TELLING YOUR
LIBRARY STORY
THROUGH INSTAGRAM

Presented by

Carnegie Library of Pittsburgh

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Overview

- Why Use Instagram
- What to Post
- Popular Posts

- Hashtags
- Additional Apps
- Things to Keep in Mind

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WHY USE INSTAGRAM?

It's a very popular form of social media

Over 1 billion users worldwide!

It's simple

- Significantly fewer functions than Facebook
  - Posting pictures
  - Posting to your story (like on Snapchat)

- It's easy to use!

It lets you "show" your library to your community

- "A picture is worth a thousand words."

- Easy and quick to scroll through, fewer words to slow users down

WHAT TO POST

Day-to-day life at your library

- Displays

- New books

- Staff

- Summer challenges, reading programs, etc.

- Library resources, things offered in-house

Promotions of upcoming events and programs

- Not too far in advance!

- Unlike Facebook, there are no "events" that pop up repeatedly to remind users. Typically, once it's seen, it's gone!

WHAT TO POST (CONTINUED)

Pictures during/after events & programs

Interactions with your community
- At events and programs
- Patrons using library resources

Important information
- Closures for holidays
- Changes in hours/parking/updates/etc.

BOOKS!

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POPULAR POSTS

- Photo challenges

- Pictures from programs and events

- Unique or interesting displays

- Creative book-based photos (Get artsy!)
- Poems made from book spines
- Spelling things out with labels
- Color-grouped books
- Themed pictures
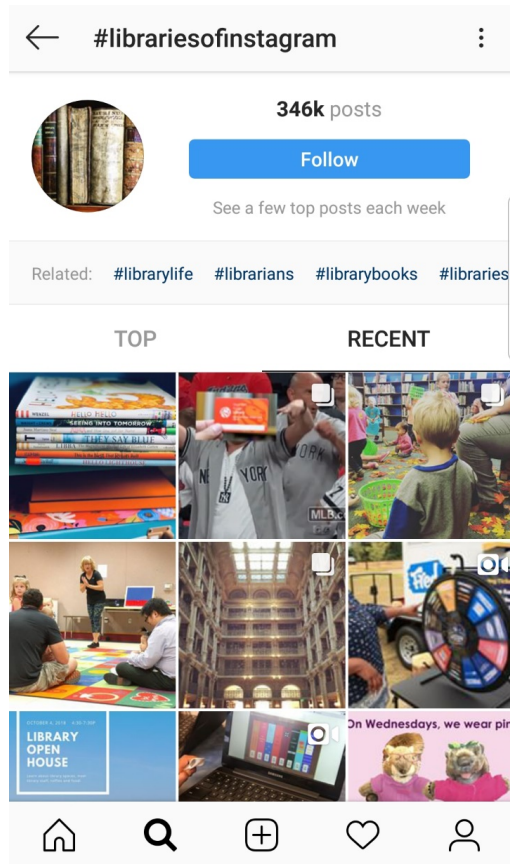- Popular library and book hashtags

HASHTAGS

What are they?

- Tags you create to categorize your post

- "#" followed by a word or words without any spaces

- Links to a page with all posts using that hashtag

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FAMILY YOGA

Liked by **mandy_lotarski** and **20 others**
carmel_library Did you know @sillyheartsyoga is also instructing a family yoga session at the library on August 2 as well?! #carmellib #librariesofinstagram #yoga #family #fitness #wellness
JULY 21

HASHTAGS (CONTINUED)

How do I use them?

- Think of the words and phrases that relate to your photo; add them all to the description

- Separate each hashtag with a space (no need for commas)

- Remember *not* to separate the words within a single hashtag
  → #librariesofinstagram

- Capital letters do not matter
  → #Reading = #reading

HASHTAGS (CONTINUED)

Why should I use them?

· Each hashtag brings more people to your post

· More hashtags = more visibility (and likes!)
    · The less specific the hashtag, the more it is used and viewed

· Come up with a unique but simple hashtag for just your library!
    → **#carmellib**

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HASHTAGS (CONTINUED)

Popular library hashtags

#librariesofinstagram   #bookstagram   #shelfie   #bookfacefriday

Popular Instagram hashtags

#motivationalmonday   #flashbackfriday

#tbt/#throwbackthursday   #caturday

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SAMPLE

Check out what our Book Discussion Groups are reading for October! #carmellib #librariesofinstagram #bookstagram #books #reading #bookclub

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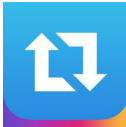@carmel_library   #carmellib

ADDITIONAL HELPFUL APPS

Layout

- Lets you arrange up to 9 photos into one square collage

- Created by Instagram

Boomerang

- Lets you take a short video which, when posted, will play on a fast loop that moves forwards and backwards

- Also created by Instagram

Repost

Lets you share another user's post with a citation that includes the original user's username

THINGS TO KEEP IN MIND

Post often!
- Create a presence in your followers' feeds
- I post a minimum of 4 times a week
  (goal = every day)

Keep descriptions short and to the point
- The main focus should always be the picture
- TL;DR = Too Long; Didn't Read

Stay involved
- Like or reply to comments left on your posts
- Like the posts that you're tagged in
- Check your library's personal hashtag link and like those posts, too

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MORE THINGS TO KEEP IN MIND

Be consistent

- Advertising a program or event? Use the same graphic for all social media accounts

- Great for inspiration

Invite interactions with your followers

- Ask questions (Which of these 2 books do you like more? What are you currently reading?)

- Invite them to share their photos to be reposted by you

- Contests

Plan ahead!

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THANK YOU!

Q & A #1

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Participant Questions

1.

2.

3.

4.

5.