



Presented by:

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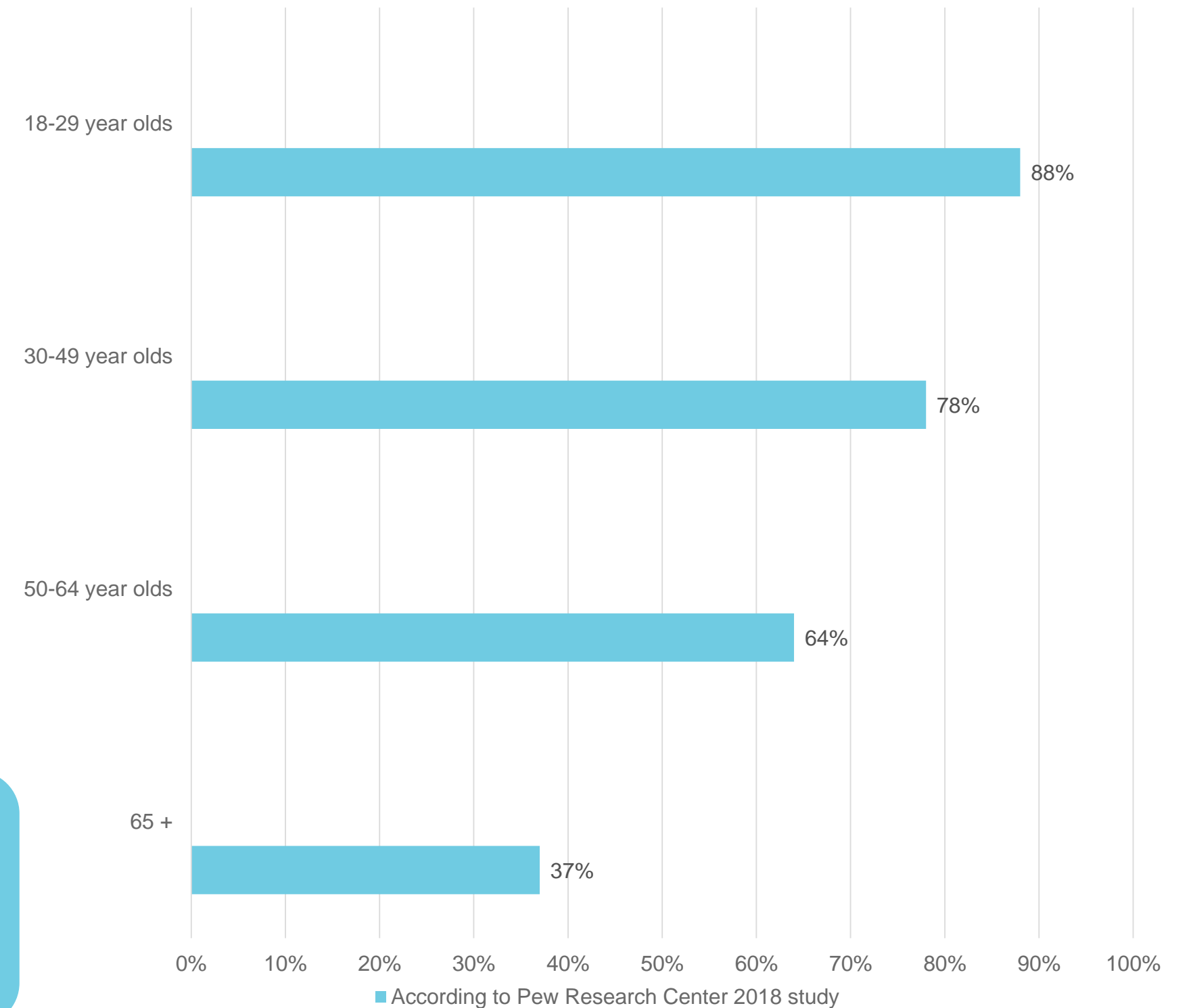
# Social Media Marketing for Your Digital Library

# Why is social media important?



**Social media marketing is an opportunity to target your promotional efforts to specific audiences and people with varying interests.**

## Social media users by age



# Comparing social platforms



## Twitter

- Hashtags
- News stories
- Campaigns
- Trends



## Facebook

- Events
- Quotes
- News stories
- Campaigns



## Instagram

- Visual
- Hashtags
- Captions



Why do you listen to audiobooks?:  
[bit.ly/2KxNgwR](https://bit.ly/2KxNgwR)

### TOP THREE REASONS WHY PEOPLE ENJOY LISTENING TO AUDIOBOOKS:



they can do other things  
while listening



audiobooks are portable and  
people can listen wherever  
they are



they enjoy being read to

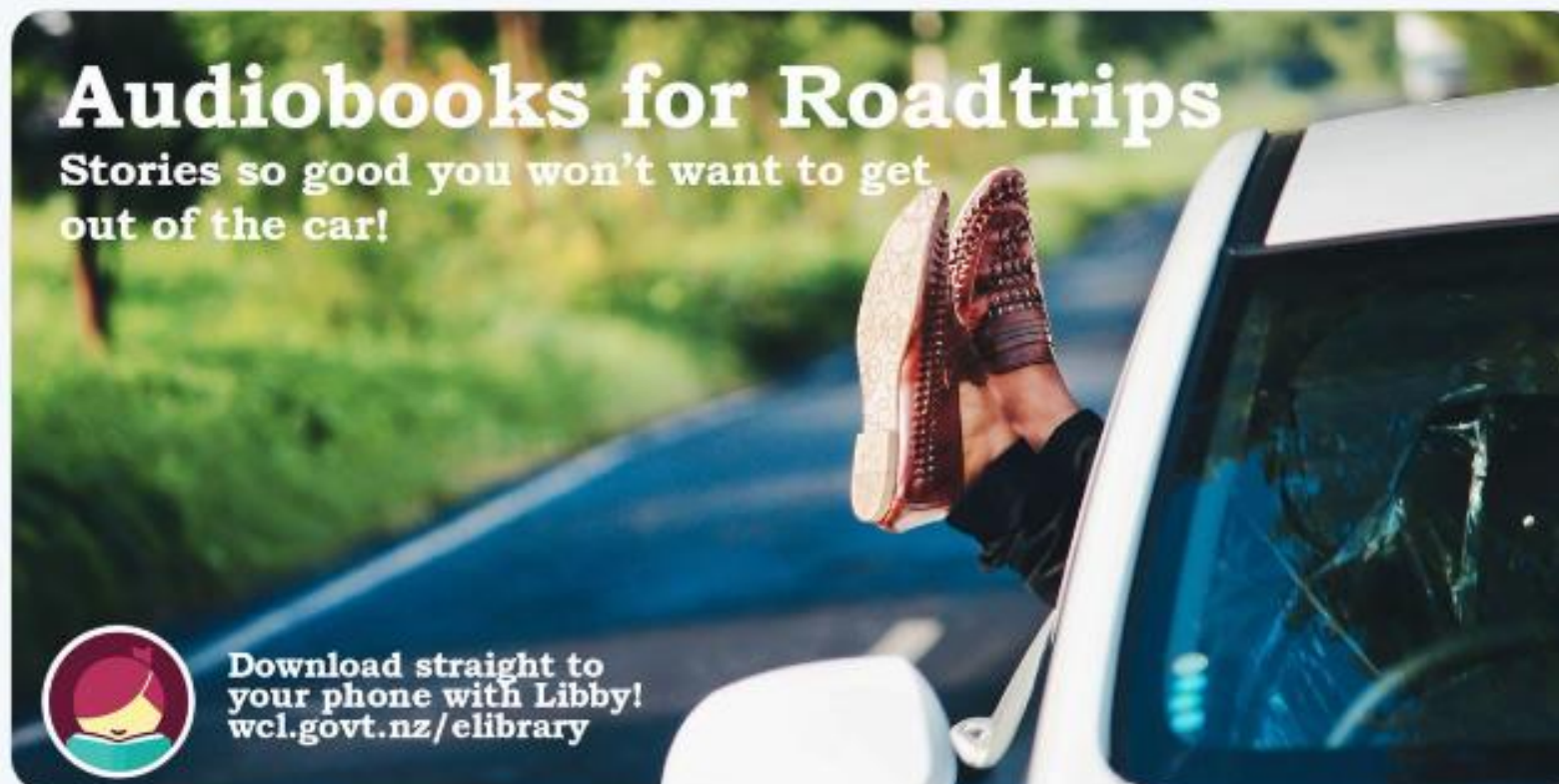
SOURCE: AUDIO PUBLISHERS ASSOCIATION

- 326 million people use Twitter every month.
- 280 character limit means you need to be more succinct than other platforms.



**Wgtn City Libraries** @wcl\_library · 23 Dec 2018

Hitting the road this holiday season? Check out our special collection of eAudiobooks for #roadtrips specially curated by your librarians! Download the #libbyapp and plug in that aux cord and you're away! 😊👍 [bit.ly/2QPGn0Q](https://bit.ly/2QPGn0Q)



**CALS**  
@CALibrarySystem

Follow

Facebook is down and you need something to scroll through? Go grab an ebook from [@OverDriveLibs](https://@OverDriveLibs). So many great titles available at this very moment.

