



#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 _____

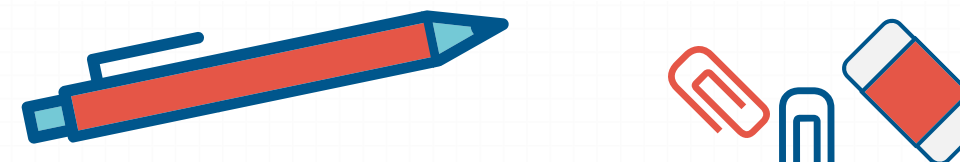
Response(s) _____

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