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# Social Media Tune-Up

— Sophie Brookover —  
Social Media Omnivore

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# 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!**

Image via [Kindergarten Works](#)

**the MORE  
YOU PRACTICE  
THE PRACTICE  
BETTER  
YOU GET**

# 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](#)



[View Insights](#)

[Promote](#)



♥ cranfordlibrary, pseudandry and 20 others



Posted on Dec 1, 2016, 12:49 PM

|             |       |            |
|-------------|-------|------------|
| 204         | 145   | 25         |
| Impressions | Reach | Engagement |

[What do these mean? ^](#)

**Impressions**

The total number of times your post has been seen.

**Reach**

Number of unique accounts who saw your post.

**Engagement**

Number of unique accounts who liked or commented.

# Instagram Extra Credit

Take better photos!

[Tips from Instagram](#) | [Tips from Mashable](#)

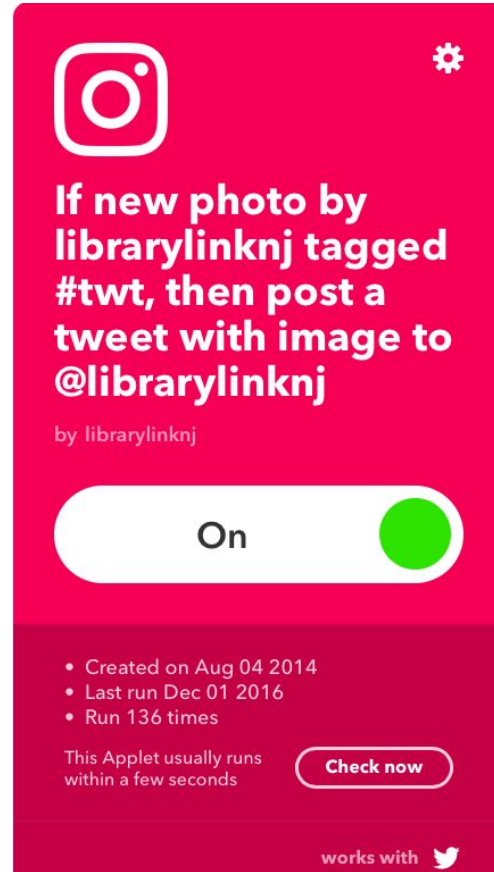
Hashtags

Get more of your team involved



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

Try Instagram Stories

# If This, Then That




The image shows a screenshot of an IFTTT applet interface. At the top left is the Instagram logo, and at the top right is a settings gear icon. The main text reads: "If new photo by librarylinknj tagged #twit, then post a tweet with image to @librarylinknj". Below this, it says "by librarylinknj". A toggle switch is shown in the "On" position with a green circle. At the bottom, there is a list of statistics: "Created on Aug 04 2014", "Last run Dec 01 2016", and "Run 136 times". Below the statistics, it says "This Applet usually runs within a few seconds" and a "Check now" button. At the very bottom, it says "works with" followed by the Twitter logo.


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

by librarylinknj

On 

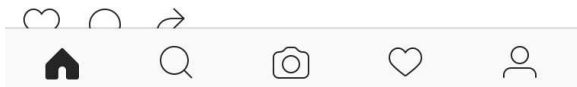
- Created on Aug 04 2014
- Last run Dec 01 2016
- Run 136 times

This Applet usually runs within a few seconds [Check now](#)

works with 



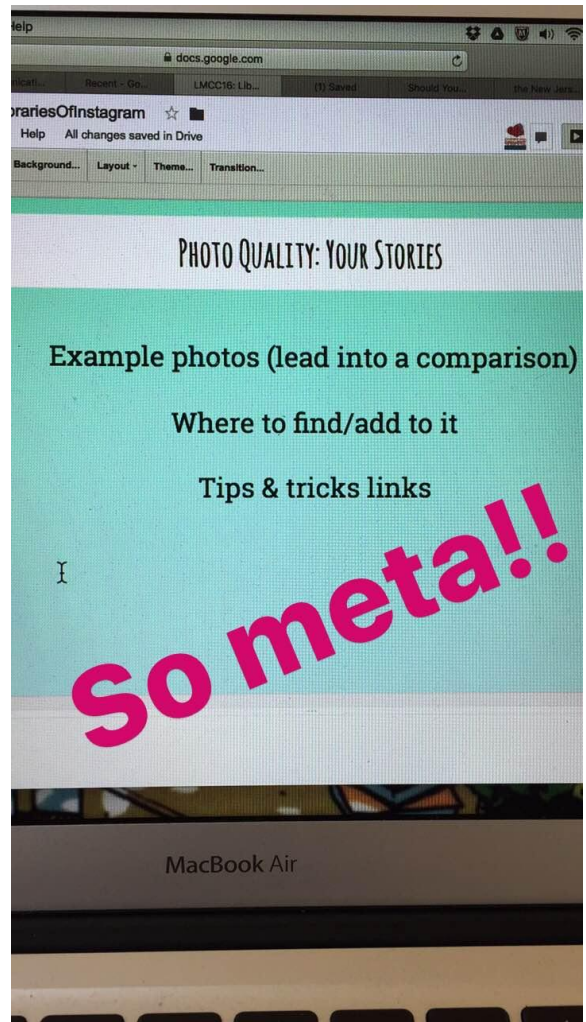
olympiccollelibraries  
Haselwood Library (Olympic Coll... >



