



#socialmediaplan: Serving Patrons via Social Media

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Learning Objectives

Attendees will be able to . . .

- Make a marketing plan for social media
- Create user-centered social media content



Outline

1. Why a Social Media Plan Is Necessary
2. What a Social Media Plan Is
3. How to Make a Social Media Plan
4. How to Use a Social Media Plan




Why a Social Media Plan Is Necessary



A Social Media Account Is a Product

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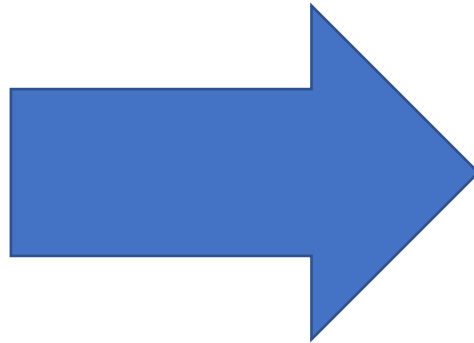
- Establish your library's brand
 - Push information to patrons
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Competition Is Fierce

Irrelevant content

Ad-like posts

Too frequent posts



“Unfollows”



What a Social Media
Plan Is



Social Media Plan, Defined

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A plan that determines how a library will use social media to reach patrons

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ACU Library Social Media Plan

1. Vision and mission statements
2. Purposes (Goals)
3. Venue and frequency for posts
4. Examples of content
5. Guidelines
6. Controlled vocabulary of hashtags
7. Primary target market

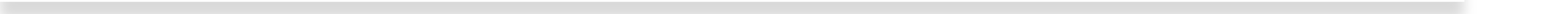


How to Make a Social Media Plan




Get Context

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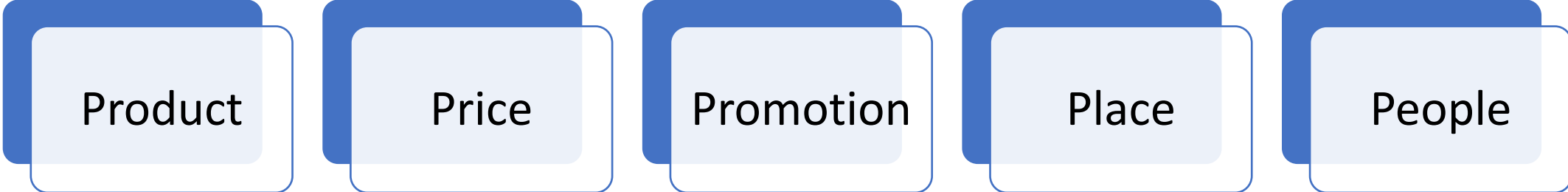

- Strategic plans
 - Your patrons – your target market
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Learn from Others

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- Libraries and librarians
 - Your institution
 - Literature about social media
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Use the Marketing Mix