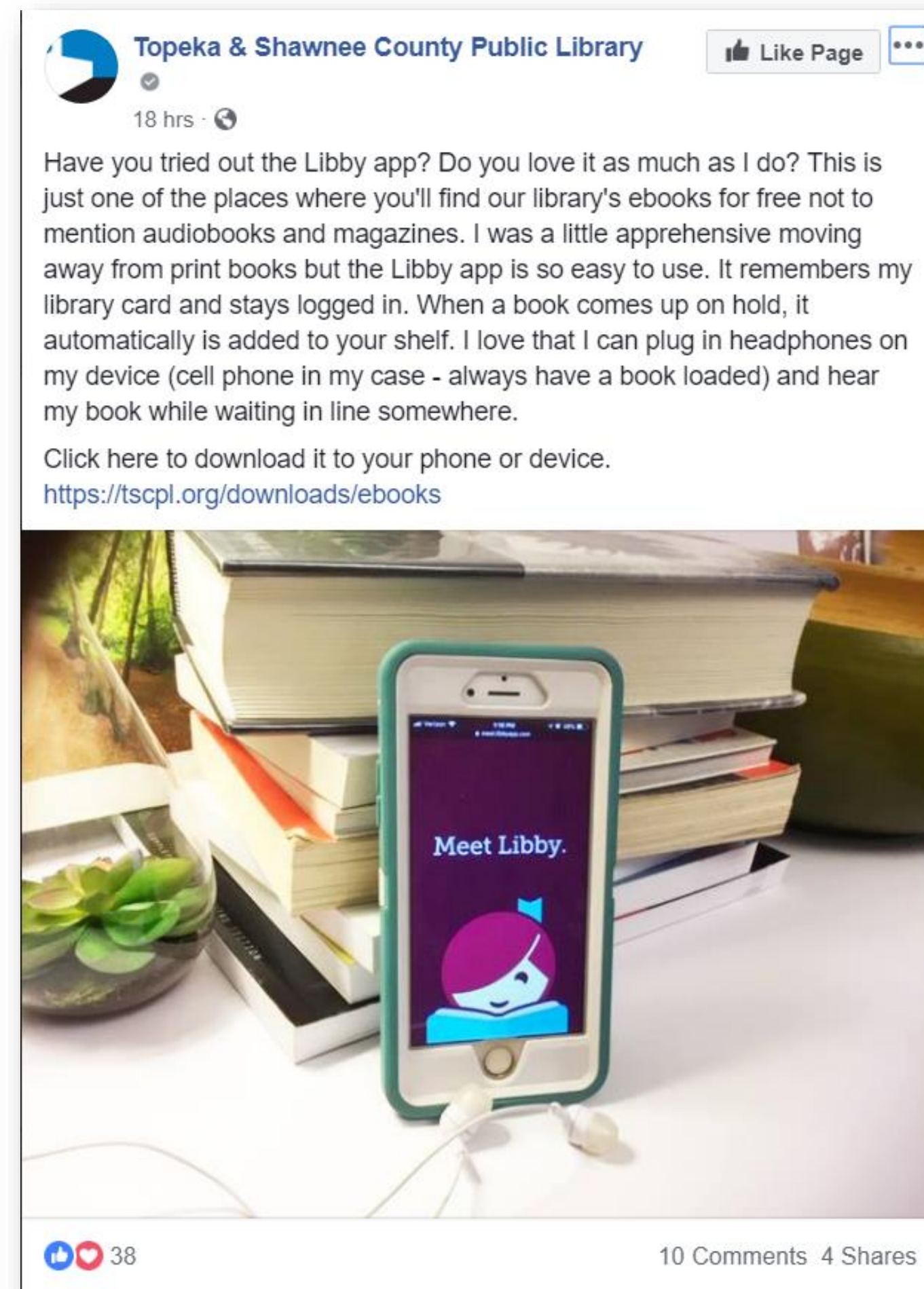
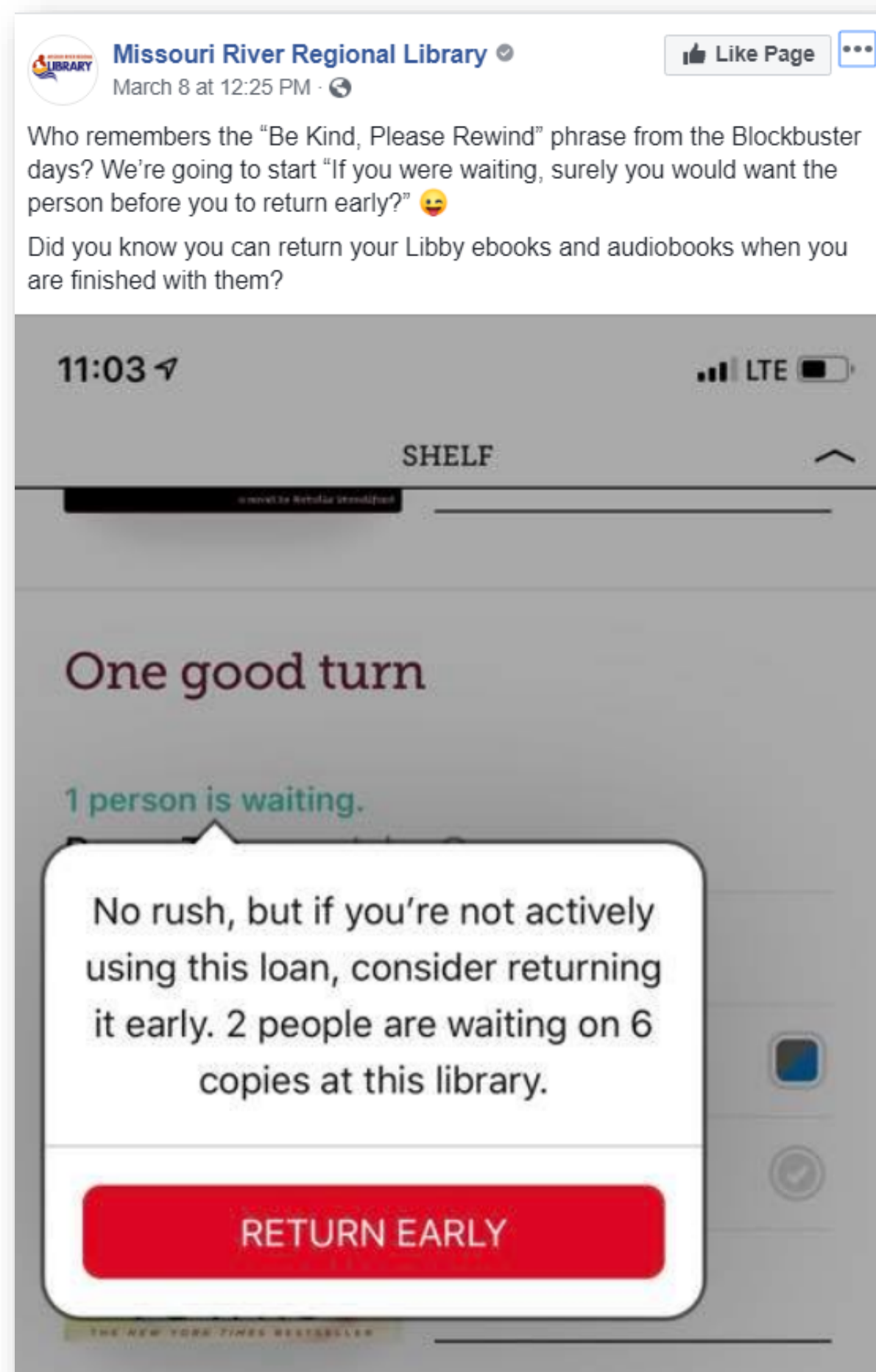
[cals.overdrive.com](https://cals.overdrive.com)

2:41 PM - 13 Mar 2019





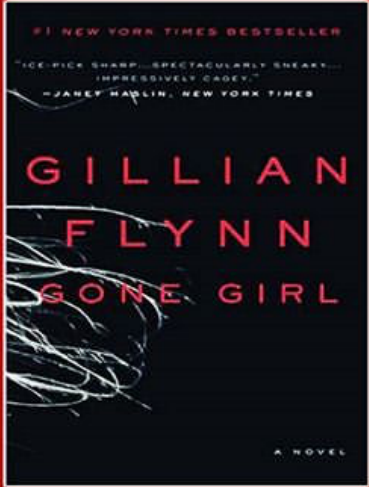
- 2.32 billion monthly active users.
- 68% of Americans use Facebook.
- Facebook has the broadest age range of users, with an increasing number of users 65+ .



