Social Media Interest Group (SMIG)
12/7/16 – GoToMeeting

Much of the discussion centered on Facebook.
Tips from the group:
- Posts with pictures attached garner far more interest than plain text
- Photos of programs are very well received
- You can schedule future posts (put your whole calendar of events in at once and set up the posting schedule)
- Most try to post 2 or 3 times a week
- On organizational pages there can be multiple users with the ability to post
- Coordinate with town or village to support each other's posts and spread reach
- Most libraries are keeping their likes local
- Some are posting short video clips of programs (especially music)
- Weather closings are good to post
- Many libraries posting new releases on Facebook or twitter.
- BCPL is using Pinterest for reader's advisory lists
- Boosting Facebook posts (paid advertising) can expand reach to 200-500 people for just a few dollars
- Whenever you make a physical flyer, post it to social media too
- Tweeting new releases is popular
- Not as much interest in general library and book information
- Some libraries have used these tools to recruit new board members
- Sometime people respond to a post about an program/event with an "I'll be there" message, but don't follow up and officially register

The general consensus is that older folks are mainly on Facebook and younger folks mainly on Instagram.

The conversation prism gives a snapshot of all of the social media tools out there:
https://conversationprism.com/wp-content/uploads/2014/11/ConvoPrismLarge.jpg

This article (http://www.shortstack.com/the-best-times-to-post-on-social-media-infographic/) compiles the best days & times to post on Facebook.

A page has been set up on the Intranet for the Social Media Interest Group (http://libraries.4cls.org/4cls/?page_id=1251) that will house notes, links, etc.

The meeting was recorded (screen + sound), but the recording is too large to add to the Intranet. It will be e-mailed with the notes instead. (Update: it is also too large to e-mail)

The next meeting is scheduled for Wednesday, February 22 at 10 AM on GoToMeeting. An agenda and login info will be distributed before the meeting.

Getting Started with Facebook

Set up individual account, then create library page

What To Post
- Programs/Events
- New Materials
- Book-Related things
- Community-Related things
- What Else?

Whom To Like
- Local Non-Profits/Community partners
- Other Libraries
- Authors (especially locals)
- Publishers
- Who Else

What is already working out there?

Homework!

Meeting Schedule

Social Media Interest Group Login Info

Please join my meeting from your computer, tablet or smartphone.
https://global.gotomeeting.com/join/627995213

You can also dial in using your phone.
United States +1 (408) 650-3123

Access Code: 627-995-213

First GoToMeeting? Try a test session: http://help.citrix.com/getready