



SOCIAL MEDIA STRATEGY

Summary

Abstract

As a result of a full social media audit done by Top Draw, here are some suggested guidelines from using social media as a method of marketing and advocacy.

Best Practices for Social Media

Below are some tips and things to keep in mind as you use social media as an organization. Social media has some best practices that you should follow in order to find success utilizing them as a marketing tool.

Platform-based

- Stay current with platform trends and changes.
- Have a clear bio with consistent messaging that is diverse from other platforms.
- Review analytics regularly to understand what type of content the target audience engages with most.
- Reach out to local businesses and influencers to start conversations.
- Use Facebook and Instagram Stories to help show who you are and what you stand for.

Posting

- Publish content on a regular schedule when the audience is more likely to be online (during the recommended times included in this strategy).
- Post the content your audience wants to see.
- Tap into your audience's top reasons for sharing content online: delight, self-promotion, self-fulfillment, and entertainment.
- Use a mix of videos, images, links, and articles.
- Use hashtags to stay relevant and get discovered.
- Create a branded hashtag for customers to use when they engage with a product or service.
- Emoji and hashtag use increases social media engagement.

Imagery

- Don't post without an image: Posting text-only content should be the absolute exception and not the rule. Posts with an image receive far more engagement than those without them.
- Turn your visuals into captivating photos that drive engagement.
- Optimize content for mobile and vertical viewing.
- Profile photos should have the subject matter in the centre of the image and should be the highest resolution. Brands tend to have their logo as the profile image and keep it consistent across all platforms.

Rate of Posting

Facebook: Publish 1 post on Facebook per day at the optimal time.

Twitter: Publish up to 3 Tweets per day at the optimal time.

Instagram: Publish 1 visually appealing post or Instagram Story per day at the optimal time.

Schedule

Below are the recommended publishing times on Facebook, Twitter, and Instagram to use as a guide for posting content to ensure the probability of the highest engagement. It is important to continually be analyzing each platform's performance to ensure that these recommended times remain current.

Day	Channel & Recommended Publishing Time for Highest Engagement
Monday	Facebook: 9-11 AM, 3-4 PM, 5-6PM Twitter: 2-3 PM Instagram: 2-3 PM
Tuesday	Facebook: 8-11 AM, 1-2 PM, 3-5 PM Twitter: 10 AM-4 PM Instagram: 1-3 PM
Wednesday	Facebook: 8-9 AM Twitter: 7-8 AM Instagram: 2-3 PM
Thursday	Facebook: 10-11 AM Twitter: 9 AM-1 PM Instagram: 12-4 PM
Friday	Facebook: 8-10 AM Twitter: 10-11 AM, 12-1PM Instagram: 11 AM-12 PM, 2-4PM
Saturday	Facebook: 9 AM-12 PM, 1-3 PM Twitter: 9 AM-12PM Instagram: 1-2 PM
Sunday	Facebook: 10-11 AM, 1-2 PM Twitter: 10 AM-2 PM Instagram: 9-10 AM, 12-1PM, 3-4 PM, 8-9 PM

Facebook

PRL will use Facebook to share content that showcases employees, library programs, and events. It will also be important to cultivate an online community and engage with it regularly. Facebook focuses on creating an online environment where its users are able to share content and engage with close family and friends. Brands should use Facebook to interact with their target audiences on a personal level and provide benefits through content or personal interactions

Platform Goal: To showcase how essential local libraries are to the community and build an active online platform where individual branches can build personal relationships with current and potential patrons.

Key Actions

Action #1: Publish 1 post on Facebook per day at the optimal time.

- Once per day is optimal for Facebook. A study by Hubspot found that pages under 10,000 fans experienced a 50% drop in engagement per post if they posted more than once per day.

Action #2: Whenever possible aim for your Facebook posts to be about 80 characters.

- According to a study by Hootsuite, posts that are 80 characters or less receive 66% more engagement.

Action #3: Use Facebook to build and engage a loyal community of followers.

- Create content which will start a conversation on your Facebook page. If people direct message or post a question on your wall, answer them in a timely manner to encourage foot traffic and increase the probability that people will come into the library. Also, each day the person who manages the page should check for opportunities to engage the audience by responding to comments. If you ever receive a negative comment, address it publicly within the platform and relocate the conversation into Messenger, when possible.

Action #4: Follow local politicians and prominent community members.

- Ensure you compile a list and have each library follow local mayors, councilors/aldermen, MLAs, and MPs on social media. This will get these decision-makers engaged and invested, while also showing what their local library can do for the community.

Action #5: Start following libraries in larger communities.

- PRL can increase their reach, find high-quality content to curate, and learn from other public libraries' social media presences. Consult Appendix 4 for more information on the channels PRL should pay attention to.

Action #6: Try using polls on Facebook.

- Polls are a great way to get people interacting with your content and it only takes users a

couple of seconds to weigh in on a fun topic, what books the library should acquire, or even give more serious feedback on library services

Action #7: Start to bring the conversation about books online. For instance, you can host a social media book club alongside the in-person book club. An example is below:

- This will allow people to engage with the library and other patrons about the book they are reading in an online space and build excitement for the book club.

