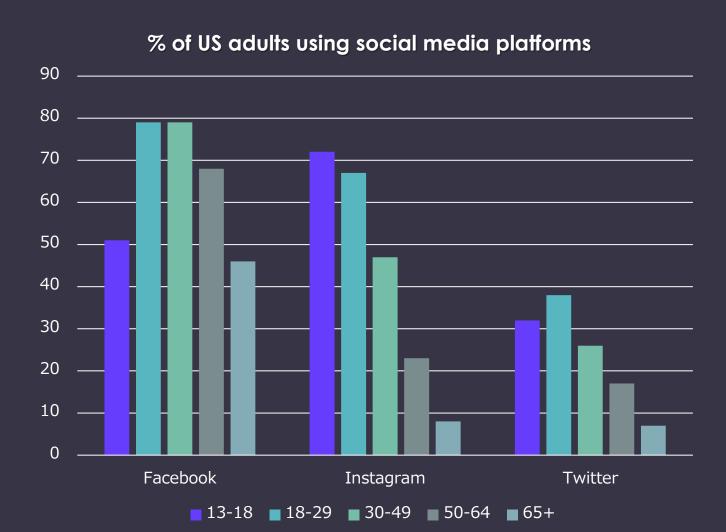




THE MAIN CONTENDERS

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:

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





Mississippi Library Commission @MSLibraryComm

Bummed that you couldn't show off your cosplay this year? Want to know more about cosplay in the first place? Just in time for #ComicConAtHome, 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/cciathome/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!



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Recreating What You Read and Watch

The Mississippi Library Commission is committed to stren..



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



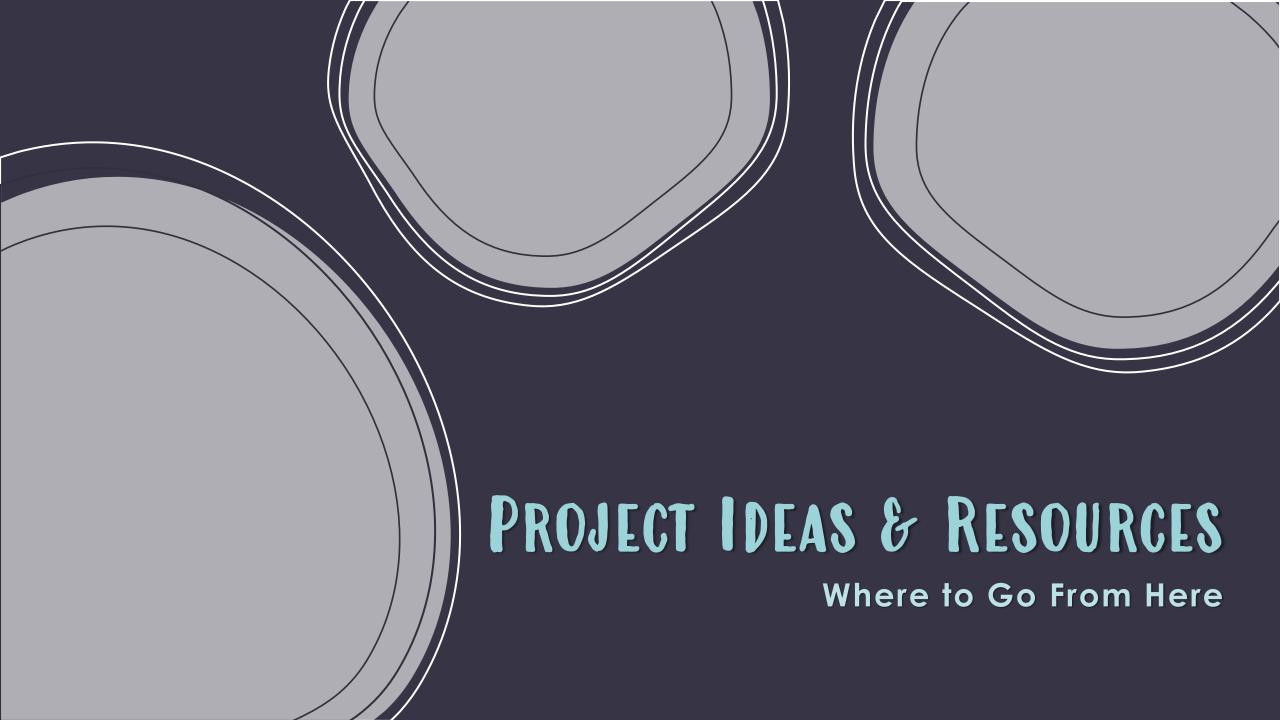
Content Calendar

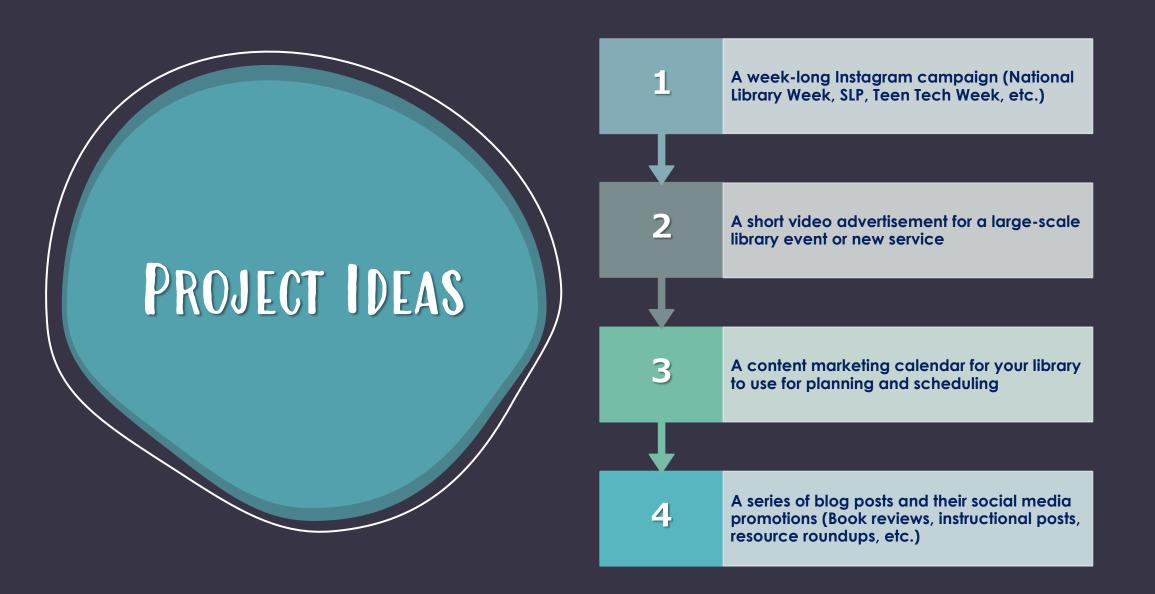
DIY Options (Google Calendar)
Free Templates



Content









RESOURCES FOR YOU:

- Super Library Marketing
- <u>Libraries & Social Media Group</u>
- Content Marketing Institute
- Social Media Examiner
- <u>Social Media Today</u>
- Tech Soup



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