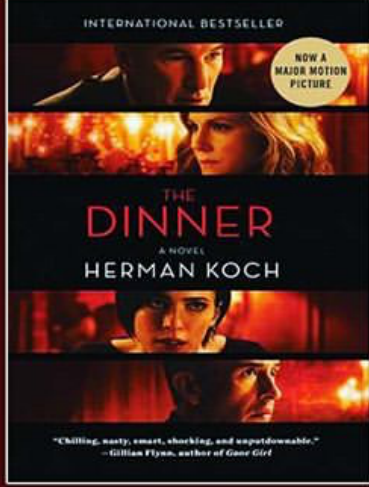


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**If you like**



**Then try**



**Happy Reading**

4 likes

**warrenpalibrary** Still stuck on *Gone Girl*? Try the captivating book (and movie adaptation) *The Dinner* by Herman Koch. Available now as an eBook through WPL! [#waybackwednesday](#) [#warrenpubliclibrary](#)

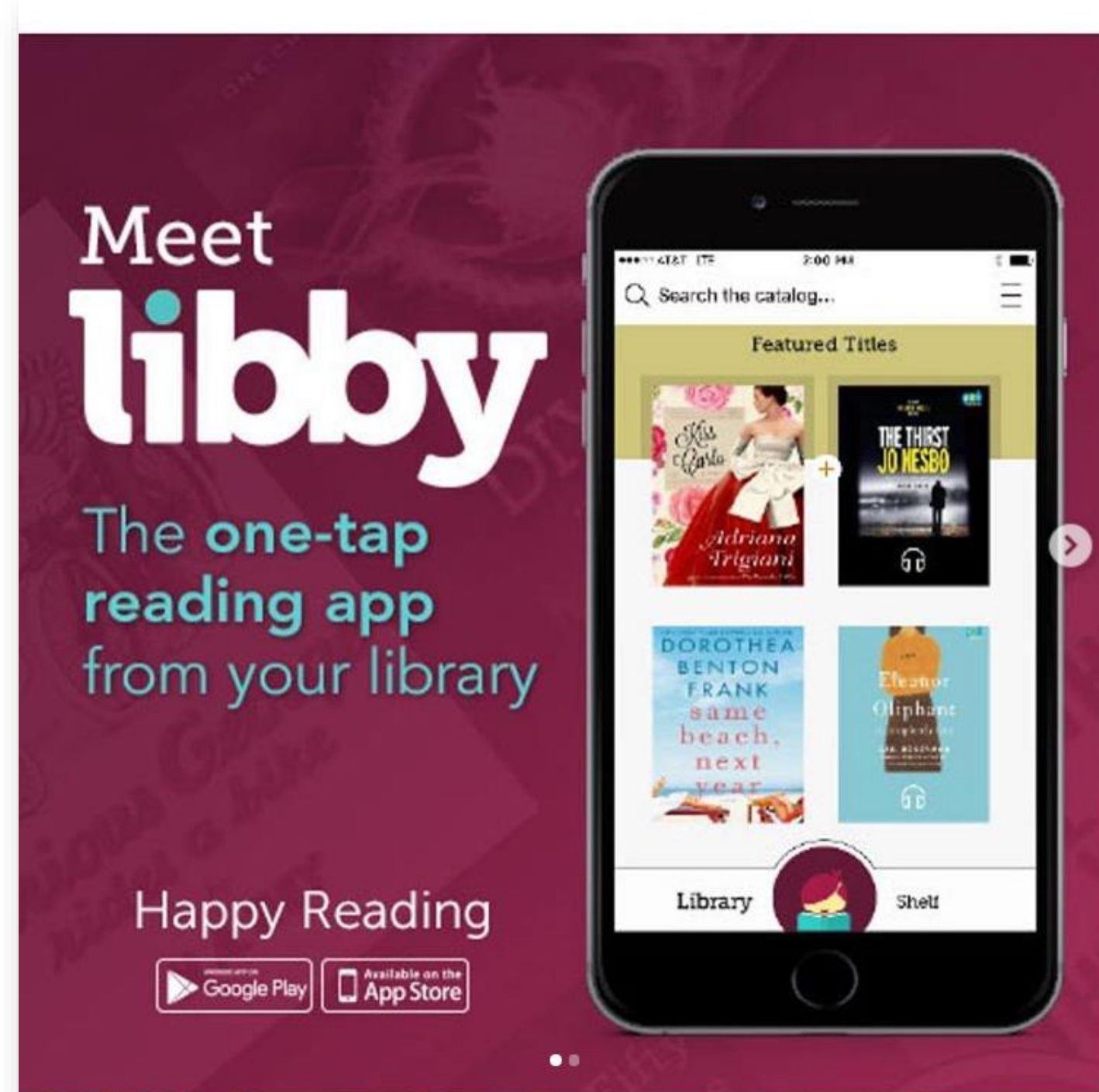
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35 likes  
FEBRUARY 12

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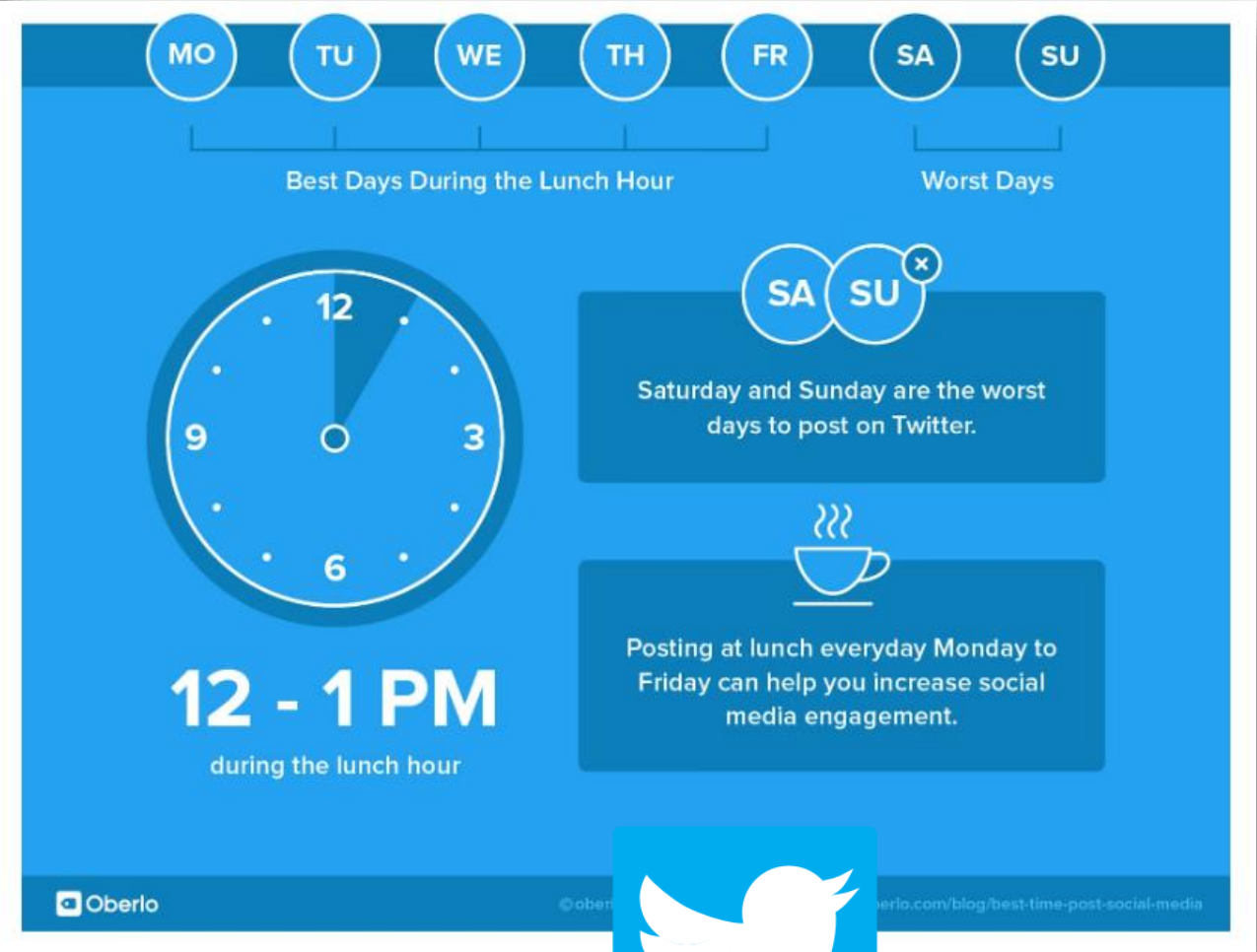


- 1 billion people use Instagram every month.
- 71% of users are under the age of 35.
- 500 million people use Instagram Stories every day.