Action #8: Use Facebook Live or post more video content.

- Facebook Live video views climbed to 2 billion last year and they get 10 times more comments than regular videos. Videos on Facebook get 135% more organic reach than photos.

-

Action #9: Hold a short story contest on Facebook.

- Ask for a short story with a maximum 1,200 character count. This will encourage people to comment and share the post. Ensure that you provide the entry requirements, due date, and any prize which will be awarded. Prizes could be free books, free movies, tickets to local shows.

Twitter

Twitter is essentially a “microblogging” platform. It prides itself on being the real-time news platform of the internet. This platform creates a straight line of communication between brands and customers to provide quick updates and essential information. It relies on diligent topic tagging (hashtags) to reach relevant audiences. PRL will primarily use Twitter for industry outreach, community management, customer service, as well as the sharing of library events and curated content.

Platform Goal: To build an active online community where individual branches can provide excellent customer service and share curated content relevant to the local library.

Key Actions

Action #1: Publish up to three Tweets per day at the optimal time.

- Social Bakers studied Twitter, taking a random sample of 11,000 tweets from top brands, and concluded that three tweets per day is the point where brands start seeing increased engagement.

Action #2: Wherever possible, keep your posts between 70-100 characters.

- Data from Buddy Media shows that tweets containing less than 100 characters receive, on average, 17% higher engagement than longer tweets.

Action #3: Use Twitter to build and engage a loyal community of followers.

- Create content which will start a conversation on PRL's Twitter accounts. If people direct message or post a question, answer them in a timely manner to encourage foot traffic and increase the probability that people will come into the library.
- Each day the person who manages the Twitter account should check for opportunities to engage the audience by responding to mentions and replies. If you ever receive a negative tweet or comment, address it publicly within the platform and relocate the conversation into the Direct Messenger when possible.

Action #4: Follow local politicians and prominent community members.

- Ensure you compile a list and have each local library follow local mayors, councilors/alderman, MLAs, and MPs on social media. This will get these decision-makers engaged and invested, while also showing what their local library can do for the community.

Action #5: Start following libraries in larger communities.

- PRL can increase their reach, find high-quality content to curate, and learn from other public libraries' social media presences.

Action #6: Follow librarians on Twitter.

- Find librarians with an established following and interesting content and follow them. Read more about this here.

Action #7: Try using polls on Twitter. Here is an example from another library's Twitter feed

- Polls are a great way to get people interacting with your content and it only takes users a couple of seconds to weigh in on a fun topic, what books the library should acquire, or even give more serious feedback on library services.

Action #8: Incorporate humour into your feed.

- If you're going to inject humour into your social media, this is the platform for it. Feel free to share memes about books and libraries. Although funny content not might be the perfect fit for every brand, it typically performs well and is a lighthearted way to diversify your posts.

Instagram

Instagram is a visual platform that focuses solely on users sharing high-quality content. This platform gives companies a unique opportunity to watch how their target audience interacts with products and other companies through images and videos. PRL will utilize Instagram to share visual content and videos that align with local library priorities and events.

Platform Goal: To create awareness for the PRL brand and promote upcoming and ongoing events.

Key Actions

Action #1: Publish one visually appealing post or Instagram Story per day at the optimal time.

- For best results for engagement and acquiring followers and the resources available to your individual libraries, you should create or curate a post every day. Click here for an article to learn more.

Action #2: Wherever possible, keep your Instagram posts between 138-150 characters.

- Instagram is a primarily visual platform, so keep your posts short and sweet and your audience will reward you for it with more engagement.

Action #3: Start utilizing and experimenting with Instagram Stories and short videos.

- Create short video content featuring your librarians giving book recommendations or advice. Even short snippets of video from an event could perform very well with your audience.

Action #4: Make the patrons of your library and the librarian(s) the heroes of the story.

- People love seeing other people having fun. Feature patrons using the library in visually interesting photos and also share the "Because of the Library" feature.

Action #5: Start following libraries in larger communities.

- PRL can increase their reach, find high-quality content to curate, and also learn from other public libraries' social media presences.

Action #6: Hold an Instapoetry contest. Instapoetry usually consists of byte-sized verses of 4-6 lines of poetry and is shared on Instagram.

- People can submit poetry in graphic format to a local library hashtag and also ask them to share it under #instapoet (3,161,941 posts) and #instapoetry (3,018,722 posts). This will encourage people to create content and share it. Ensure that you provide the entry requirements, due date, and any prize which will be awarded.

Action #7: Focus on the people who come into your libraries and the events they participate in.

- Posts that receive the most engagement on Instagram are of people engaged in activities where they are having a great time! Photos with faces get 38% more likes and clicks than those without. Avoid posting logos, quotes, and graphics with a lot of text on this platform.

