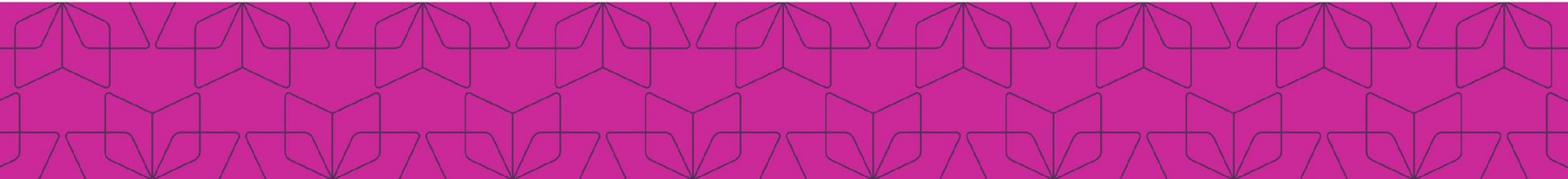




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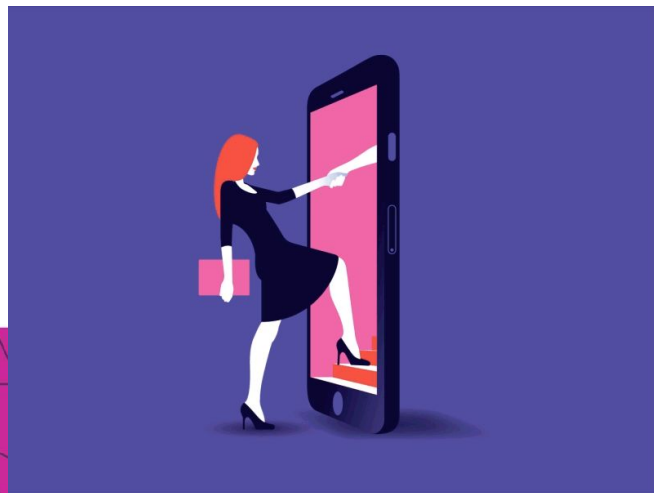
Social Media Content: Ideas, Tips, and Tricks

Kymmy Maine, Tina Cakalic, Brittany Schaaf
St. Charles City-County Library



Presenters

- Brittany Schaaf - Social Media Specialist and Content Writer
- Tina Cakalic - Content Contributor
- Kymmy Maine - Content Contributor



The Process at its Simplest

Social Media at St. Charles City-County Library:

Media Contributor → Marketing Department → Likes, Comments, and Views!

- Post from Moments/Passive Programming/Displays/Decorations
- Observe what works
- Adapt Requests
- Support branch staff



Content Creators: Do's and Don'ts



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Do: Get action pictures!

Do: Get Customers' permission

Do: Take multiple photos

Don't: Use the zoom-in feature



Content Creators: Do's and Don'ts



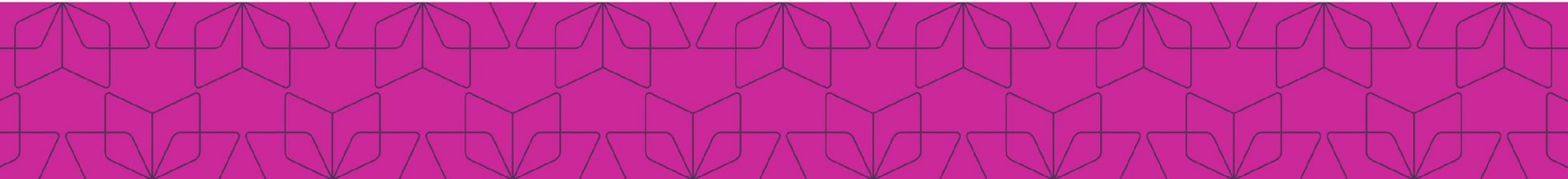
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Do: Post purposefully

Don't: Use library jargon, inside jokes, etc.