# Planning your posts: Timing



# Planning your posts: Hashtags



## APP HASHTAGS:

- #Soraapp
- #MeetLibby
- #LibbyApp

## CAMPAIGN HASHTAGS:

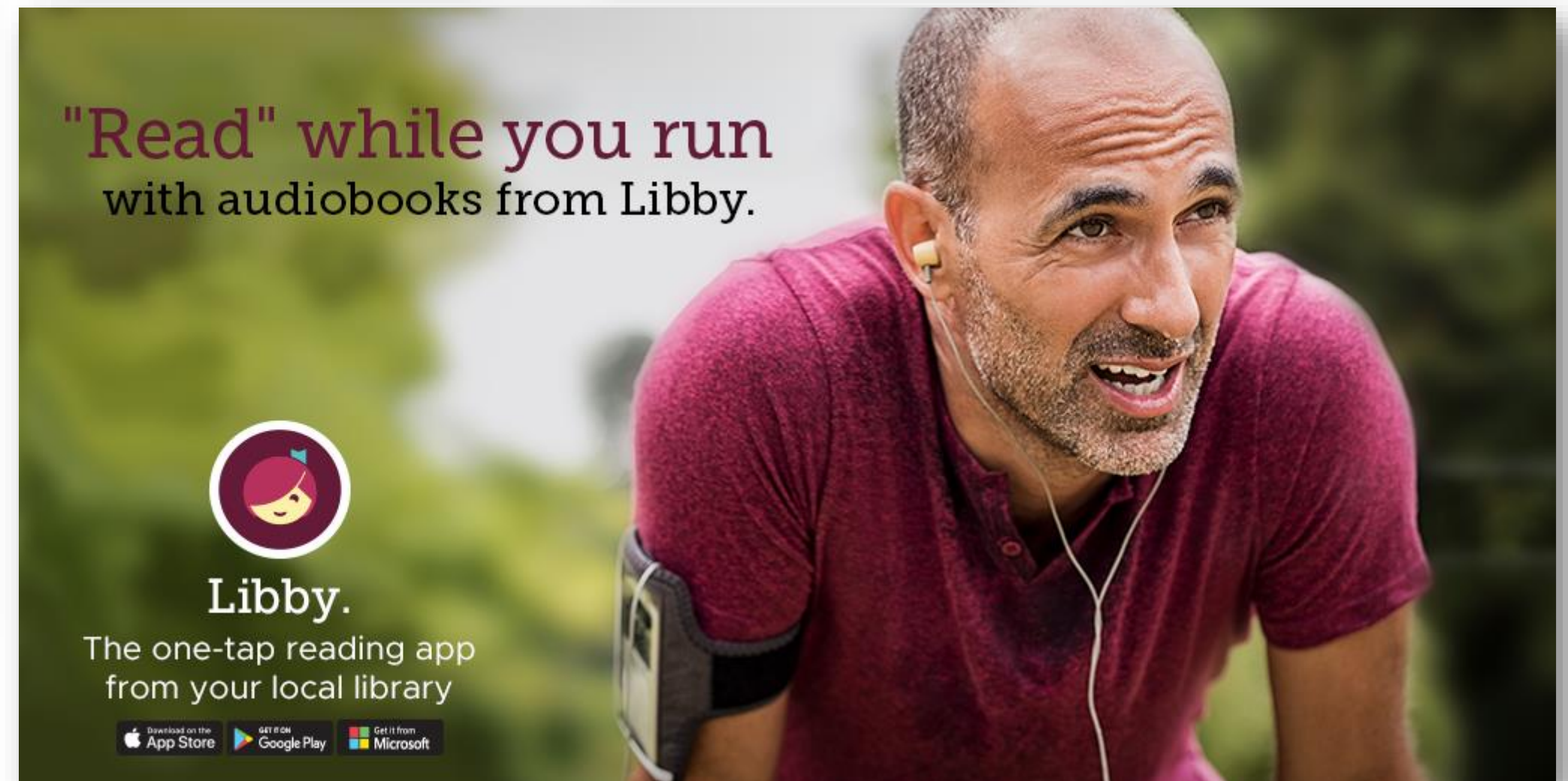
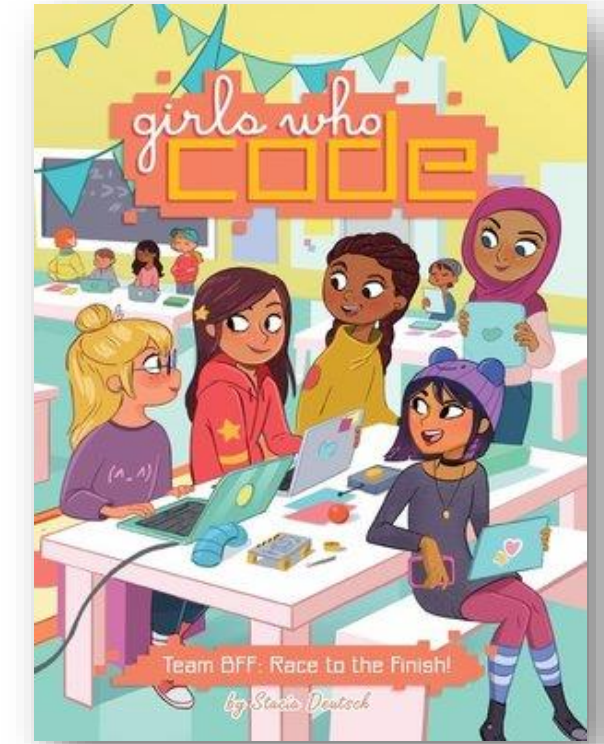
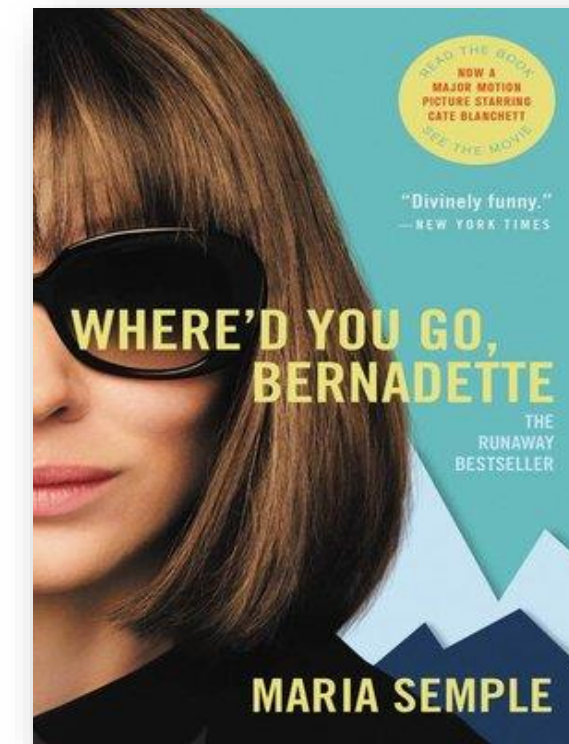
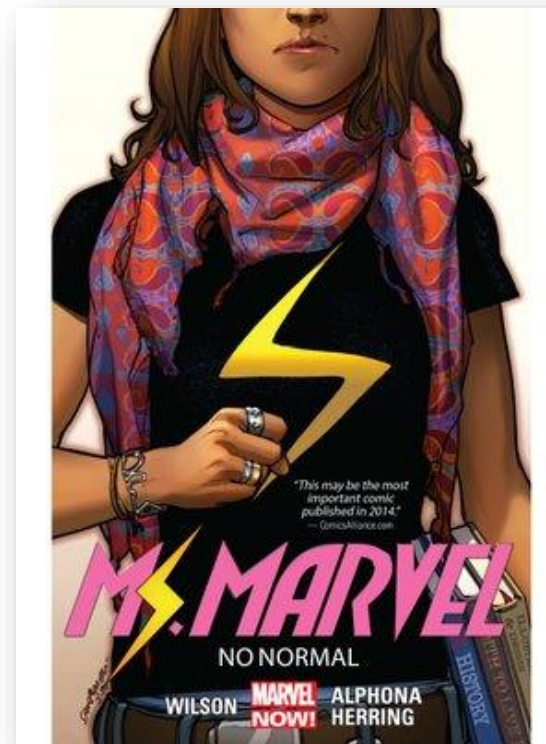
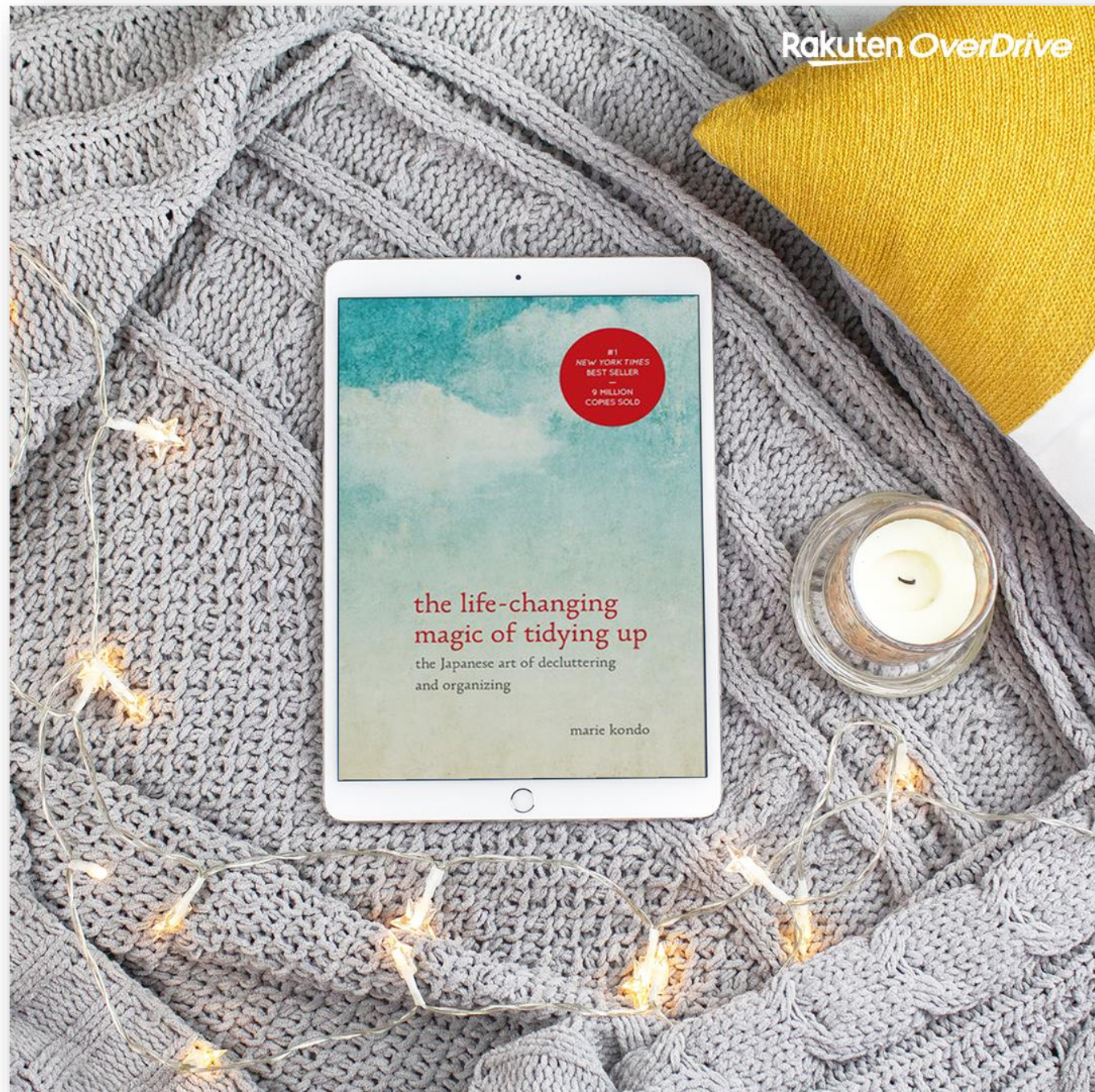
- #BigLibraryRead
- #TogetherWeRead
- #DigiP2019