Hashtags

Hashtags are how social media help users organize and find information about specific topics. When used consistently, your posts will be seen by people searching these hashtags, be categorized by topic and event, and be much easier to find.

Hashtags should be used on Twitter and Instagram. You should avoid using hashtags on Facebook as much unless they are directly related to a specific campaign. On Twitter, you can use a maximum of 5 hashtags per post. Use them in the post as natural language and not at the bottom of the post. On Instagram, you can use a maximum of 30 hashtags per post and it is best to put them in the comment section. Another piece of advice about hashtags: If there is more than one word, capitalize the first letter of each word. This allows users to read and understand the hashtags more easily.

General Hashtags

Top Draw recommends using some general hashtags such as:

- #libraries
- #LibrariesRock
- #LibrariesTransform
- #LibrariesAreForEveryone
- #LibrariesBuildCommunities

These hashtags are popular on Twitter and Instagram and they directly demonstrate the warm, approachable tone and the “here for you” attitude of the library.

Event-specific Hashtags

In addition, ensure you tag the regular events and programming in local libraries to ensure the posts are categorized together, for example:

- #BookClub
- #ArtClub
- #LegoClub
- #PaintNight

Branded Hashtags

You can also consider implementing branded hashtags for each library. Here are some examples:

- #FunAtCamroseLibrary
- #FamiliesLoveEckvilleLibrary
- #DownAtRockyLibrary
- #WelcomeToDonaldaLibrary

Key Performance Indicators

It's important to monitor and keep track of the performance of your social media channels. In order to facilitate this, here is a list of key performance indicators (KPIs) that PRL should watch carefully

month-over-month and year-over-year to track the effectiveness of your social media marketing efforts.

Goal	KPI
Brand Awareness	<ul style="list-style-type: none">● Reach of posts● Follower count● Mentions
Engagement	<ul style="list-style-type: none">● Reactions● Likes● Comments● Shares● Retweets
Community Building	<ul style="list-style-type: none">● Followers● Comments● Inbox or direct messages● Response time to questions and comments

Channels to Follow

Below are the organizations PRL should follow to help grow their reach and gain inspiration for the quality of social media content

Facebook	Twitter	Instagram
<p>-Follow accounts for libraries across Alberta such as:</p> <ul style="list-style-type: none"> -Edmonton Public Library (@EPLdotCA) -Calgary Public Library (@calgarylibrary) -Lethbridge Public Library (@lethlib) -Medicine Hat Public Library (@MHPublicLibrary) -Grande Prairie Public Library (@GPPL.ca) -Banff Public Library (@banfflibrary) 	<p>Follow Twitter accounts for libraries across Alberta such as:</p> <ul style="list-style-type: none"> -Edmonton Public Library (@EPLdotCA) -Calgary Public Library (@calgarylibrary) -Lethbridge Public Library (@lethlib) -Medicine Hat Public Library (@MHPublicLibrary) -Grande Prairie Public Library (@GPPL.ca) -Banff Public Library (@banfflibrary) 	<p>Follow Instagram accounts for libraries across Alberta such as:</p> <ul style="list-style-type: none"> -Edmonton Public Library (@EPLdotCA) - No posts -Calgary Public Library (@calgarylibrary) -Lethbridge Public Library (@lethlib) -Medicine Hat Public Library (@mhpubliclibrary) -Grande Prairie Public Library (@gppubliclibrary) -Banff Public Library (@banffpubliclibrary)
<p>Follow accounts for libraries across Canada such as:</p> <ul style="list-style-type: none"> -Vancouver Public Library (@vancouverpubliclibrary) -Regina Public Library (@ReginaPublicLibrary) -Winnipeg Public Library (@winnipegpubliclibrary) -Toronto Public Library (@torontopubliclibrary) 	<p>Follow Twitter accounts for libraries across Canada such as:</p> <ul style="list-style-type: none"> -Vancouver Public Library (@VPL) -Regina Public Library (@OfficialRPL) -Winnipeg Public Library (@wpglibrary) -Toronto Public Library (@torontolibrary) 	<p>Follow Instagram accounts for libraries across Canada such as:</p> <ul style="list-style-type: none"> -Vancouver Public Library (@vancouverpubliclibrary) -Regina Public Library (@regina_public_library) -Winnipeg Public Library (@winnipegpubliclibrary) -Toronto Public Library (@torontolibrary)
<p>Follow accounts for some select international libraries such as:</p> <ul style="list-style-type: none"> -New York Public Library (@nypl) -Boston Public Library (@bostonpubliclibrary) -Library of Congress (@libraryofcongress) 	<p>Follow Twitter accounts for some select international libraries such as:</p> <ul style="list-style-type: none"> -New York Public Library (@nypl) -Boston Public Library (@BPLBoston) -Library of Congress (@librarycongress) 	<p>Follow Instagram accounts for some select international libraries such as:</p> <ul style="list-style-type: none"> -New York Public Library (@nypl) -Boston Public Library (@bplboston) -Library of Congress (@librarycongress)