

# Social Media Strategy @ Cranston Public Library

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# Watch for...

## Creating a Schedule

The development of even a limited social media schedule can have great impact

## Concentrating Efforts

How conscious decisions about platforms, content and tone affect reach and engagement

## Management Tools

Websites and tools to help you understand social media algorithms and plan and deliver your strategy

# In 2014

## Facebook

- 4 Facebook pages
- 1232 likes (Cranston Public Library)

## Twitter

- 3 Twitter accounts
- Tweeted every 1-2 weeks
- 783 followers

## Instagram

- Posted monthly
- 134 followers
- 180

## In 2014, cont.

Youtube

- 2 videos

Pinterest

- 4 accounts
- Used a few times a year

Flickr

- Photos were posted a handful of times a year
- Average 15 views/photo

# Big Questions

- What is our tone?
  - Where will we concentrate our efforts?
  - What kind of schedule will we use?
  - What content will we promote and provide?
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# Tone

## Determining Tone

Looked to our organizational vision and goals:

- Be welcoming to all
- Be resourceful and reliable
- Go above and beyond to understand, assist, and connect
- Be community-guided and -driven
- Be open to new ideas and creative problem-solving
- Be aware of, familiar with, and dedicated to preserving the rights to access and privacy

## Tone, As Defined In Our Style Guide

All CPL material that is created to be viewed by the public should maintain a conversational, yet reliable tone. Every effort should be made to create general content that will be quickly, easily, and comfortably understood by the public. CPL accomplishes this by:

- Being brief
  - *All CPL communications should read quickly, though friendly. Our points should be organized, clear, and focused.*
- Being conversational, yet intelligent
  - *All CPL materials should make any person feel comfortable and welcome, while also letting readers know that CPL knows what it's talking about.*
- Being funny, when appropriate
  - *Humor should be reserved for social media sites, blogs, newsletters, and temporary display signage. The CPL website and general signage should be to-the-point and informative.*
  - *CPL utilizes a “dry” sense of humor. We accomplish this by pointing to humorous content, rather than explaining it ourselves. This style allows us to be easy-going and accessible without compromising our organizational integrity.*
- While both tone and voice may vary from situation to situation, the primary CPL values should always apply.

# Content

## Determining Content

Looked to our mission, and asked “What content will help us achieve that?”

- **Mission:**  
The Cranston Public Library brings people, information and ideas together to enrich lives and strengthen the community.

Looked to our vision, and asked “What content will help us achieve that?”

- **Vision:**  
We envision the library as being the bright, welcoming, trustworthy hub through which our neighbors and patrons achieve and acquire this access and support.

Content	Avoid	Goals
Library Services, New	Politically charged articles or debates	1. Establish regular and consistent communication with members of the Cranston community
Library Services, Standard	Negativity/Criticism	2. Interact with, follow and support like-minded organizations (Fellow libraries, local organizations, etc.)
Book Lists & Literature/Literary News	Content of Questionable Validity	3. Audience Growth
Book Reviews		
Literacy Initiatives		
Local News (Cranston)		
Library Support, AmazonSmile		
Library Events		
Library News, Newsletter		
Local History		
Civic Matters		
Community Events (NP)		
Community Information (i.e., trash pick up, local elections, meetings, etc.)		
Information for Local Nonprofits & Charities		
Technology		
Information to Support Current Events		
*Library Promotions		
Regional News (Rhode Island & S. NE)		

# Effort Concentration

## Logic:

- Efforts spread too thin, too inconsistent

## Corrections:

- Developed a Social Media Policy that includes the requirement that all social media accounts must be approved and regularly maintained
- Removed inactive and unused accounts

# Scheduling: Meet Your Crowd Where They Are

## **Inherent Platform Statistics**

- Facebook and Instagram provide audience engagement statistics. Find your crowd and cater to them.

## **Third Party Social Media Marketing Tools**

- Many third party organizations provide insights as well. Incorporate this data into your scheduling plan.



# In 2016

## Facebook

- 4 Facebook pages
- 2,284 likes (Cranston Public Library page)
- Post 2-3 times/week, plus events

## Twitter

- One account
- 1059 followers
- Tweet 2-3 times/week, plus events

## Instagram

- 267 followers
- 315 posts
- Post weekly, plus events

## Pinterest

- One account, for teens

## In 2016, cont.

Youtube

- Storage and linking/sharing purposes
- 37 videos

Flickr

- Storage and linking/sharing purposes
- 942 images
- Average 15 views/photo

# Plans Moving Forward

- Contests
  - Bring on more editors
  - Paid boosting and advertising
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# Help's available!



## Hootsuite

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- Schedule tweets, Facebook posts, and Instagram (reminders)
- Monitor activity with custom streams
- Collects insights and data



## IFTTT

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- Automate recipes across platforms with “if this then that” statements
- Most recipes are already created; select and link your accounts



## Whole Whale

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- Social impact tech company, providing tips for nonprofits
- Subscribe to newsletter for regular tips



## TrackMaven

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- Free cheat sheets on the best times and days to post for each social media site