#socialmediaplan: Serving Patrons via Social Media

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Learning Objectives

Attendees will be able to . . .

• Make a marketing plan for social media

• Create user-centered social media content
Outline

1. Why a Social Media Plan Is Necessary
2. What a Social Media Plan Is
3. How to Make a Social Media Plan
4. How to Use a Social Media Plan
Why a Social Media Plan Is Necessary
A Social Media Account Is a Product

- Establish your library’s brand
- Push information to patrons
Competition Is Fierce

Irrelevant content

Ad-like posts

Too frequent posts

“Unfollows”
What a Social Media Plan Is
Social Media Plan, Defined

A plan that determines how a library will use social media to reach patrons.
ACU Library Social Media Plan

1. Vision and mission statements
2. Purposes (Goals)
3. Venue and frequency for posts
4. Examples of content
5. Guidelines
6. Controlled vocabulary of hashtags
7. Primary target market
How to Make a Social Media Plan
Get Context

- Strategic plans
- Your patrons – your target market
Learn from Others

- Libraries and librarians
- Your institution
- Literature about social media
Use the Marketing Mix

- Product
- Price
- Promotion
- Place
- People
Product

- Value for patrons
- Content design and quality
Price

- Not free

- How to make it worth patrons’ time
Promotion

• Who and where are your patrons

• How patrons will find your account
Place

- Which platform your patrons use
- Which platform will handle your content
People

- Tone and consistency of posts
- Personal connection with patrons
Get Approved

- Institutional policies
- Your institution’s marketing team
How to Use a Social Media Plan
Revisit the Plan

Review regularly

Revise as needed
Use Free Tools

• Usage data ("insights")

• Filters and other image-editing tools

• Design software: Canva

• Meme generators: Imgflip
Have Fun

ONE DOES NOT SIMPLY GOOGLE SOURCES FOR A PAPER

AFTER GETTING RESEARCH HELP FROM OUR LIBRARIANS
Have Fun

THE WEEK BEFORE CLASSES START

REALIZING YOU DIDN'T ORDER TEXTBOOKS YET

TURKEY INVASION PROMPTS LIBRARY CLOSURE
Questions?

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