15 Ways to Spice Up Your Library’s Facebook Page

Jamie Matczak
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Green Bay, WI
Facebook Stats

A recent JP Morgan analysis of Comscore data shows that the average U.S. Facebook user spent more than **27 hours on Facebook** and Facebook Messenger **last month**, of which 21.5 hours were on smartphones.
Facebook Stats

![Bar chart showing the growth of Facebook users from Q3 2008 to Q2 2015. The y-axis represents the number of users in millions, and the x-axis represents the quarters from Q3 2008 to Q2 2015. The chart shows a steady increase in user numbers over time.]
Facebook will lose 80% of users by 2017, say Princeton ...

Facebook Will Disappear by 2020, Says Analyst - Mashable

14 things that may not exist in 2020 - Mashable

Will Facebook exist after 4-5 years? - Quora

Millions of Facebook users have no idea they're using the ...

What Will Facebook Look Like in 2022? - The Next Web
What Could it Look Like?
Over the next few years, our goal is to make Facebook a cross-platform platform that allows developers to build, grow and monetize their apps across every major mobile platform.

- Mark Zuckerberg
Why Have a Page?

- Helps Deliver Better Customer Service
- Promotes Your Library
- Personalizes Your Library
- Drives Traffic to Website & Events
Let’s Go Back…

A recent JP Morgan analysis of Comscore data shows that the average U.S. Facebook user spent more than 27 hours on Facebook …

but are they seeing your page?
Edgerank

16%
15 Ways to Spice Up Your Library’s Facebook Page
1. Basic Maintenance
Thanks for attending the Workshop!

Nicolet Federated Library System
Library
2. Customer Response
Hello! My friend and I (from the US) will be in Limerick in a few weeks. What is the cost to get in on Wednesday eve, for an adult? Do you rent 4-wheel skates? And do you sell wine or beer? Thanks!

Jamie Matczak: Hi Jamie! It is €12 per adult for 2 and a half hours of skating, the session runs from 7 to 9:30pm. We only allow the four wheel skates on the rink and the skate rental is included in the €12. We sell wine for €4 a glass.

August 14, 2013 at 9:43am • Like 1

Jamie Matczak: Awesome! And it's basically a "free skate," like a roller rink, with music? It looks really cool!

August 14, 2013 at 9:44am • Like 1

Jamie Matczak: And what do you recommend wearing? What do most people wear?

August 14, 2013 at 9:47am

RollerJam: That's exactly it! We look forward to seeing you!

August 14, 2013 at 9:48am

RollerJam: Just wear casual clothing, whatever you feel comfortable in! And remember to bring socks!

August 15, 2013 at 4:53am • Like

Jamie Matczak: Thanks! We are staying at The Strand Hotel. Would you be able to provide walking or driving directions, please? I could not locate you on Google Maps.

August 15, 2013 at 2:31pm

RollerJam: no problem Jamie, we are adjacent to a retail park on the Tipperary road called "City East Retail Park" It would take quite a while to walk there. To drive it’s about 10 minutes. Do you have a car or take a taxi?

August 15, 2013 at 2:30pm

Jamie Matczak: We will have a car. I see the park on the map. Can you name a few businesses you are next to, please?

August 15, 2013 at 2:42pm • Like

RollerJam: we are literally a 30 second walk from that park next door to a business called "essential tiles and bathrooms". The main store in the retail park in called "B&Q".

August 15, 2013 at 2:44pm • Like

Jamie Matczak: I see "B&Q" on the map. We will head in that direction and should be able to locate you. Thanks!

August 15, 2013 at 2:46pm • Like

RollerJam: ok, on your way into where B&Q is, you will pass
3. Powerful Posting

- How Often
- How Much
- What Time
Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.
The people who like your Page

Women
- 57% of your fans are women
- 17% of your fans are between 18-24 years old
- 12% of your fans are between 35-44 years old
- 7% of your fans are 65+

Men
- 43% of your fans are men
- 26% of your fans are between 18-24 years old

Country | Your Fans | City | Your Fans | Language | Your Fans
---|---|---|---|---|---
Morocco | 463 | Casablanca, Grand Casablanca | 106 | English (US) | 435
United States of America | 358 | Green Bay, WI | 73 | French (France) | 369
Vietnam | 204 | Hanoi, Hà Nội, Vietnam | 47 | Vietnamese | 198
4-8. Exceptional Engagement
4. Engagement: *Humor*

- Deoderant/Body Wash
- Over 2.6 Million fans
- Old Spice Guy
4. Engagement - *Humor*

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Old Spice
September 21 at 5:32pm - 📢

How much wood could a woodchuck chuck if a woodchuck mistakes your leg for a piece of wood? Please respond quickly, losing blood fast.