Do: Post mindfully (#libraryrocks VS #LibrariesRock)

Do: Post enthusiastically



Pros of the Platforms

Facebook - Fantastic for invitational event posts, comments/shares

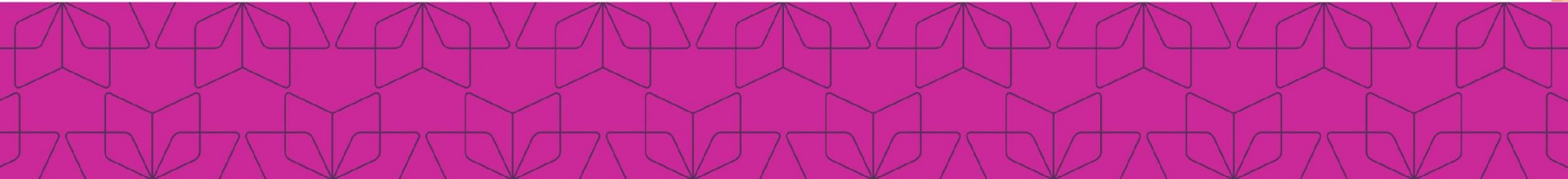
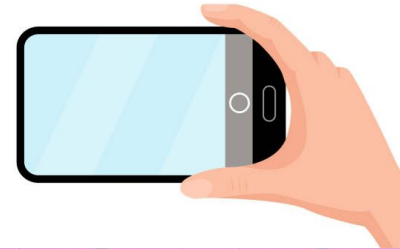
TikTok - Entertainment and informational only

Instagram - Best of both worlds.





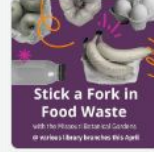







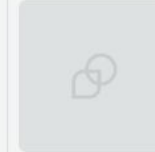

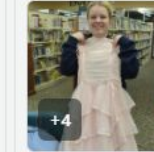
Technology - Beginner's Mode

- Video Shop
- iMovie- iPhone
- Canva- Online
- Your Phone editor
- The app itself





- Calendar
- Sprout Queue
- Drafts
- Needs Approval
- Rejected
- Campaigns
- Instagram Grid Planner New
- SproutLink in bio
- Mobile Reminders
- Post via RSS
- Find Content
- Failed Posts
- Suggested for you
- Post Performance Report

Profiles	Post Types	Tags	Clear All					
f 1 @ 1	Viewing all	Viewing all						
Sunday 19	Monday 20	Tuesday 21	Wednesday 22	Thursday 23	Friday 24	Saturday 25		
<p>2:35 pm</p> <p>stchlibrary</p> <p>We're currently reading a book...</p>  <p>⋮</p>	<p>4:36 pm</p> <p>St. Charles Ci...</p> <p>Happy Won't You Be My Neighbor...</p>  <p>⋮</p>	<p>12:38 pm</p> <p>St. Charles Ci...</p> <p>Did you know that food waste makes...</p>  <p>⋮</p>	<p>4:59 pm</p> <p>St. Charles Ci...</p> <p>Step right up, step right up!</p>  <p>⋮</p>	<p>12:13 pm</p> <p>stchlibrary</p> <p>Ramadan Mubarak! Check out a book...</p>  <p>⋮</p>	<p>7:06 am</p> <p>stchlibrary</p> <p>We want to share some reading...</p>  <p>⋮</p>	<p>12:10 pm</p> <p>St. Charles Ci...</p> <p>We mustache you a question... what's...</p>  <p>⋮</p>		
<p>3:07 pm</p> <p>St. Charles Ci...</p> <p>We're currently reading a book...</p>  <p>⋮</p>		<p>1:12 pm</p> <p>stchlibrary</p> <p>"Take chances, make mistakes, an...</p>  <p>⋮</p>	<p>5:06 pm</p> <p>stchlibrary</p> <p>Step right up, step right up!</p>  <p>⋮</p>	<p>12:40 pm</p> <p>St. Charles Ci...</p> <p>"Outside of a dog, a book is a man's..."</p>  <p>⋮</p>	<p>7:06 am</p> <p>stchlibrary</p>  <p>⋮</p>	<p>12:35 pm</p> <p>stchlibrary</p> <p>Last night's Prom Dress Exchange w...</p>  <p>⋮</p>		

