



**MARKETING LIBRARY PROGRAMS FOR INCREASED IMPACT**

**YALSA Symposium -- Friday, November 4, 2016**

**YOUR SERVICE COMMUNITY:** Searching across social media applications to determine which platforms your community uses to successfully promote marketing campaigns.

- Facebook    Snapchat    Instagram    WordPress    Twitter  
 YouTube    Tumblr    Pinterest    Google+    LinkedIn

**ACTIVITY:** When do organizations, businesses, schools, etc. post in your community? When do they experience the most interaction with their social media marketing audience?

Sunday _____	TIME(S) _____
Monday _____	TIME(S) _____
Tuesday _____	TIME(S) _____
Wednesday _____	TIME(S) _____
Thursday _____	TIME(S) _____
Friday _____	TIME(S) _____
Saturday _____	TIME(S) _____

**CONTENT:** What kinds of content are audience members responding to the most? Gifs? Images? Articles? Questions?

**1. Campaign Name** \_\_\_\_\_

**Example** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Response(s)** \_\_\_\_\_  
\_\_\_\_\_

**2. Campaign Name** \_\_\_\_\_

**Example** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Response(s)** \_\_\_\_\_  
\_\_\_\_\_

**CALLS TO ACTION:** Name some popular calls to action in your community and from other libraries you have reviewed?

- Like/Respond    Comment    Share    Click Link    Action  
 Other \_\_\_\_\_

## Social Media Survey

Find three comparable libraries on social media. Try to find someone locally (state) and at least one larger (national, international) group.

### Library 1 \_\_\_\_\_

Social media presence exists on: Facebook Twitter Instagram YouTube Other \_\_\_\_\_

What is their brand narrative: \_\_\_\_\_

How is this narrative shared? \_\_\_\_\_

What are their common calls to action: \_\_\_\_\_

Social Media Strategy: \_\_\_\_\_

### Library 2 \_\_\_\_\_

Social media presence exists on: Facebook Twitter Instagram YouTube Other \_\_\_\_\_

What is their brand narrative: \_\_\_\_\_

How is this narrative shared? \_\_\_\_\_

What are their common calls to action: \_\_\_\_\_

Social Media Strategy: \_\_\_\_\_

### Library 3 \_\_\_\_\_

Social media presence exists on: Facebook Twitter Instagram YouTube Other \_\_\_\_\_

What is their brand narrative: \_\_\_\_\_

How is this narrative shared? \_\_\_\_\_

What are their common calls to action: \_\_\_\_\_

Social Media Strategy: \_\_\_\_\_

## Personal Review

What could you adopt for your social media narrative? \_\_\_\_\_

What does/doesn't work in your examples? \_\_\_\_\_

**What is your library narrative in 3 words:** \_\_\_\_\_

**What is your library narrative in one paragraph:** \_\_\_\_\_

\_\_\_\_\_

**Who is your audience:** income demographics (age, gender, race, etc.) social media habits

**Where do they live:** strictly in person (*Psst! No!*) FB Twitter Instagram Other \_\_\_\_\_

**Is your library accessible to your audience? (Think about this question in context of face-to-face and digital services/products.)** no yes on social media yes online, our website yes through our app

in the community local media (newspaper, radio, community FB groups) other \_\_\_\_\_

**Notes:** \_\_\_\_\_

\_\_\_\_\_

### Have you assembled your native/organic social media marketers?

no in progress yes, library partners yes, library stakeholders competition (they just don't know it!) social media rock stars in the library community library friends/volunteers patrons