Social Media Tune-Up

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Social Media Omnivore
Who am I?

Social media omnivore

Background in youth services, school librarianship & readers’ advisory

Talent-spotter & social media manager for LibraryLinkNJ, the New Jersey Library Cooperative
What are we doing today?

Fine-tuning

Repurposing effort, time & expertise

Deciding what’s next
Top 5 Tips Overall

Tidy up your accounts

Listen to your Analytics

Use a scheduling service

Embrace pilot projects (and ditch them if they’re not working)

Reconsider email
So, let’s discuss:

What are you using?
How do you feel about it?
It’s ok not to do everything!
Questions for Every Platform

What are you trying to do here?

Who are you reaching?

Who do you want to reach?

How much time can you realistically spend?

Can you throw money at some challenges to make them go away?

If you want to take on something new, can you delegate away some responsibilities or move on from them altogether?
Let’s go!
Fine-Tuning Instagram

Tidy up your account

Instructions | Considerations & checklist

Switch to a Business Profile, get Insights

Instructions

Connect your Profile to your Facebook Page & cross-post directly

Instructions
Instagram Extra Credit

Take better photos!

Tips from Instagram | Tips from Mashable

Hashtags

Get more of your team involved

Set up an IFTTT recipe to cross-post smarter to Twitter

Try Instagram Stories
If This, Then That

If new photo by librarylinknj tagged #twt, then post a tweet with image to @librarylinknj

by librarylinknj

- Created on Aug 04 2014
- Last run Dec 01 2016
- Run 136 times

This Applet usually runs within a few seconds

Check now
This is the original binding for the manuscript inscribed to Dickens' friend Thomas Mitton.
But What About Snapchat?

So much fun!

But also: caveat emptor

Solid use cases: behind the scenes/#librarylife and readers’ advisory

How To Use Snapchat for Readers’ Advisory
Book Riot on How To Talk About Books
NPR Digital Training
Book Riot on Bookish Accounts to Follow
Fine-Tuning Facebook

Switch from a Shared Login to an Admin Role

Merge Pages

Make a standing date with your Insights

Join & participate in relevant local & professional Groups
## Fun With Insights

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<th>Title</th>
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Facebook Extra Credit

Boost posts if you can

Invite Page Likes from Boosted posts
Plot Twist: Reconsider Email
Questions?
Fine-Tuning Twitter

Warm up your voice

Embrace images

Schedule your Tweets & Retweets

Check your Analytics monthly
Twitter Extra Credit

Re-schedule your own Tweets

Live-tweeting major cultural or sporting events

OR: put a pin in it!
Trying & Fine-Tuning Tumblr

On November 13 I solemnly swear that We will be up to no good...

More info coming soon from the Public Library of Brookline
Fine-Tuning Tumblr

More photos, especially GIFs

Establish a queue

Use the bookmarklet

Link to your Instagram

Change up your follows to adjust your feed

Get your tags in order
Steal My Resources!

Buffer Blog

Later Blog

NPR Training

Library Marketing & Outreach FB Group

Libraries & Social Media FB Group
Thank you!

I welcome follow-ups at:

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Twitter: @librarylinknj / @sophiebiblio