

ENHANCING SOCIAL MEDIA SKILLS

Social media sites like Facebook and Instagram are great ways to keep in touch with patrons and encouraging them to visit the library. When posting on social media “less is more” is a general rule to follow. Images and short phrases are often enough to catch someone’s attention as they’re scrolling through posts.

- Check with your manager to ask if you can create a Facebook account for the library.
- Use the library’s name to register the account.
- Keep the login information and password in a safe location.
- Ensure that you are the only person who can access the social media account.
- Once you’re setup, you can start posting about new books, volunteer opportunities, or upcoming programs.
- For example, if you receive a shipment of new books in the library, post a simple photo of the book covers with a short message like “New books!”
- Tip: It’s easy to take a photo with your cellphone and email it to your work account.
- Periodically post your library hours and contact information.
- Keep in mind that some patrons may reach out to you using the Facebook account, so it is good practice to monitor your private messages and comments.

