# ARSL2017

MARKETING LIBRARY PROGRAMS FOR INCREASED IMPACT

SOCIAL MEDIA SURVEY

YOUR SERVICE COMMUNITY: Searching across social media applications to determine which platforms your community uses to successfully promote marketing campaigns.

☐ Facebook  ☐ Snapchat  ☐ Instagram  ☐ WordPress  ☐ Twitter
☐ YouTube  ☐ Tumblr  ☐ Pinterest  ☐ Google+  ☐ LinkedIn

ACTIVITY: When do organizations, businesses, schools, etc. post in your community? When do they experience the most interaction with their social media marketing audience?

Sunday ___ TIME(S) ____________________________
Monday ___ TIME(S) ____________________________
Tuesday ___ TIME(S) ____________________________
Wednesday ___ TIME(S) ____________________________
Thursday ___ TIME(S) ____________________________
Friday ___ TIME(S) ____________________________
Saturday ___ TIME(S) ____________________________

CONTENT: What kinds of content are audience members responding to the most? Gifs? Images? Articles? Questions?

1. Campaign Name ____________________________
   Example ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________
   ____________________________

Response(s) ____________________________________________
   ____________________________________________

2. Campaign Name ____________________________
   Example ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________
   ____________________________

Response(s) ____________________________________________
   ____________________________________________

CALLS TO ACTION: Name some popular calls to action in your community and from other libraries you have reviewed?

☐ Like/Respond  ☐ Comment  ☐ Share  ☐ Click Link  ☐ Action
☐ Other ____________________________
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Social Media Survey
Find three comparable libraries on social media. Try to find someone locally (state) and at least one larger (national, international) group.

Library 1
Social media presence exists on: □Facebook □Twitter □Instagram □YouTube □Other
What is their brand narrative:
How is this narrative shared:
What are their common calls to action:
Social Media Strategy:

Library 2
Social media presence exists on: □Facebook □Twitter □Instagram □YouTube □Other
What is their brand narrative:
How is this narrative shared:
What are their common calls to action:
Social Media Strategy:

Library 3
Social media presence exists on: □Facebook □Twitter □Instagram □YouTube □Other
What is their brand narrative:
How is this narrative shared:
What are their common calls to action:
Social Media Strategy:

Personal Review
What could you adopt for your social media narrative?
What does/doesn’t work in your examples?
What is your library narrative in 3 words:
What is your library narrative in one paragraph:

Who is your audience: □income □demographics (age, gender, race, etc.) □social media habits
Where do they live: □strictly in person (Psst! No!) □FB □Twitter □Instagram □Other

Is your library accessible to your audience? (Think about this question in context of face-to-face and digital services/products.) □no □yes on social media □yes online, our website □yes through our app □in the community □local media (newspaper, radio, community FB groups) □other

Notes:

Have you assembled your native/organic social media marketers?
□no □in progress □yes, library partners □yes, library stakeholders □competition (they just don’t know it!) □social media rock stars in the library community □library friends/volunteers □patrons