## PRODUCT HASHTAGS:

- #PerspectivesOnReading
- #DigitalBookmobile
- #PanoramaProject



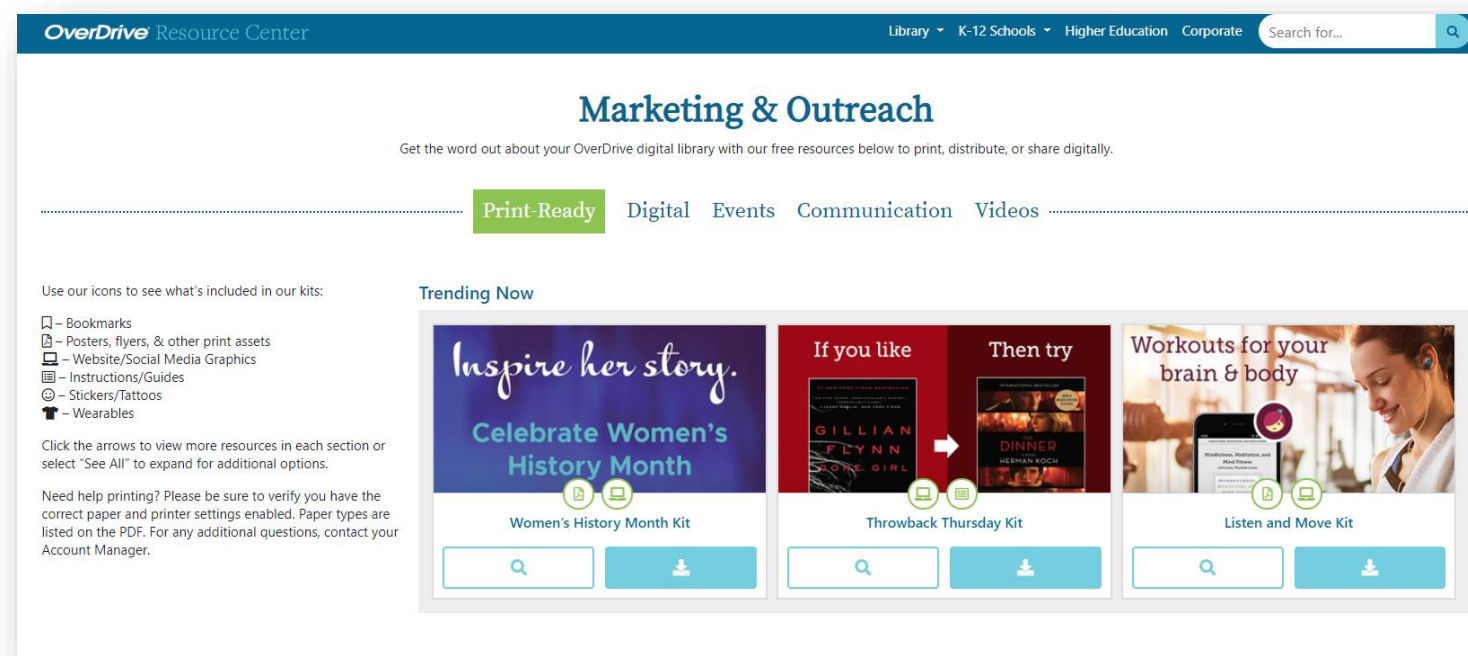
# Planning your posts: Images





# Planning your posts: Branding

- Use images and suggested content from the **Resource Center** or the **OverDrive social profiles**, but change the copy in the body of the tweet to **match your library's voice**.





