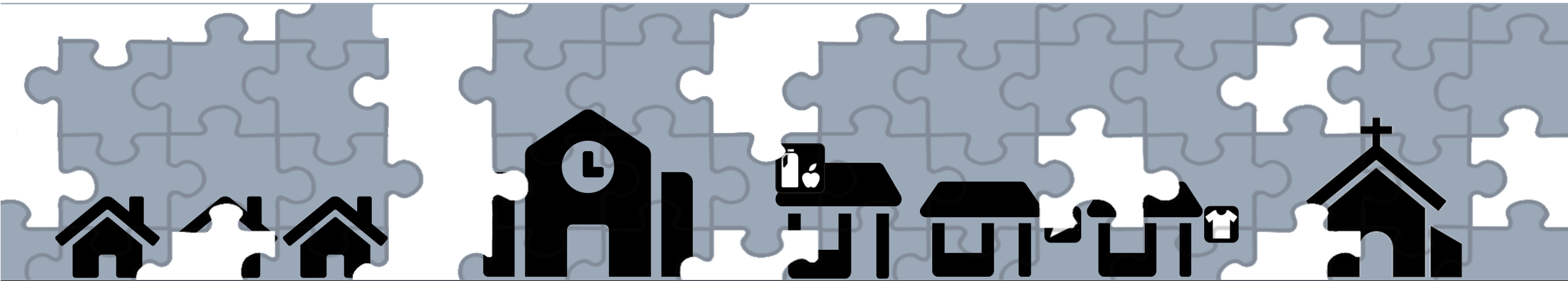


SOCIAL MEDIA & COMMUNITY CONNECTIONS



CAROL FORTIER, LIBRARY DIRECTOR, BEEKMAN LIBRARY

CASEY CONLIN, LIBRARY SUSTAINABILITY COORDINATOR, MHLS

AUDIENCE PARTICIPATION

menti.com



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CONNECTING WITH PATRONS

WHAT ARE YOU HEARING?

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MAKING CONNECTIONS

PARTNERS

- **TOWN GOVERNMENT**
- **LOCAL SENIOR CENTER**
- **OFFICE FOR THE AGING**
- **FOOD BANK**
- **RECREATION DEPARTMENT**
- **RELIGIOUS ORGANIZATIONS**
- **FACEBOOK GROUPS**

MAKING CONNECTIONS



LOCAL KNOWLEDGE

- SOURCES FOR FOOD / TOILETRIES
- VOLUNTEER OPPORTUNITIES
- LOCAL RESTAURANT / BIZ INFO

MAKING CONNECTIONS

LIBRARY RESOURCES

- **ERESOURCES**
- **PATRON ACCOUNT HELP**
- **GENERAL REFERENCE**
- **TECH SUPPORT**
- **TUTORING**
- **JOB SEARCH**
- **WIFI ACCESS**
- **ONLINE MEETING LOANS**

WHO ARE YOUR PARTNERS?

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Planning Communication



PLANNING COMMUNICATION

CONSIDERATIONS

- **LIBRARY SOCIAL MEDIA POLICY**
- **AVAILABLE CHANNELS / OUTLETS**
- **WHICH WORK BEST**
- **WHEN SHOULD INFO GO OUT**
- **WHO MANAGES CONTENT**
- **WHO MANAGES POSTS**