Like  Comment  Share

326 people like this.
50 shares
4. Engagement - *Humor*

- Change up posts
- Share funny bits or info
5. Engagement: *Contests*

- Professional Baseball team
- Over 1 million fans
- Player, Fan Features
5. Engagement: *Contests*

The best part of waking up is knowing you’re one day closer to opening day. #SeeUApril6
5. Engagement: *Contests*

Opening Day is so close you can almost taste it. 27 days and counting. #SeeUApril6
5. Engagement: *Contests*

- Travel/Train Service
- Over 450K fans
- Beautiful photos
Amtrak
September 19

Guess what time it is...#AmtrakPOTW.
5. Engagement: *Contests*

- Countdown to an event (Summer Reading)
- Contest: Sandwich making, legos
- Vote on Facebook
6. Engagement – *Feature BTS*

- Natural Health and Beauty Products
- 2.6 million fans
- Employee Spotlight
6. Engagement: Feature BTS
7. Engagement: *Show Leadership*

- Frozen Yogurt Shops
- 850K fans
- Offers
7. Engagement: Show Leadership
For our 30th birthday, we're celebrating the bees who started it all for us. Tag your birthday messages with #burtsbeeday—that's how they'll get posted to burtsbeeday.com (and how we'll help the bees see them). Then join the party on September 17th at 4 p.m. EDT to see if Burt reads yours in a live video webcast! http://brtsbe.es/6k2sn4
7. Engagement: Show Leadership

- Who manages your page? Is the director “present?”
- Library Birthday/Anniversary
  Director or Mascot to read messages.
8. Engagement: *Customer Focus*

- Humans of New York
  - Site started in 2010
  - Daily Photos of New Yorkers
  - Over 15.2 million fans
"I got married a few months ago. I mean, she's my everything and all. But I'm just trying to get used to having someone else's opinion around all the time. She doesn't like my beard so she's making me shave it. Today. At 6:40 PM."
Humans of New York
September 18 at 7:19pm

"I accidentally threw away a receipt."
“I was twenty-two during World War II. First the English invaded us from the south, then the Russians invaded us from the north.

They had a lot more men than us and the city completely ran out of food. I saw many horrible scenes. My job was to distribute bread from the bakery. Crowds would gather and wait for the handouts. One winter night I found a mother sitting against the bakery wall, nursing her child. I went to give her a loaf of bread, but only the child was alive.”

(Tehran, Iran)
8. Engagement: Customer Focus

- Patrons of the _____ Library
- Feature someone every week/month
9. Use Targeting Options

- Narrow audience by Gender
  - Women

- Narrow audience by Age
  - 22 - 45

- Potential Audience: 210
10. Use Links Correctly

The Traveling Baker
September 4 at 9:22pm

My 12th travel blog! Stay up-to-date on my trip with my latest one!

Travel Blog: Cologne, Riga, Tallinn & Istanbul
Information on Cologne, Riga, Tallinn & Istanbul, Free travelogue / travel blog hosting and travel photo & story search engine for travelers.

TRAVELPOD.COM
11. Use Video

Videos: 8.71%
Image posts: 3.73%
Facebook Video Retention by Video Length (seconds)

<table>
<thead>
<tr>
<th>Seconds</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>153 sec.</td>
<td>Poor Completion Rate</td>
</tr>
<tr>
<td>115 sec.</td>
<td>Average Completion Rate</td>
</tr>
<tr>
<td>61 sec.</td>
<td>Good Completion Rate</td>
</tr>
<tr>
<td>21 sec.</td>
<td>Best Completion Rate</td>
</tr>
</tbody>
</table>

Data Range: July 2014

Data: From roughly 1,000 pages that posted 3,000 videos. Viewer Retention data is directly from Facebook’s API converted from their intervals of 0-40 to the corresponding percentages.
12-14. Photos
12. Cover Photos

- 851 px wide
- 315 px long
DRINK PEPSI
GET REWARDS
REPEAT
13. Profile Photos

160 x 160 px  

The Traveling Baker  
Community  

Timeline  About  Photos  Likes  More  

Create Call to Action  Share  

160 x 160 px
14. Post Photos
15. Consider Buying Ads

1. Inexpensive
2. Great Targeting
3. Lots of customers
4. Easily tracks Things
5. Gives You an Edge
Resources


6 Ways to Improve Your Facebook Page Results: [http://www.socialmediaexaminer.com/improve-your-facebook-page-results/](http://www.socialmediaexaminer.com/improve-your-facebook-page-results/)


What is Facebook Edgerank and Why Does it Matter? [http://mashable.com/2013/05/07/facebook-edgerank-infographic/#NeXp.ut6Cuq](http://mashable.com/2013/05/07/facebook-edgerank-infographic/#NeXp.ut6Cuq)
Take Aways

1. Basic Maintenance
2. Customer Response
3. Powerful Posting
   4. Engagement: Humor
   5. Engagement: Contests
   6. Engagement: Feature BTS
   7. Engagement: Show Leadership
   8. Engagement: Customer Focus
   9. Use Targeting Options
   10. Use Links Correctly
   11. Use Video
   12. Cover Photos
   13. Profile Photos
   14. Post Photos
   15. Consider Buying Ads
Comments? Your Ideas?

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