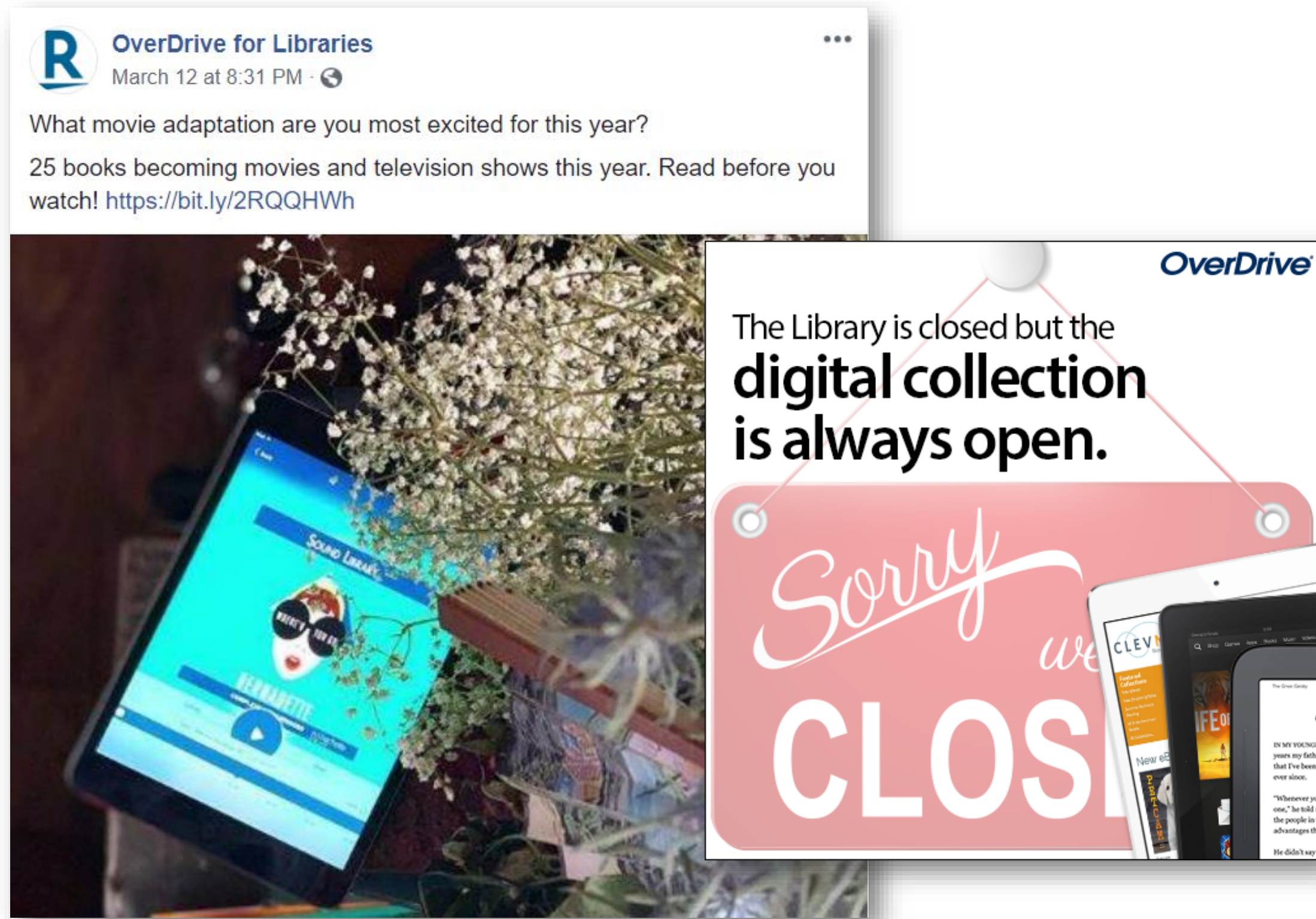
# Planning your posts: Focus on content

- Share **trending curated collections** to engage readers interests around a specific topic, genre, holiday, or event.
- Help **circulate your mid and backlist** by spotlighting available titles regularly.





# Planning your posts: Inform & Engage



- **Ask questions** to encourage comments and sharing.
- Branches closed for a holiday, construction, or bad weather? Let readers know **your digital collection is always open!**
- Drive excitement to try digital with a **contest or giveaway.**



# Do this, not that!

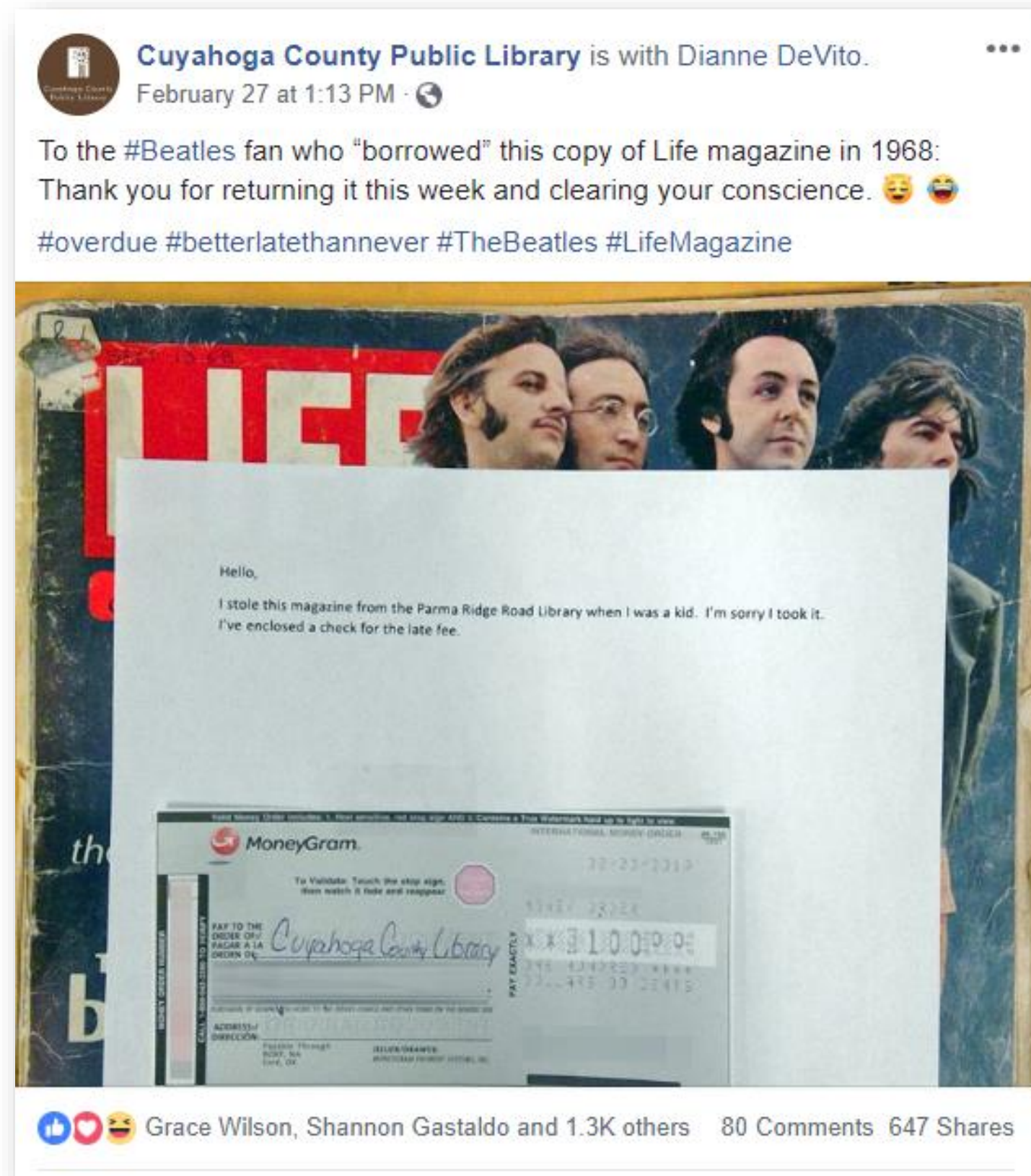
## DO POST ABOUT:

- Library events
- Community announcements
- Author events
- Industry news
- Trending topics (new releases, book-to-movie adaptations, etc.)

## DO NOT POST ABOUT:

- Personal political views
- Offensive content
- Personal opinions – think of your library brand as a whole.

# Social success story: Cuyahoga County



- Share fun facts about your library location.
- Use trending hashtags to get the content in front of people that are interested in the topic.



# Social success story: King County



- Retweet stories that you are tagged or mentioned in to create more “buzz.”
- Engage with profiles that are outside your network.



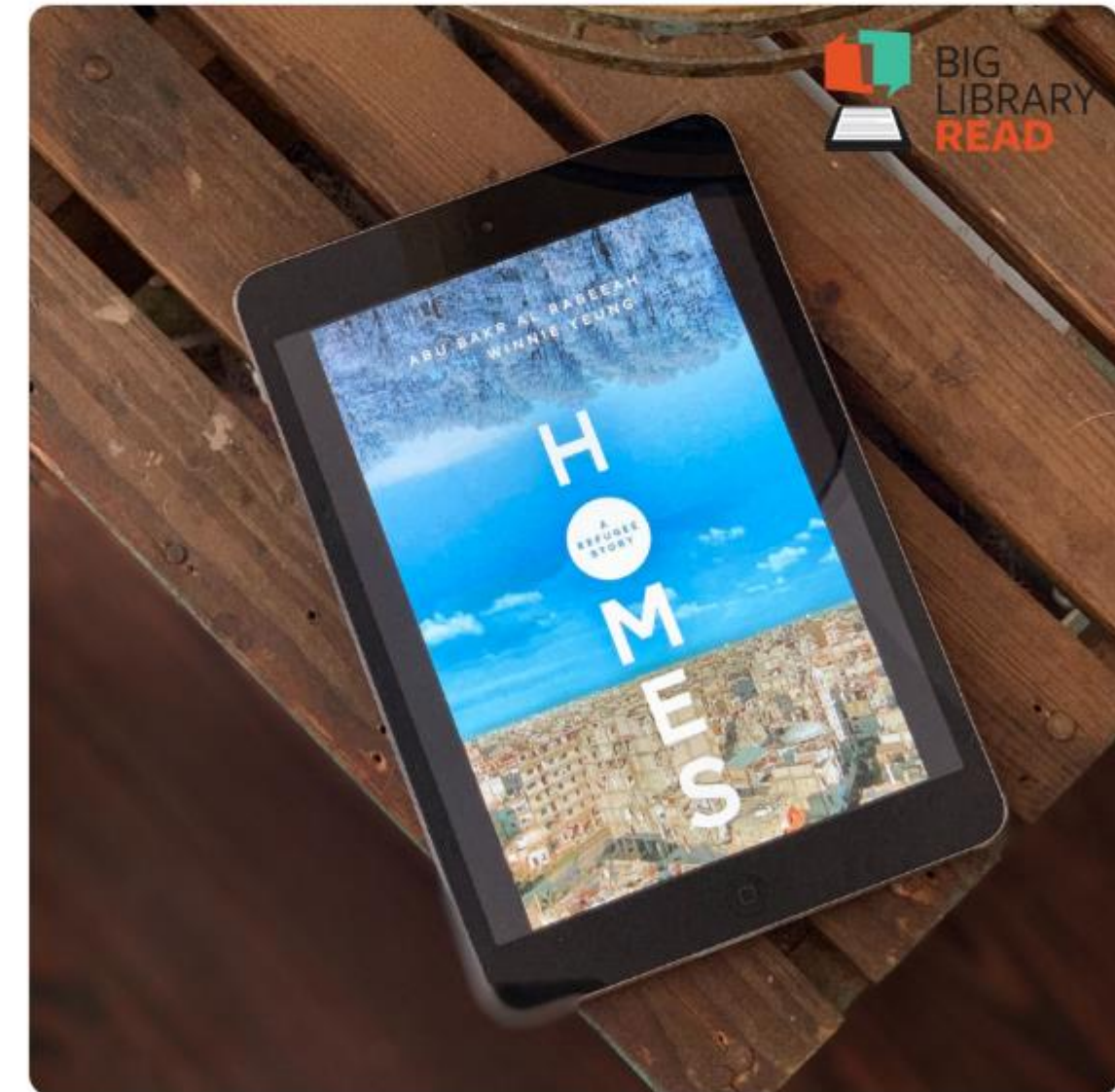
# Social success story: Big Library Read