Inspiration - Tina

Follow others for trends, ideas, caption help,
news <https://heyorca.com/weekly-brief/>

Reader's Advisory

Pop Culture

Photos from classes



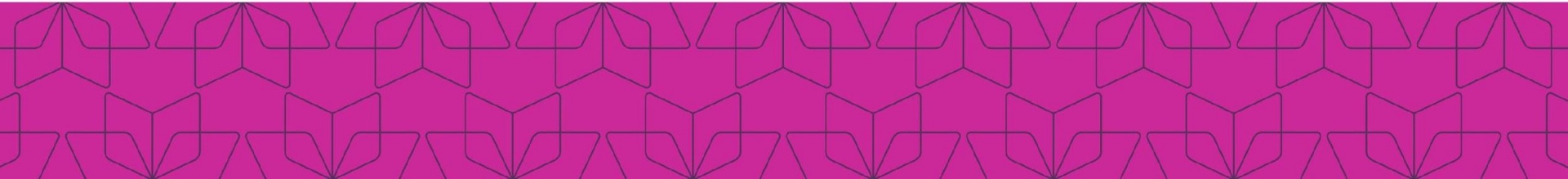
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Examples of videos - TikTok



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170 likes

2005 plays

12 new followers

Jumped on the trend!



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129 likes

4531 plays

17 new followers

Original audio with music

How I feel about certain design choices with little to no explanation

How Librarians feel about certain bookmark choices with little to no explanation



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450 likes

24 comments

43 new followers

Trending audio

Examples of videos - Instagram

Canva Magic

Dewey Decimal Quest

Sportsball!



THIS BARBIE IS A FAN
OF THE LIBRARY!