themorganlibrary 20h

Send Message

This is the original binding for the manuscript - inscribed to Dickens' friend Thomas Mitton



librariesOfInstagram  
Help All changes saved in Drive

PHOTO QUALITY: YOUR STORIES  
Example photos (lead into a comparison)  
Where to find/add to it  
Tips & tricks links

So meta!!

# 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


















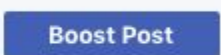











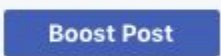





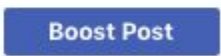






Switch from a Shared Login to an [Admin Role](#)

[Merge Pages](#)

Make a standing date with your Insights

Join & participate in relevant local & professional Groups

# Fun With Insights


|                        |  |   |   |     |  |         |  |  |
|------------------------|--|---|---|-----|--|---------|--|--|
| 12/01/2016<br>12:42 pm |  <a href="#">A crowd eager to network &amp; get in spired</a>   |  |  | 0   |   | 26<br>1 |   |   |
| 12/01/2016<br>12:42 pm |  Full house   |  |  | 2   |   | 25<br>1 |   |   |
| 12/01/2016<br>12:42 pm |  Brett Bonfield (Princeton PL) & La verne Mann (Cherry Hill PL) |  |  | 16  |   | 25<br>5 |   |   |
| 12/01/2016<br>12:42 pm |  Luca Manna (PALS Plus) & Mimi Lee (NJ State Library)           |  |  | 450 |   | 77<br>8 |   |   |
| 12/01/2016<br>12:42 pm |  LibraryLinkNJ Fall 2016 Members hip Meeting                    |  |  | 0   |   | 28<br>0 |   |   |
| 12/01/2016<br>12:42 pm |  LibraryLinkNJ Fall 2016 Members hip Meeting                    |  |  | 0   |   | 26<br>0 |   |   |
| 12/01/2016<br>12:42 pm |  LibraryLinkNJ Fall 2016 Members hip Meeting                   |  |  | 0   |  | 25<br>0 |  |  |




# Facebook Extra Credit

Boost posts if you can

Invite Page Likes from Boosted posts

 **LibraryLinkNJ, The New Jersey Library Cooperative**  
Published by Sophie Brookover [?] · September 28 · 🌐

C is for Cookie! (And cutie pie) 🍪🍪🍪 Recycled cereal boxes as oversized flash cards at Livingston Public Library!



livingstonlibrary







1,535 people reached [View Results](#)

Like Comment Share Buffer

Renita Riley, Krista Calhoun and 33 others

Invite to Like LibraryLinkNJ, The New Jersey Library Cooperative

35

-  Carolyn Aversano  
40 mutual friends  ⚙️
-  Michelle Yeager  
15 mutual friends  ⚙️
-  Renita Riley  ⚙️
-  Krista Calhoun  ⚙️
-  Theresa Sorenson  ⚙️
-  Phillip Francia  ⚙️



**Plot Twist: Reconsider Email**

**Questions?**

# Fine-Tuning Twitter

Warm up your voice

Embrace images

Schedule your Tweets & Retweets

Check your Analytics monthly

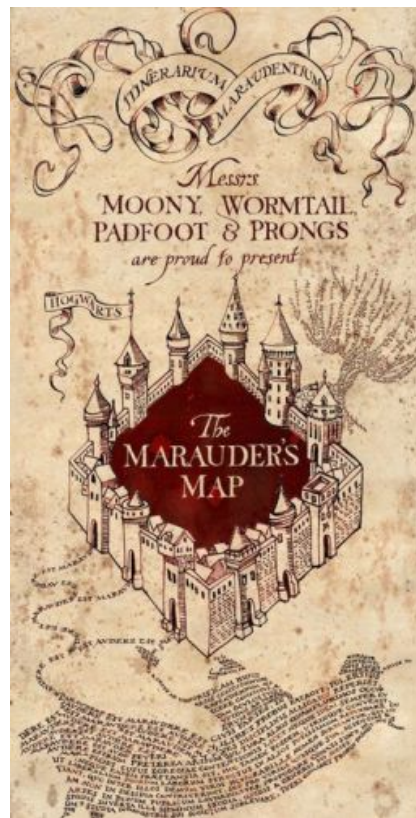
# Twitter Extra Credit

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:

[sbrookover@librarylinknj.org](mailto:sbrookover@librarylinknj.org)

Twitter: @librarylinknj / @sophiebiblio