

Presented by: Melissa Marin, Outreach Services Manager Rickie Mascia, Social Media Specialist

# **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.

10%

0%

Rakuten **OverDrive** 



#### Social media users by age

# Comparing social platforms



- Hashtags
- News stories
- Campaigns
- Trends

Facebook

- Events
- Quotes
- News stories
- Campaigns





# nstagram

• Visual

• Hashtags

Captions





Why do you listen to audiobooks?: bit.ly/2KxNgwR

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



they can do other things while listening



Rakuten

**OverDrive** 

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



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Facebook is down and you need something to scroll through? Go grab an ebook from **OverDriveLibs**. So many great titles available at this very moment.

## 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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Missouri River Regional Library March 8 at 12:25 PM · 🚱

person before you to return early?"

are finished with them?

11:03 7

Who remembers the "Be Kind, Please Rewind" phrase from the Blockbuster

days? We're going to start "If you were waiting, surely you would want the

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## One good turn

#### 1 person is waiting.

THE NEW YORK TIMES BELLELLE

No rush, but if you're not actively using this loan, consider returning it early. 2 people are waiting on 6 copies at this library.

#### **RETURN EARLY**

## Topeka & Shawnee County Public Library

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#### 18 hrs · 🚱

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Click here to download it to your phone or device. https://tscpl.org/downloads/ebooks



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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.



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**35 likes** FEBRUARY 12

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Add a comment...

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stagram every month. er the age of 35.



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## Planning your posts: Timing





## Planning your posts: Hashtags







Fulton County Library System @fulcolibrary · Mar 12 Pop-Up Library @GreenbriarMall Sat. 4/6 12-4pm. Stop by the Digital Bookmobile near the Post Office to get your library card, register to vote, and access FREE audiobooks and eBooks. @OverDriveLibs

**#DigitalBookmobile** #LibrariesTransform #MakeAmericaReadAgain #PopUpLibrary





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Professional Book Nerds Podcast @ProBookNerds · Mar 3 Fellow native Cleveland and amazing author @BrianTMcClellan stopped by the #digitalbookmobile!



Discussion board: biglibraryread.com/discussion

Give-away: Win a Kobo Aura H20 by using **#BiglibraryRead** 

More Info: BigLibraryRead.com



#### Rakuten OverDrive

## **APP HASHTAGS:**

- #Soraapp
- #MeetLibby
- #LibbyApp

## **CAMPAIGN HASHTAGS:**

- #BigLibraryRead
- #TogetherWeRead
- #DigiP2019

## **PRODUCT HASHTAGS:**

- #PerspectivesOnReading
- #DigitalBookmobile
- #PanoramaProject

## Planning your posts: Images





## "Read" while you run with audiobooks from Libby.









## Planning your posts: Branding



sday Kit

Click the arrows to view more resources in each section or select "See All" to expand for additional options.

Need help printing? Please be sure to verify you have the correct paper and printer settings enabled. Paper types are listed on the PDF. For any additional questions, contact your Account Manager

Women's History Month Kit Q

**History Month** 

#### Rakuten **OverDrive**

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.

Las Vegas-Clark County Library District @LVCCLD · Feb 23

Visit the @OverDriveLibs #DigitalBookmobile at Rainbow Library today, 10:30 a.m.-4:30 p.m., learn tips and tricks to borrowing digital materials, and be entered to win a tablet!



## Planning your posts: Focus on content



Multnomah County Lib 🤜 @MultCoLib



Audiobooks are great companions for long road trips or long layovers. Check out our list of family friendly audiobooks on @OverDriveLibs for your holiday travel: ow.ly/salJ50jXYG1





- holiday, or event.



this Valentine's Day.





See search results in the Grand Prairie Public Library System digital...



## Share trending curated collections to engage readers interests around a specific topic, genre,

## Help circulate your mid and backlist by spotlighting available titles regularly.

# Planning your posts: Inform & Engage

R OverDrive for Libraries March 12 at 8:31 PM · S

...

What movie adaptation are you most excited for this year?

25 books becoming movies and television shows this year. Read before you watch! https://bit.ly/2RQQHWh



- 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-tomovie adaptations, etc.)

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

#### Rakuten OverDrive

## **DO NOT POST ABOUT:**

## Social success story: Cuyahoga County

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Cuyahoga County Public Library is with Dianne DeVito. February 27 at 1:13 PM · 🕤

To the #Beatles fan who "borrowed" this copy of Life magazine in 1968: Thank you for returning it this week and clearing your conscience.

#overdue #betterlatethannever #TheBeatles #LifeMagazine



• 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



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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



#### calgarylibrary • Following

calgarylibrary What's at the very top of your to-read list right now? 🔁 We're working on Homes: A Refugee Story" by Abu Bakr al Rabeeah & Winnie Yeung on @overdrive\_libs Libby. Join the discussion at #BigLibraryRead for a chance to win a Kobo Aura H2O, and earn more about one of our favourite book clubs at biglibraryread.com

#calgarylibrary #yyc #yyreads #yycbooks #yycfun #yycbuzz #yycnow #booksbooksbooks #booksofinstagram #literacymonth #reads #readingtime #amreading

🛡 🔾 🕦 Liked by springvillelibrary and 74 others DAY AGO

Wmson County Public Library @wcpltn · Mar 10 RT @OverDriveLibs: Starting April 1st patrons can borrow 'Homes: A Refugee Story' with no holds or waitlists & join #BigLibraryRead: biglibraryread.com



#### BarnsleyLibraries @BarnsleyLibs · Mar 14

Our next **#biglibraryread** has been announced! Homes: A Refugee Story will be available for everyone to read via Libby and Overdrive from 1-15 April! Join one of the biggest book groups in the world with Barnsley Libraries.



wrym ad on nocial media for a drance to wite a Kobo Aara 1720 from OverDrive consider the official rul

#### Rakuten **OverDrive**



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

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## Creating a call to action

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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



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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...



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

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#### **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 Give-away: Win a Kobo Aura H20 by using #BiglibraryRead More Info: BigLibraryRead.com



IBRAR



## Next steps



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They can answer any account specific questions.

## Mini-modules