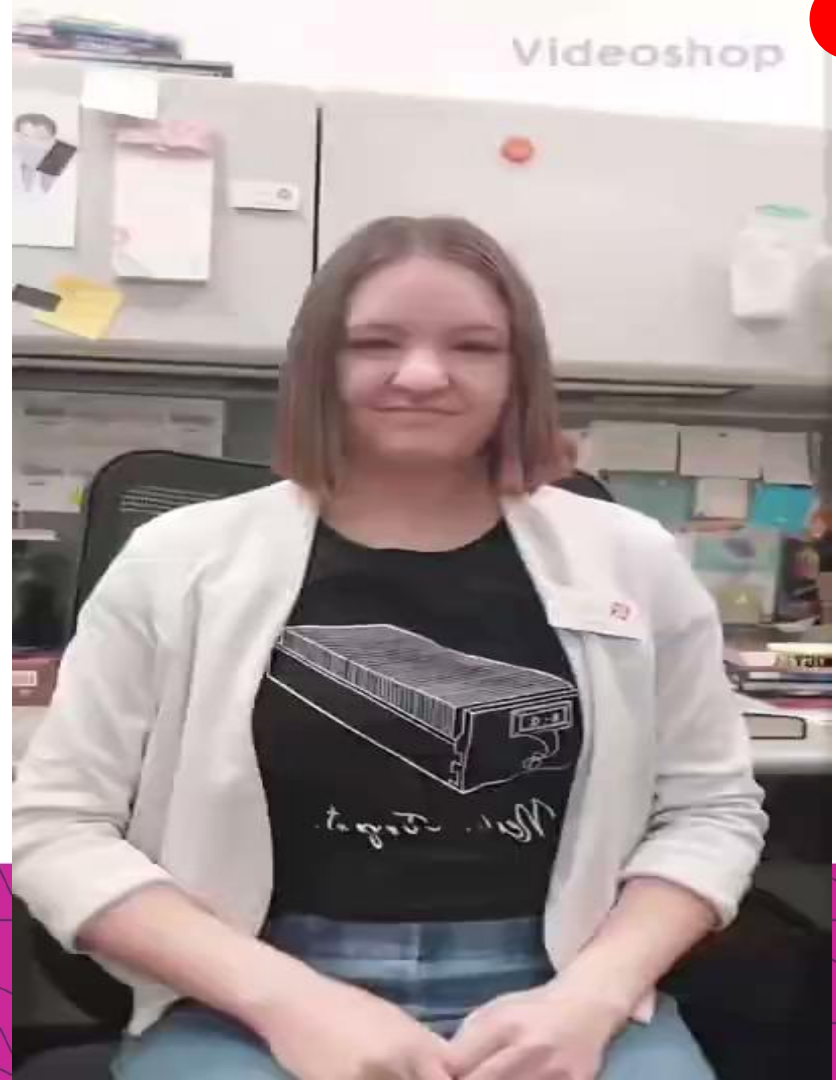


ST. CHARLES CITY-COUNTY LIBRARY

ity

Dewey Decimal Quest

2,421 plays



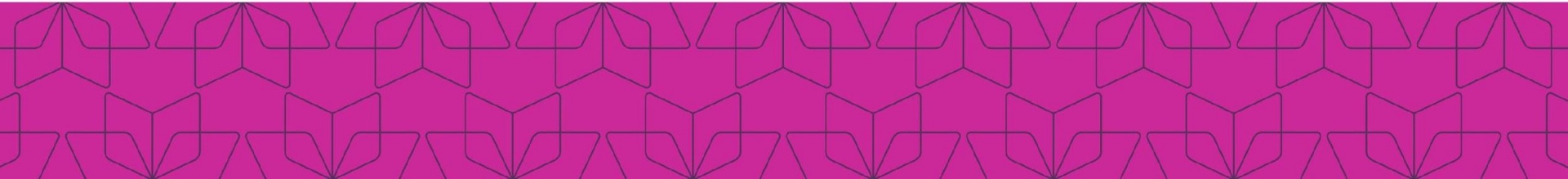
Sportsball!

Facebook and Instagram
1,418 plays



To Trend or Not To Trend

That is the question



Hop on trends (fast)

Within 48 hours
29 new followers



When the Library is closed
for the day...

Make your own trends

6558 plays

908 likes

50 comments

144 new followers

Audio has been used 16 times



**There's this new trend
going around TikTok...**

How do we figure out what works and what doesn't?

Numbers are your friend

Using it for advocacy and direction

What works for one does not work for all

Tracking Spreadsheet: shorturl.at/lpqQ6



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Brittany Schaaf

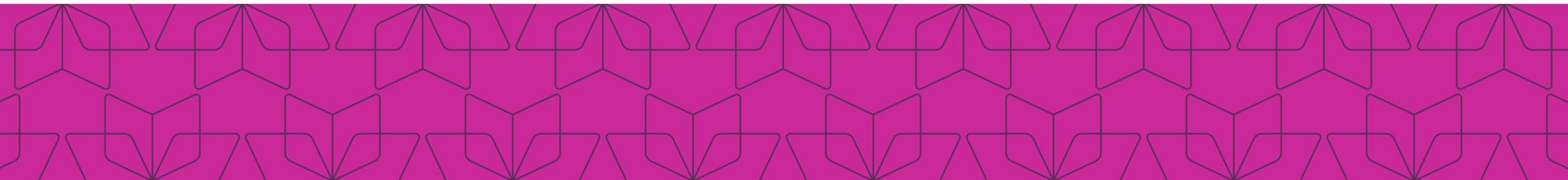
bschaaf@stchlibrary.org





St. Charles City-County
Library

a kaleidoscope of discovery





Transition