

Dynamic Social Media

For public libraries

Facebook

- Worldwide there are over 1.7 billion monthly active FB users
- 1.3 billion people worldwide log in daily
- Age 25-34 most common demographic
- Highest traffic period is 1-3 PM
- Average time spent is 20 minutes

Source: <https://zephoria.com/top-15-valuable-facebook-statistics/>

Facebook Safety

- Decide between admin and editors
- Set up login approvals
- Utilize settings
 - Profanity filter
 - Page moderation
 - Visitor Posts
- Discuss/ create policy for postings by other people

Facebook Ads

- Cost is dependent on number of followers
- Can tailor ad reach



Insights

The screenshot shows the Facebook Insights interface for the 'New Mexico State Library' page. The page is viewed from October 23, 2016, to October 29, 2016. The 'Page Views' metric shows a total of 11 views, which is a 100% increase from the previous period. The 'Reach' metric shows 2 people reached, which is a 97% decrease. Other metrics like 'Actions on Page', 'Page Likes', 'Post Engagements', and 'Videos' are also displayed, but they lack data for the current week.

Page Summary Last 7 days + [Export Data](#)

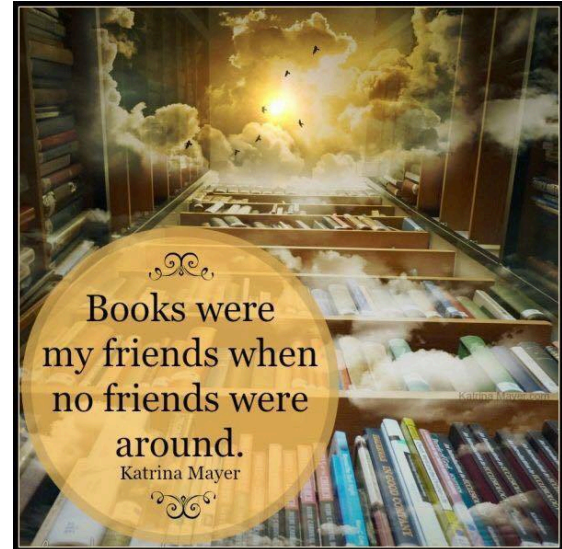
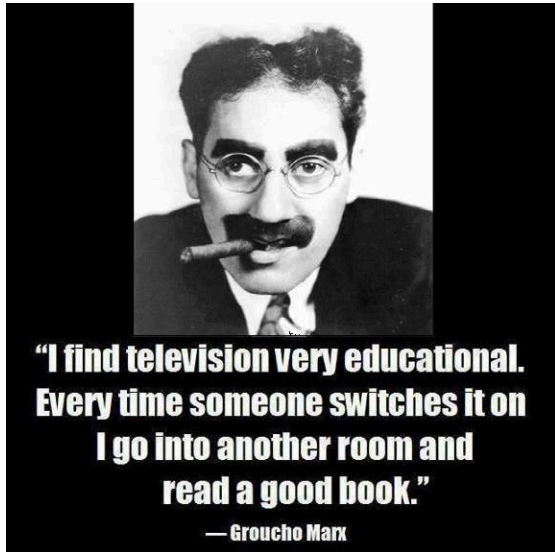
Results from Oct 23, 2016 - Oct 29, 2016. Organic Paid

Metric	Value	Change
Actions on Page	-	-
Page Views	11	▲ 100%
Page Likes	-	-
Reach	2	▼ 97%
Post Engagements	20	▼ 70%
Videos	-	-

Chat (Off)

Facebook Tips

- Remember when posting for library, it's different from your personal account- information should always tie back to the library or the mission of the library.



Facebook Tips

- Pictures always win!
 - Square pictures get seen more than rectangles
- Avoid using “Like” “Comment” “Share”
- Not everyone who likes your page will see your posts - encourage patrons to get notifications
- Don't be self focused
- Post often but not too often
 - Schedule posts

Facebook Tips

- Show behind the scenes content
- Respond to people's questions as quickly as possible
- Use humor
- Be consistent
- Don't be afraid to show videos

Facebook Statistics

- Keep track of statistics!
- Page likes, post likes, comments, shares (use Insight statistics- not just numbers on individual posts)
- Can export statistics to Excel

New Mexico Library FB pages

[Pueblo of Isleta Public Library](#)

[The Public Library of ABQ-Bernco](#)

[Aztec Public Library](#)

[Thomas Branigan Memorial Library](#)

Twitter

- 310 million monthly users
- 29% of social media users in US are on Twitter
- 500 million tweets sent every day
- 77% of users feel more positive toward a company when they respond to a users tweet re: company
- Companies using Twitter for customer service see a rise of 19% satisfaction

Source: <https://www.brandwatch.com/2016/05/44-twitter-stats-2016/>

Twitter

- Goal is to engage with your audience
- Interact with other organizations in your community
- Be wary of over saturation
- Include images
- Hashtags are your friends

#TBT

#FBF

#AmReading

#Bookshelf

#Shelfie

#WhatToRead

Twitter

[The Public Library of ABQ-Bernco](#)

[Hobbs Public Library](#)

[Octavia Fellin Public Library](#)

[Rio Rancho Public Libraries](#)

Instagram

- All image based
- Can add captions but keep them short and sweet
- Share behind the scenes images
- Utilize hashtags like Twitter

Instagram

[Roswell Public Library](#)

[Seattle Public Library](#)

[Denver Public Library](#)

[Phoenix Public Library](#)

Questions?

Comments?

Words of wisdom?