J.V. Brown Library  
@jvblibrary

Follow

Abu Bakr shares his life with you, not because he wants to highlight the violence, but because he feels like it can "move people to love each other" more. Borrow 'Homes: A Refugee Story' with no holds or waitlists starting April 1 & join [#BigLibraryRead: buff.ly/2EQloDp](https://buff.ly/2EQloDp)





# Creating a call to action

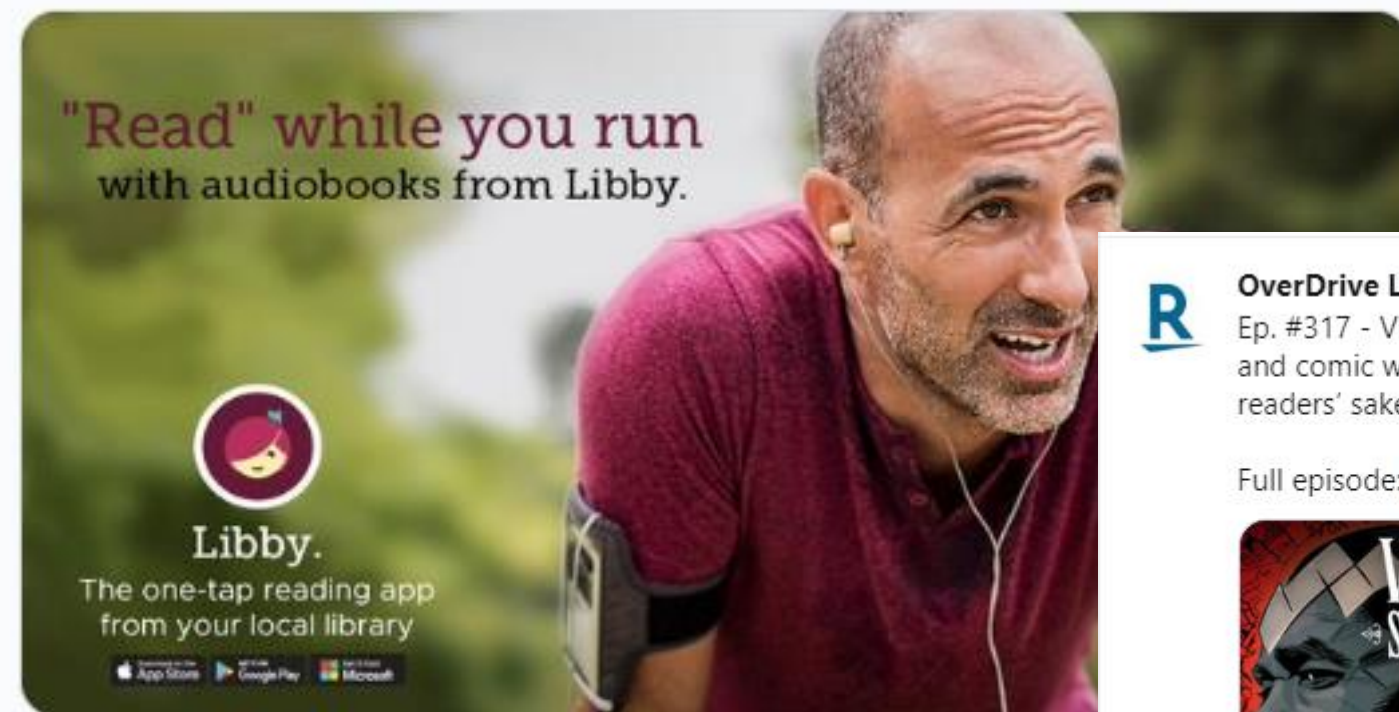


**OverDrive Libraries** @OverDriveLibs · Mar 13

Get inspired at your local library:

- 🌟 Magazines
- 📖 ebooks
- 🎧 audiobooks
- 🌈 and so much more!

Find your library & pop in for a visit: [bit.ly/2Fbsd2J](https://bit.ly/2Fbsd2J)

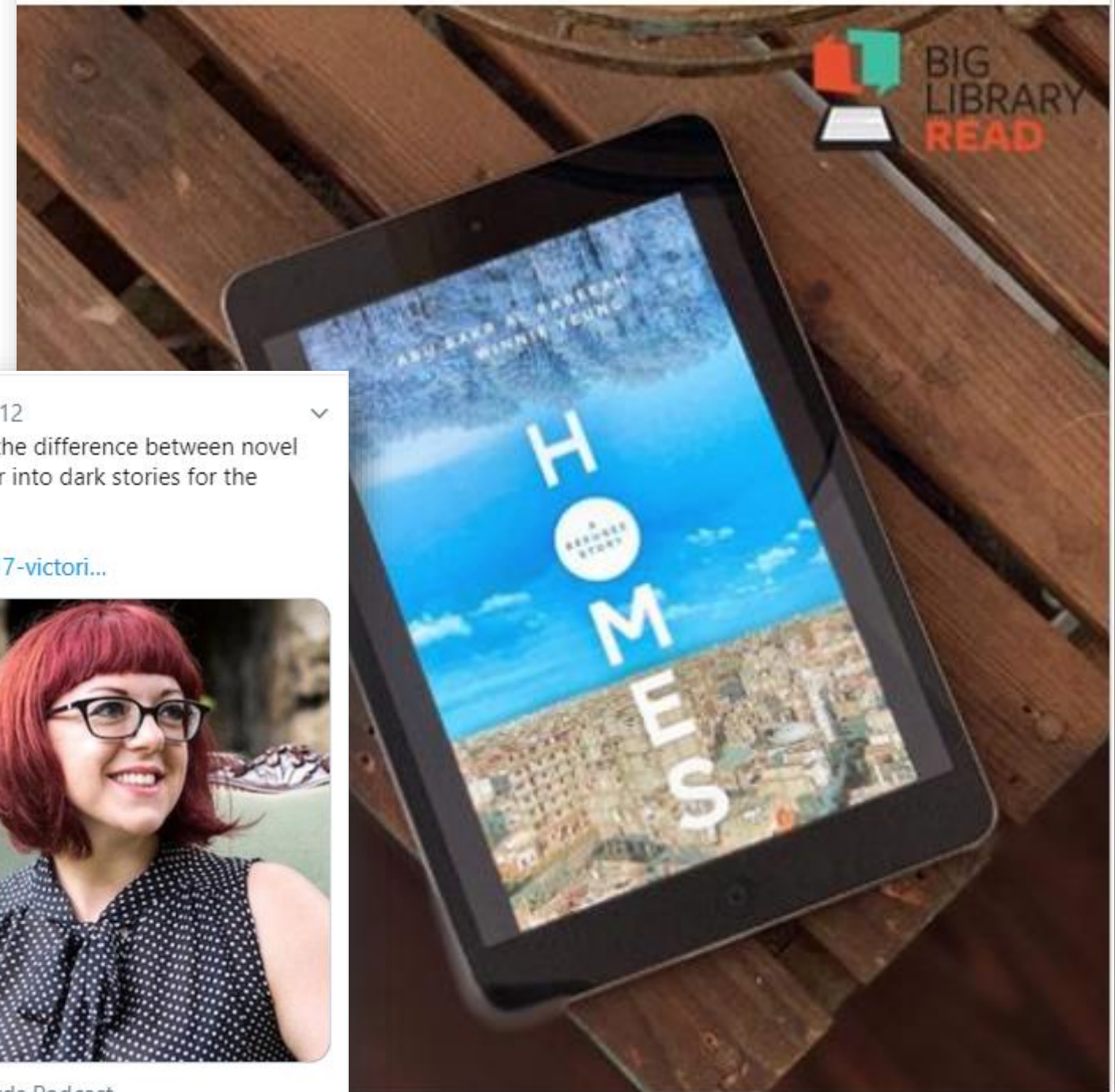


**OverDrive for Libraries**

Published by Sprout Social [?] · March 5 at 3:05 PM · 🌐

The next Big Library Read begins April 1! No waitlists or holds!