SAMPLE COMMUNICATION SCHEDULE

Sample Communication Schedule

Date	Time	Item	Owner	Channel
4/1/2020	10:00 AM	Virtual Children's Programming Schedule	Ms. Jen	eNewsletter
4/1/2020	10:00 AM	April Teen Lab on 4/15	John	eNewsletter
4/1/2020	10:00 AM	Weekly Tech Help Sessions	Bonnie	eNewsletter
4/1/2020	10:00 AM	Local History Presentation on 4/21	Bonnie	eNewsletter
4/1/2020	10:00 AM	Census Reminder	Bonnie	eNewsletter
4/1/2020	8:00 PM	eNewsletter post	Bonnie	Facebook
4/1/2020	7:00 AM	Census Reminder	Bonnie	Website Post
4/2/2020	8:00 PM	Virtual Storytime Signup	Ms. Jen	Facebook
4/2/2020	8:00 PM	Virtual Storytime Signup	Ms. Jen	Instagram
4/3/2020	8:00 PM	April Teen Lab on 4/17	John	Facebook
4/3/2020	8:00 PM	April Teen Lab on 4/17	John	Facebook Home School Group
4/3/2020	8:00 PM	April Teen Lab on 4/17	John	Instagram
4/4/2020	10:00 AM	Weekly Tech Help Sessions	Bonnie	Facebook
4/5/2020	8:00 PM	Local Business Feature	Bonnie	Facebook
4/5/2020	8:00 PM	Local Business Feature	Bonnie	Instagram
4/6/2020	7:00 AM	April Teen Lab on 4/15	John	Website Post
4/7/2020	8:00 PM	RBDigital Magazines Promotion	Bonnie	Facebook
4/7/2020	8:00 PM	RBDigital Magazines Promotion	Bonnie	Instagram
4/11/2020	10:00 AM	Weekly Tech Help Sessions	Bonnie	Facebook
4/13/2020	7:00 AM	Local History Presentation on 4/21	Bonnie	Website Post
4/13/2020	10:00 AM	Local History Presentation on 4/21	Bonnie	Facebook
4/13/2020	8:00 PM	Local History Presentation on 4/21	Bonnie	Instagram
4/14/2020	8:00 PM	Virtual Storytime Signup	Ms. Jen	Facebook

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Date	Time	Item	Owner	Channel
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4/1/2020	10:00 AM	April Teen Lab on 4/15	John	<u>eNewsletter</u>
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4/5/2020	8:00 PM	Local Business Feature	Bonnie	Facebook
4/5/2020	8:00 PM	Local Business Feature	Bonnie	Instagram
4/6/2020	7:00 AM	April Teen Lab on 4/15	John	Website Post

4/14/2020

8:00 PM

Virtual Storytime Signup

Ms. Jen

Facebook

Sample Communication Schedule

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4/15/2020	8:00 PM	April Teen Lab on 4/17	John	Facebook Home School Group
4/15/2020	8:00 PM	April Teen Lab on 4/17	John	Instagram

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4/7/2020	8:00 PM	Census Magazine Promotion	Bonnie	Instagram
4/11/2020	10:00 AM	Weekly Tech Help Sessions	Bonnie	Facebook
4/13/2020	7:00 AM	Local History Presentation on 4/21	Bonnie	Website Post
4/13/2020	10:00 AM	Local History Presentation on 4/21	Bonnie	Facebook
4/13/2020	8:00 PM	Local History Presentation on 4/21	Bonnie	Instagram
4/14/2020	8:00 PM	Virtual Storytime Signup	Ms. Jen	Facebook

SAMPLE COMMUNICATION SCHEDULE

April 1

- **eNewsletter**
 - Virtual Children's Programming Schedule (Ms. Jen)
 - April Teen Lab on 4/15 (John)
 - Weekly Tech Help Sessions (Bonnie)
 - Local History Presentation on 4/21 (Bonnie)
 - Census Reminder (Bonnie)
- **Facebook**
 - eNewsletter post (Bonnie)
- **Website Post**
 - Census Reminder (Bonnie)



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- Scheduling Posts to Instagram, FB, Twitter, Pinterest
- Ideal for Accounts with Business Profiles



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Custom Crop Size

Social Platform Crop Sizes



Square Crop
1:1



Instagram Portrait
1:1.25



Instagram Landscape
1.91:1



Twitter Post
1.77:1



Discard Changes

Update Image



More Training

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SOCIAL MEDIA BEST PRACTICES

WITH COURTNEY
WIMMERS

APRIL 15

[HTTPS://BIT.LY/34RR5HR](https://bit.ly/34RR5HR)

[HTTPS://BIT.LY/3A1Y7UG](https://bit.ly/3A1Y7UG)

Social Media Questions

Let us know what questions you have about social media, or topics you want to learn more about. You can submit your questions anonymously. We'll do our best to answer your question at our upcoming Social Media Best Practices Webinar.

Social media question

Your answer

Name (Optional)

Your answer

Email (Optional)

Your answer

Submit

QUESTIONS

?

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