



**Durham Region Law Association ~ Digital World Presented
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Social Media Marketing

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- 2 Why Is It Important
- 3 Be Good Looking
- 4 Social Media Benefits
- 5 Establish Goals
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What is Social Media Marketing?

Social Media consists of content sharing apps such as Facebook, Instagram, etc., as well as messaging platforms like Messenger and WhatsApp, that you use to connect with patrons and enable meaningful conversations about your library and services. This ultimately drives home that you are there for the community. Today social media is used by libraries as a vehicle for outreach and promoting services, programs and new resources as well as providing general information.

Why is Social Media Important?

- 1 Attract potential users to the library by making announcements, providing reference services, networking with other libraries, promoting general library services, providing quick updates to users and their queries and to develop communities.
- 2 To deliver information and news about the library, and encourage discussions among users about all thing's library.
- 3 Users can be given links to recommended Internet resources, book reviews and the latest arrivals.
- 4 Through promotion users can choose library resources that are available in the library. i.e. books, videos, databases
- 5 To promote professional development, events, conferences and association interests.



SOCIAL MEDIA – Be Good Looking!

E-reputation the DRLA way



Facebook , Instagram, Messenger



1. Facebook is private – More personal setting
2. Instagram is all things happening – using Key for Board Members only - customer care, education, daily communication, breaking news, audience engagement
3. Messenger – used to pass reminders
4. WhatsApp – using a pay as you go phone – text



LinkedIn

1. Most of our new members come from here
2. Great if you're promoting association activity
3. Great place to find speakers for events
4. Audience engagement



Twitter

1. No longer used to the degree others are used.
2. Many members left when it switched to X
3. Members expressed it was a damaging outlet for people struggling with mental health issues.



The Benefits of Social Media

Strengthen your reputation

Know & act on what is being said about your library

- Respond to all messages in a timely manner - Do not open a message unless you are prepared to reply within minutes.
- Pin the important information and rotate as you post.
- Things escalate quickly on social media. By listening and watching our members, we get key phrases that relate to their activity and what they might want to see from us – Highly Recommended Books
- Social insights also give you an unbiased view of your library's awareness and popularity.

Share content

- Make yourself public and share with other libraries. We are all unique, but our goals are similar.

Grow your platform

Survey

- Create a platform survey and ask the members what they want to see: (Personal – Birthdays – Professional –Promotion
- Be creative and interactive with your stories.
- Get members involved.
- Post should be clean and clear
- Be the voice for the members – Promote them as much as you promote the library
- Stay consistent



The Benefits of Social Media

Take care of each other

Share experiences

- We are more than the library walls – we have educational, emotional and experiential ways of being there for our members
- Far too many people dislike phone calls, more than ever today - be available online in chat with members.

Apps

- Find chatbots and the use of artificial intelligence to communicate quickly with members.
- Messaging is the norm today for customer care

Community Building

Build a community

- Members trust each other
- Build trust & rapport with your members
- They will share what they see on your page
- Provide platforms that engage them as well as your library.
- Always ask for feedback.



The Goal of Social Media

Be present

- Be committed to each social media platform
- Provide excellent customer service
- Do not limit yourself to one platform – Members do this – You should be available everywhere in the Social Media world
- Be part of the conversation
- Social media is not all about posts and content. It is about client interaction
- Grow your community – Do not just “sit there”, interact with your audience
- Keep your members interested by posting often and sharing varied content
- Amplify what the audience “likes”
- Follow other associations both within your counties and throughout the world and stay connected to the latest news. (Shout out to Waterloo and Halton on IG – Fantastic pages – must follow)



The Do's and Dont's

DO Build a community

- Have a strategy for using social media
- Participate actively
- Resource appropriately
- Set clear messages
- Build trust and rapport with your members
- They will share what they see your page
- Provide platforms that engage them as well as your library.
- Always ask for feedback.
- Create contests
- Track your likes and dislikes
- Track your positive and negative comments

DON'T

- Do not swear
- Do not rant
- Do not belittle others
- Do not talk about religion or politics
- Avoid posts about drugs & alcohol
- Avoid vacation posts
- Watch your grammar
- Check your spelling
- If you would not say it to your Nan, don't post it.
- Do not become complacent