- 📖 The featured title: 'Homes: A Refugee Story'
- 💬 Discussion board: [biglibraryread.com/discussion](https://biglibraryread.com/discussion)
- 🎁 Give-away: Win a Kobo Aura H20 by using #BigLibraryRead
- 📄 More Info: [BigLibraryRead.com](https://BigLibraryRead.com)



**OverDrive Libraries** @OverDriveLibs · Mar 12

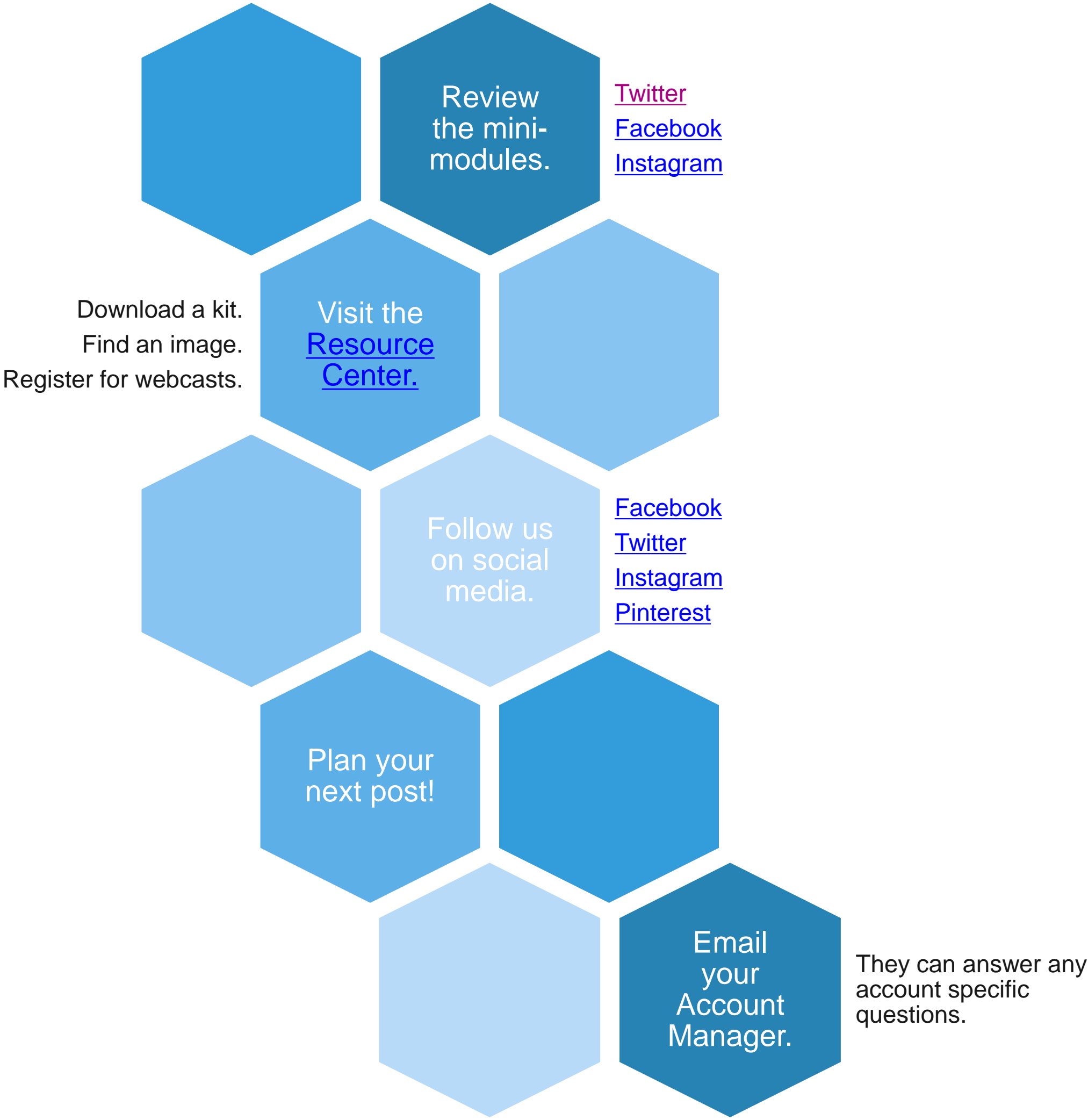
Ep. #317 - Victoria "V.E." Schwab breaks down the difference between novel and comic writing and her need to inject humor into dark stories for the readers' sake.

Full episode: [professionalbooknerds.com/ep-317-victori...](https://professionalbooknerds.com/ep-317-victori...)



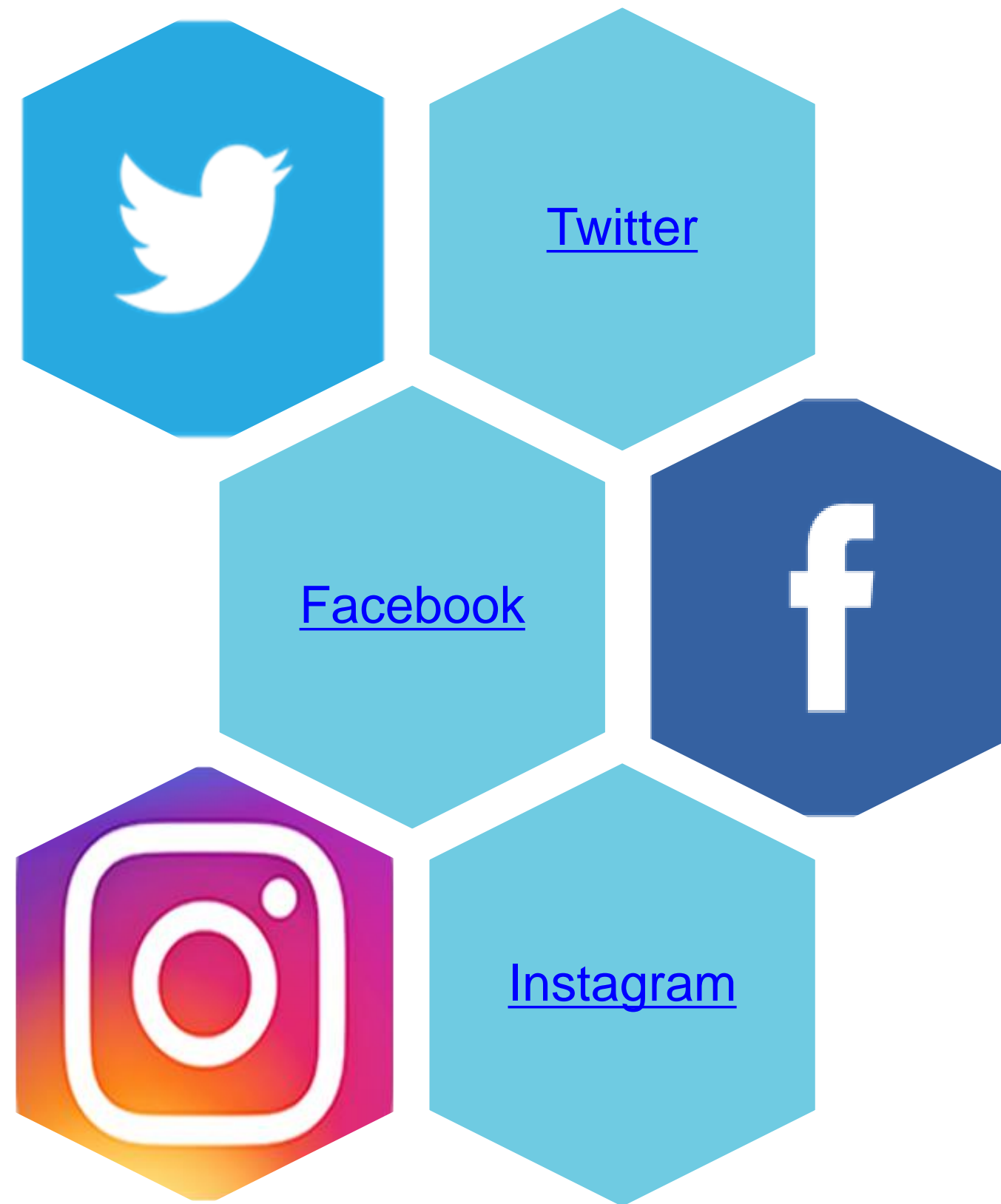
Victoria/V.E. Schwab and Professional Book Nerds Podcast

# Next steps





# Mini-modules



THANK YOU

**Rakuten**  
***OverDrive***<sup>®</sup>