Product

Price

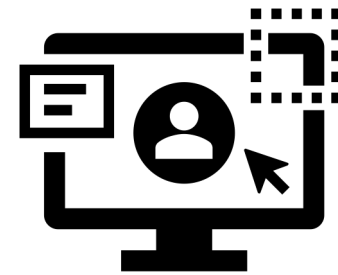
Promotion

Place

People

Product

- Value for patrons
- Content design and quality



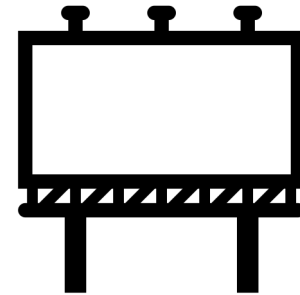
Price

- Not free
- How to make it worth patrons' time



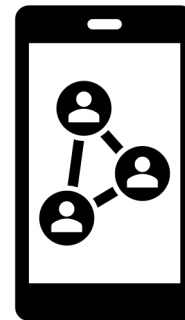
Promotion

- Who and where are your patrons
- How patrons will find your account



Place

- Which platform your patrons use
- Which platform will handle your content




People

- Tone and consistency of posts
- Personal connection with patrons



Get Approved



- Institutional policies
 - Your institution's marketing team
- 



How to Use a Social Media Plan



Revisit the Plan



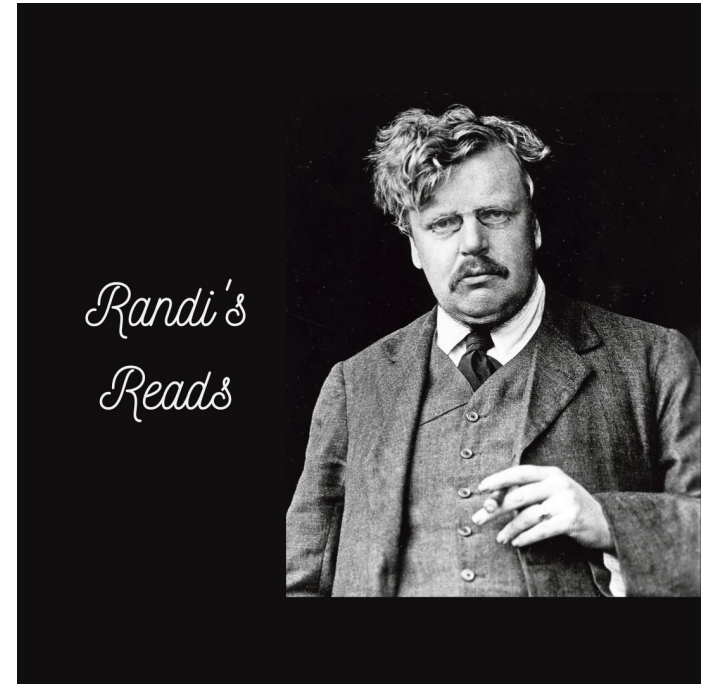
Review regularly



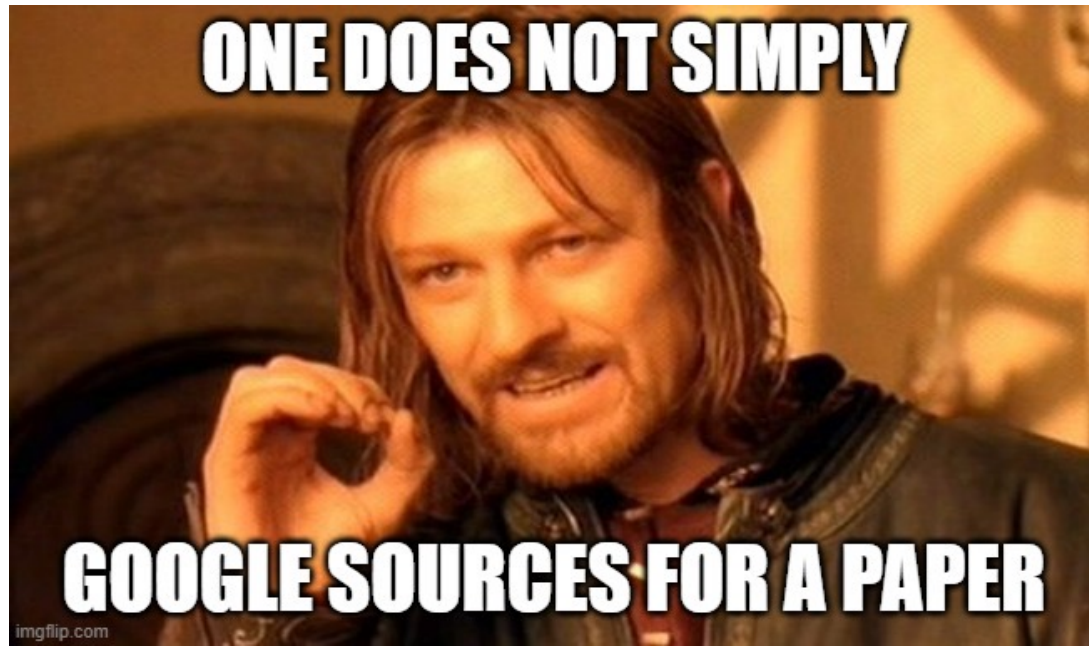
Revise as needed

Use Free Tools

- Usage data (“insights”)
- Filters and other image-editing tools
- Design software: Canva
- Meme generators: Imgflip



Have Fun



Have Fun

**THE WEEK
BEFORE
CLASSES START**



**REALIZING
YOU DIDN'T
ORDER
TEXTBOOKS YET**



imgflip.com



Questions?

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